

Online portal of Zurich Airport:

Media data and offers 2012 - Display advertising





The new top Swiss address that everyone knows.

As the most important and well-known transport hub in Switzerland, Zurich Airport operates a flight information and travel portal. This redesigned platform offers a wide variety of attractive advertising opportunities.

Which makes www.zurich-airport.com the ideal platform for your advertising message.

- **Valuable target groups:** The Zurich Airport portal puts you in touch with an audience that earns well, travels frequently and is always open to new ideas.
- **A unique environment:** The portal is divided into clear themed areas so that advertising can be targeted.
- **A portal with potential:** Zurich Airport's newly redesigned website is constantly being expanded. It is the gateway portal for a wide variety of needs, from travel, hotel accommodation and car hire to pre-order duty free shopping.
- **All standard advertising formats:** In addition to the usual advertising formats, the portal also offers other interesting integration opportunities.
- **Attractive price-to-performance ratio:** Take advantage of attractive prices. The Zurich Airport online portal is clearly tailored to specific target groups, enabling you to book advertising to suit your exact needs.
- **Precise monitoring:** Page impressions and user behaviour are measured and recorded using NET-Metrix and our own analysis tool.

Up-to-date facts and figures are available online at the following address:
www.zurich-airport.com/advertising



Your direct gateway to affluent target groups.

The users of www.zurich-airport.com have an attractive profile. Take advantage of this concentration of above-average spending power.

Monthly over 300,000 unique clients* with a high potential.

- **Considerable spending power:** Our users are internationally mobile, interested in travel and foreign holidays, and have above-average spending power. Many of them earn far in excess of CHF 100,000.
- **Male:** 61% of the passengers** passing through Zurich Airport are male.
- **Mobile and well-educated:** 39%** of the passengers using Zurich Airport are travelling on business, which also applies to the users of the airport portal. Senior managers are well represented.
- **Multinational:** The constantly updated and varied content on the website (including flight and travel information, various booking opportunities, pre-order shopping, etc.) is used around the globe.

* The latest statistics on page impressions and user behaviour are published monthly at www.zurich-airport.com/advertising

** Source: ASQ Airport Service Quality survey 2010



Welcome to
the ideal
environment.

The right content for successful docking.

The online portal for Zurich Airport is clearly organised and therefore enables you to position your messages in exactly the right place depending on the subject.

The various areas of the portal correspond to the different user groups.

- **Arrivals & Departures / Directions & Parking / Traveller Services:** Up-to-date travel and airport information for users.
- **Shops, restaurants and hotels:** All restaurant and shopping facilities at Zurich Airport, including pre-order shopping (advance orders for tax- and duty-free products that can be collected before departure). This area also includes all the hotels and conference facilities available at Zurich Airport.
- **Airport attractions and tourism:** Zurich Airport is an extremely popular destination. This area contains information about all the attractions at Zurich Airport for young and old visitors alike. It also provides up-to-date tourist information on the city of Zurich and the rest of Switzerland.
- **Online booking:** Users can book flights, trips and holidays as well as hotels and hire cars directly on the Zurich Airport online portal.



The online portal represents an entire airport ...

Like Zurich Airport itself, the portal is operated directly by Flughafen Zürich AG.

It is just as user-friendly, reliable and dynamic.

- **A regional and national economic factor**
 - A combined workforce of more than 23,000 people
 - About 270 companies (business partners) work at the airport
- **Switzerland's transport hub**
 - Zurich Airport serves more than 180 destinations
 - Some 270,000 flight movements a year are registered
 - Approximately 380 trains and 900 buses a day stop at Zurich Airport
 - About 70,000 people pass through the airport every day
- **The passengers who use Zurich Airport***
 - A total of about 22.9 million passengers a year
 - 61% of passengers are male
 - 47% of passengers are aged between 25 and 44
 - 33% of passengers are between 45 and 64
 - 94% fly economy class, 6% fly first or business class
 - 61% are leisure travellers, 39% are business travellers

* Source: ASQ Airport Service Quality survey 2010



Welcome
to more
than 130 shops.

... and one of the largest shopping centres in Switzerland.

The shopping facilities at Zurich Airport consist of 73 shops in the public area and another 70 in the passenger area.

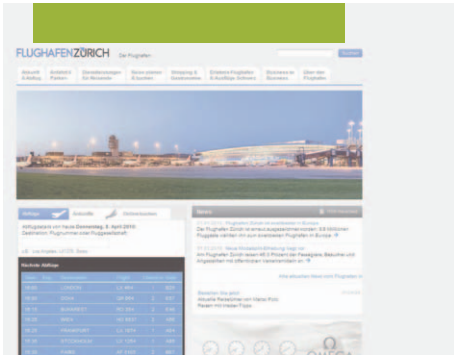
A unique international atmosphere and unique opening hours.

