

**AERTiCKET**

# MEDIA DATA 2026

Tickets. Technology. Service.

# We are AERTiCKET

AERTiCKET is the largest independent airline ticket consolidator in Germany, with the best content and full service for the travel industry.



## Cockpit - the medium for travel agencies.

Cockpit is a booking world for all travel professionals. In it we offer a variety of advertising spaces for your product and rate presentations.

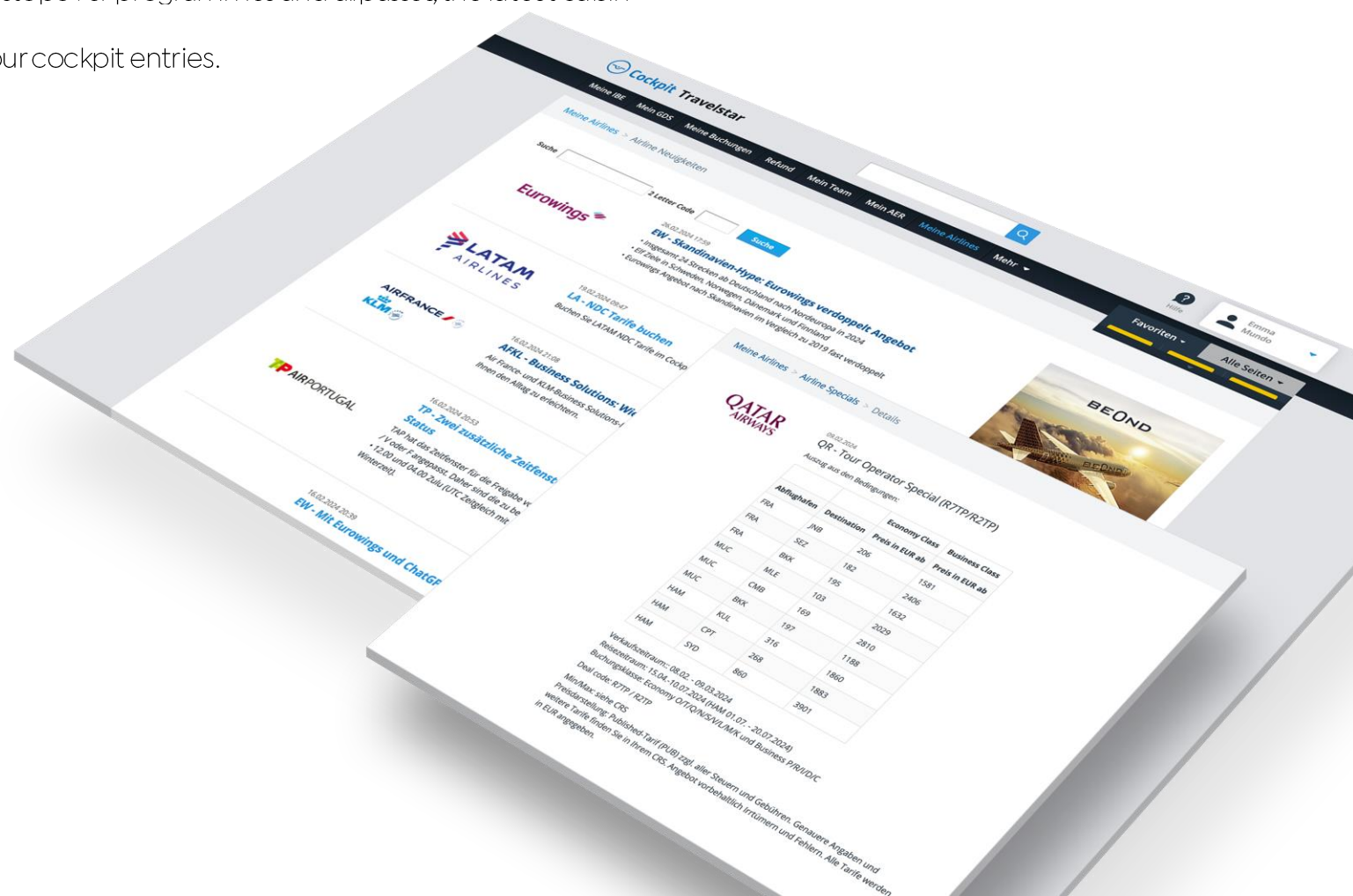
We present your news, specials and special bonus campaigns in a clear and informative way. Whether as a separate landing page or as an advertising banner, in the newsletter or within a webinar.

We deliver your information to the counter. We design, write, organise and get your airline talked about!

Our Cockpit  
**Your advertising**

# B2B | Airline Specials and News

We present your price specials and news as well as PEPs, RTW fares, stopover programmes and airpasses, the latest cabin features, newly opened routes and attractive fares for your destinations – all clearly organised and informative in our cockpit entries.



E-Mail to	product@aer.de
Publication	Daily
Duration	News: 1 year Specials: individual

Customised flat rate

## B2B | Airline Specials – Requirements

Please note our requirements for the publication of specials for a standardised presentation and good comparability of fares:

### GDS SPECIALS

Send a fare sheet to [product@aer.de](mailto:product@aer.de) with the following information:

- Route/Origin/Destination
- Net fare (without tax/fees, no final price)
- Booking classes
- Farebase
- Sales period
- Travel period - incl. blackout, if available

Optional:

- Issuedeadlines
- MIN/MAX-Stay

**Please check load and availability in advance.**

### XML SPECIALS WITH COCKPIT -DIRECT CONNECTION

Send a fare sheet to [product@aer.de](mailto:product@aer.de) with the following information:

- Route/Origin/Destination
- Net fare (without tax/fees, no final price)
- Booking classes
- Sales period
- Travel period - incl. blackout, if available