The shops are open 365 days a year. Generous opening hours - from 6 am to 11 pm - are another bonus.

The extensive range of shopping facilities at Zurich Airport:

- **Food:** Fresh produce and fine foods as well as many products for everyday use.
- **Fashion:** From business to casual, always the latest fashion. The broad spectrum includes international labels and brands.
- **Travel:** From luggage to books as well as complete holiday packages, which can be booked directly at the Travel Market.
- **Entertainment:** Games and music, books, newspapers and magazines.
- **Sport- and leisure-wear:** The Sports Market has all you need for the pool, the piste or the gym.
- **Post office and banks:** Banks and post office counters manned 365 days a year.
- **Gastronomy:** The Airport Shopping zone contains the largest food court in Switzerland. There are also restaurants, cafés and bars.

Advertising



A leaderboard is wider and higher than a typical standard full banner. It is placed in a prominent position at the top of the page, and it can be displayed on all pages.

Leaderboard

Advertising space

All pages Page header, above the content

Specifications

	Standard	Expandable (on request)
Format in pixels	728 x 90	728 x 240
Max. weight in KB	50	100
File formats	gif, jpg, swf (Flash), HTML	

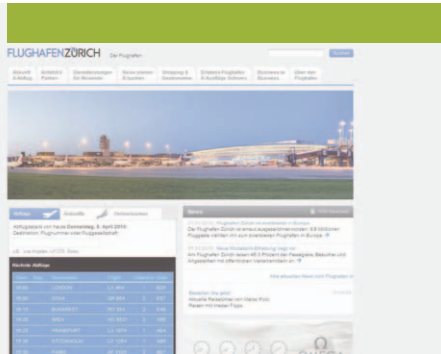
Prices for booked units

Placement	CPT (cost per 1000 ad impressions)	Fixed placement per week (100,000 ad impressions guaranteed)
Homepage	60.00	5400.00
Target groups	60.00	5400.00
Categories	50.00	4500.00
Run of site	40.00	3600.00
Surcharges		
Expandable	20%	
Frequency Capping	10%	

The prices for fixed placements contain a flat 10% discount.

A volume discount is also applied once a minimum turnover threshold has been reached.

Advertising



Large maxiboards offer more space for creative expression, and, thanks to their position at the top of the page, they attract a lot of attention. Maxiboards can be displayed on all pages.

Maxiboard

Advertising space

All pages	Page header, above the content
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Specifications

	Standard	Expandable (on request)
Format in pixels	994 x 118	994 x 240
Max. weight in KB	50	100
File formats	gif, jpg, swf (Flash), HTML	

Prices for booked units

Placement	CPT (cost per 1000 ad impressions)	Fixed placement per week (100,000 ad impressions guaranteed)
Homepage	70.00	6300.00
Target groups	70.00	6300.00
Categories	60.00	5400.00
Run of site	50.00	4500.00
Surcharges		
Expandable	20%	
Frequency Capping	10%	

The prices for fixed placements contain a flat 10% discount.

A volume discount is also applied once a minimum turnover threshold has been reached.

Advertising



Wallpaper connects a leader- or maxiboard to a skyscraper or wide skyscraper. This large area is ideal for branding campaigns and leaves plenty of room for creative ideas. Wallpaper can be displayed on all pages except those containing flight plans (arrivals/departures).

Wallpaper

Advertising space

All pages Page header and to the right of the content

Specifications

Formats in pixels 728 x 90 und 160 x 600
or
994 x 118 und 160 x 600

Max. weight in KB 50

File formats gif, jpg, swf (Flash), HTML

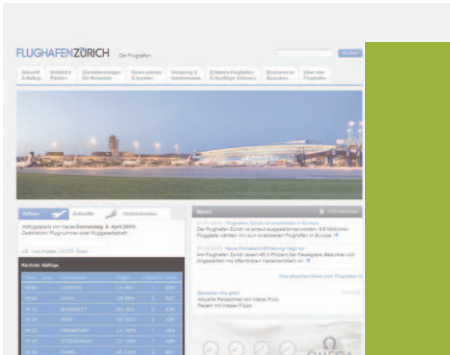
Prices for booked units

Placement	CPT (cost per 1000 ad impressions)	Fixed placement per week (100,000 ad impressions guaranteed)
Homepage	80.00	7200.00
Target groups	80.00	7200.00
Categories	70.00	6300.00
Run of site	60.00	5400.00
Surcharges		
Frequency Capping	10%	

The prices for fixed placements contain a flat 10% discount.

A volume discount is also applied once a minimum turnover threshold has been reached.

Advertising



(Wide) skyscrapers are a commonly used advertising format. The vertical format makes them extremely visible. (Wide) skyscrapers can be displayed on all pages.

(Wide) skyscraper

Advertising space

All pages To the right of the content

Specifications

	Standard	Expandable (on request)
Format in pixels	160 x 600	600 x 600
Max. weight in KB	50	100
File formats	gif, jpg, swf (Flash), HTML	

Prices for booked units

Placement	CPT (cost per 1000 ad impressions)	Fixed placement per week (100,000 ad impressions guaranteed)
Homepage	60.00	5400.00
Target groups	60.00	5400.00
Categories	50.00	4500.00
Run of site	40.00	3600.00
Surcharges		
Expandable	20%	
Frequency Capping	10%	

The prices for fixed placements contain a flat 10% discount.

A volume discount is also applied once a minimum turnover threshold has been reached.

The prices at a glance

Cost per thousand (CPT)

Cost in CHF per 1000 views (ad impressions).

Advertising formats

	Leaderboard	Maxiboard	Skyscraper	Wallpaper
Placements				
Homepage	60.00	70.00	60.00	80.00
Target groups	60.00	70.00	60.00	80.00
Categories	50.00	60.00	50.00	70.00
Run of site	40.00	50.00	40.00	60.00

Fixed placements (weekly)

Cost in CHF with 100,000 views (ad impressions) guaranteed.

Advertising formats

	Leaderboard	Maxiboard	Skyscraper	Wallpaper
Placements				
Homepage	5400.00	6300.00	5400.00	7200.00
Target groups	5400.00	6300.00	5400.00	7200.00
Categories	4500.00	5400.00	4500.00	6300.00
Run of site	3600.00	4500.00	3600.00	5400.00

The prices for fixed placements contain a flat 10% discount.

A volume discount is also applied once a minimum turnover threshold has been reached.

Minimum booking (per campaign)

Order type

Minimum volume

CPT booking	50,000 ad impressions
Fixed placement	1 week

Discounts & commissions

Volume discount

Turnover volumes	Discount in %
10,000	4%
20,000	6%
30,000	8%
50,000	10%
70,000	12%
100,000	14%
130,000	16%
160,000	18%
200,000	20%
upwards of 250,000	on request

Partner discount

Partner companies of Zurich Airport receive a 25% rebate on booked ad impressions.

Commissions

Consultancy commission

Domestic 5%

Abroad 15%

The rate of the discount applies per order and cannot be combined with other offers. It applies once the relevant turnover threshold has been reached.

General delivery conditions

All advertising must be approved by Flughafen Zürich AG. Furthermore, Flughafen Zürich AG reserves the right to reject any advertising that does not conform to the specifications, is programmed incorrectly or designed to confuse or irritate users.

Advertisers must ensure that the technology necessary for correct display and functionality is available within the browser used to call up the page, otherwise the advertising cannot be delivered.

Delivery of the advertising must not trigger any security warnings or prompt the user to install plug-ins.

All advertising must be delivered in accordance with the technical specifications.

Delivery deadlines

Standard advertising formats must be submitted by midday 3 days before the start. Special advertising formats must be submitted by midday 5 days before the start.

Delivery address

Please send your advertising to the following e-mail address:

onlineadvertising@zurich-airport.com

Receipt of your advertising will be confirmed by ad mastering.

Reports

At the end of an advertising campaign, the customer is sent a report on the performance of the campaign. This generally contains the following figures:

Report	Proportion in %	No. of ad impressions	No. of clicks	Click-through rate (CTR)
Total	-	x	x	x
By campaign (subject)	x	x	x	x
By advertising (format)	x	x	x	x

Contact

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Technical specifications

Target link

Clicking on the advertisement or associated target links must open a new window (HTML-Befehl: target='_blank').

Advertising using Flash media

In order to enable click-through tallying, the click URL of the advertisement may not be integrated directly into the .SWF file. Rather than the click URL, the "clickTag" variable must be used. The variable is transmitted to the Flash advertisement by the adserver on delivery.

To ensure that the click function works properly, the clickTag must be formulated as follows (case-sensitive):

```
on (release) {  
  getUrl(_root.clickTag, "_blank");  
}
```

Alternative advertising materials (gif or jpg) must be supplied at the same time.

Expandable Ads

The expand function is triggered by a mouse rollover (i.e. cursor contact with the advertisement). The advertisement must close automatically as soon as the cursor is moved away from the advertisement. The expanded part must be linked directly to the advertisement.

The advertisement must conform to the following parameters for the expand function to work:

Type	Action Script Command
getUrl	<pre>on (release) { getUrl(_root.expandTAG, "_self"); }</pre>
fscommand	<pre>on (release) { fscommand ("expand"); }</pre>

Audio playback

The audio control functions (start, stop and volume/mute, where necessary) must be clearly identifiable within the advertisement. Audio playback must not begin until the user actively clicks on the relevant control function, and must cease automatically when the advertisement is closed.

General Terms & Conditions (GTCs)

Scope

These General Terms & Conditions govern the legal relationship between Flughafen Zürich AG and an advertising customer (hereinafter referred to as the "Customer") relating to advertising on the website of Zurich Airport (www.flughafen-zuerich.ch, www.zurich-airport.com and www.aeroport-de-zurich.com). Deviating or additional provisions shall only apply if agreed in writing.

Using the service and/or signing the agreement or confirming the order shall constitute acceptance of these General Terms & Conditions by the Customer.

If an order is placed by an advertising agency, where doubt exists the agreement shall be with the agency itself unless other written agreements have been reached. In other words, the advertising agency is the Customer of Flughafen Zürich AG in accordance with these GTCs.

Flughafen Zürich AG reserves the right to change these GTCs at any time. Flughafen Zürich AG shall notify its Customers about such changes in good time.

Products and services

The individual advertising formats and the Terms of Delivery are published on www.flughafen-zuerich.ch, www.zurich-airport.com and www.aeroport-de-zurich.com.

At the end of each advertising campaign, Flughafen Zürich AG shall send the Customer a final report on the services provided. If an advertising agency is involved, the agency shall be responsible for forwarding the final report to the advertiser.

Access to the advertising tool by the Customer must be explicitly agreed in writing.

Right of rejection/non-provision of the service

Flughafen Zürich AG may reject booked advertising without grounds. If Flughafen Zürich AG discovers that the service is being used illegally or in breach of contract, Flughafen Zürich AG shall have

the right to halt provision of its service and/or terminate the agreement without warning or liability. This shall not affect the right of Flughafen Zürich AG to compensation or other claims.

Flughafen Zürich AG shall furthermore have the right to halt provision of its service with immediate effect for an indefinite period if it suspects that the Customer is acting illegally or in breach of contract. The Customer shall be notified of the non-provision and be required to immediately remove the content that is allegedly illegal or in breach of contract or justify its legitimacy.

Guarantees and liability

Within the framework of the foreseeable requirements, Flughafen Zürich AG shall endeavour to display the advertising in the best possible way and to the relevant technical standards.

The Customer is aware that current technology does not enable advertisements to be displayed completely accurately at all times. Consequently, Flughafen Zürich AG cannot guarantee that the services will function accurately at all times.

Flughafen Zürich AG cannot accept liability for shortcomings caused by force majeure and for which Flughafen Zürich AG cannot be held responsible, for instance faults caused by errors in or breakdowns of the Customer's computer or the communication pathways between the Customer and the servers of Flughafen Zürich AG or the servers of Customers whose advertising space Flughafen Zürich AG markets.

In the event of a breakdown of the adserver, Flughafen Zürich AG shall supply the service at a later date or extend the insertion period. If later provision or extension is not possible, the Customer shall not be liable for payment for the part affected by the breakdown. No other claims may be made. Flughafen Zürich AG shall not be obliged to check whether the advertising supplied is correct, up to date and/or free of errors, and refuses to accept any liability or make any guarantees for this.

Flughafen Zürich AG shall pay compensation only in cases of wilful intent or gross negligence and errors in guaranteed features.

It shall not be liable for any instances of indirect damage, for pure financial losses or loss of sales or income.

Furthermore, Flughafen Zürich AG shall not be liable for damage caused by force majeure and for which Flughafen Zürich AG is not responsible.

Flughafen Zürich AG shall under no circumstances be held responsible for misuse by third parties (e.g. hackers), security risks or data loss during transmission.

If advertising is located on a third-party server (redirection), Flughafen Zürich AG shall not assume any liability for the transmission of data over the Internet.

Complaints

The Customer is obliged to check all advertising the moment it is displayed and report any shortcomings immediately.

Customer obligations

General

The Customer shall be responsible for all the information that Flughafen Zürich AG transmits or processes either on the Customer's behalf or that of the third party commissioned by him. Advertising may only contain honest, true and inoffensive information. The principles of the Swiss Integrity Commission on the integrity of commercial communication must be upheld. Illegal or indecent information (e.g. depictions of violence, racism, illegal tobacco or alcohol advertising, etc.), unfair competition, dishonest mass advertising ("spamming"), breaches of third-party rights (e.g. copyright, trademark law, personal rights, etc.) and advertisements for political issues are not permitted.

The Customer guarantees that it holds all the necessary rights to display the advertising. At the first request of Flughafen Zürich AG, the Customer shall free Flughafen Zürich AG from any third-party claims based on breaches of competition, criminal, copyright or other laws, and agrees to be liable for the costs thereof (incl. legal fees).

General Terms & Conditions (GTCs)

This shall not affect claims relating to satisfaction. The Customer shall be responsible for acquiring and setting up its connections, software, hardware, etc. Flughafen Zürich AG shall in no way guarantee that the services will function entirely without error in conjunction with all of the Customer's devices and settings.

Supply of the advertising

The Customer shall be obliged to supply the advertising templates in good time, in the agreed format and in the final digital form. The advertising must conform to the design specifications on www.flughafen-zuerich.ch, www.zurich-airport.com and www.aeroport-de-zurich.com and may not exceed the dimensions of the booked advertising space.

The Customer's delivery deadlines are laid down in the Terms of Delivery.

The content of advertising may be changed retrospectively only by prior agreement with Flughafen Zürich AG. For reasons of traceability, this must be laid down in writing.

The Customer must ensure that any web pages to which a campaign refers (e.g. links) are accessible at the start of the campaign at the very latest.

The minimum booking volume is 50,000 ad impressions (AdImps), although the measurement method of Flughafen Zürich AG will be decisive in determining the AdImps.

Prices and payment terms

Unless agreed otherwise in writing, the payments due by the Customer shall be as per the relevant applicable price list at the time at which the order is issued. This is published on www.flughafen-zuerich.ch, www.zurich-airport.com and www.aeroport-de-zurich.com.

Flughafen Zürich AG shall invoice the Customer for the costs of standard advertising at the start of the campaign. Payment is due within 30 days of receipt of the invoice. The Customer shall be considered in arrears the moment it misses a payment deadline.

Flughafen Zürich AG shall then be entitled to cease further provision of its services without prior notice or liability.

The Customer may not make counterclaims against Flughafen Zürich AG to offset claims by Flughafen Zürich AG.

Rescheduling

Rescheduling must be agreed in writing and is only possible up until midday three working days before the initially agreed insertion date and subject to available capacities.

Duration / termination

Duration of an agreement

The start and end date of each agreement shall be laid out in the agreement or order confirmation.

Ordinary termination

Fixed-term agreements shall terminate automatically at the end of the agreed term. Where minimum contract periods are agreed, either Party may terminate the agreement in writing to the end of the minimum period with 30 days' notice. If the agreement is not terminated to the end of the minimum contract period, it shall be extended automatically and indefinitely and may be terminated in writing to the end of any month with 60 days' notice. The same shall apply to open-ended agreements without a minimum contract period.

Extraordinary termination

Flughafen Zürich AG reserves the right to terminate the agreement on substantial grounds.

Confidentiality / data protection

Both Parties, their employees and any commissioned assistants undertake not to divulge any data and/or information of the relevant other Party that comes to their attention as part of the fulfilment of the agreement both during the validity of the agreement and thereafter, to treat it as confidential and not to pass it on to third parties

or use it for purposes other than those serving the fulfilment of the agreement. This duty of confidentiality shall not apply to information that is common knowledge or generally available or that becomes public knowledge without any action on the part of the recipient of such information.

The applicable data protection provisions must be observed.

Other provisions

Flughafen Zürich AG may commission third parties to provide its services. The place of performance shall be Kloten; the headquarters of Flughafen Zürich AG. Contractual changes or additions must be in written form in order to be valid.

Rights and obligations arising from the present contractual relationship may be neither handed over, transferred nor pledged to third parties without prior written agreement from the relevant other Contractual Party. Companies within a corporation shall not be deemed to constitute third parties.

In the event of discrepancies between the provisions of the agreement and the GTCs, the contractual document shall take precedence.

Applicable law and place of jurisdiction

Agreements between the Parties shall be subject to Swiss law. The exclusive place of jurisdiction is Zurich. Where legally permissible, the commercial court in Zurich shall be the responsible court.

Payment terms

All prices are subject to VAT at 8%.

Invoices will be issued when a campaign is started. Payment is due within 30 days.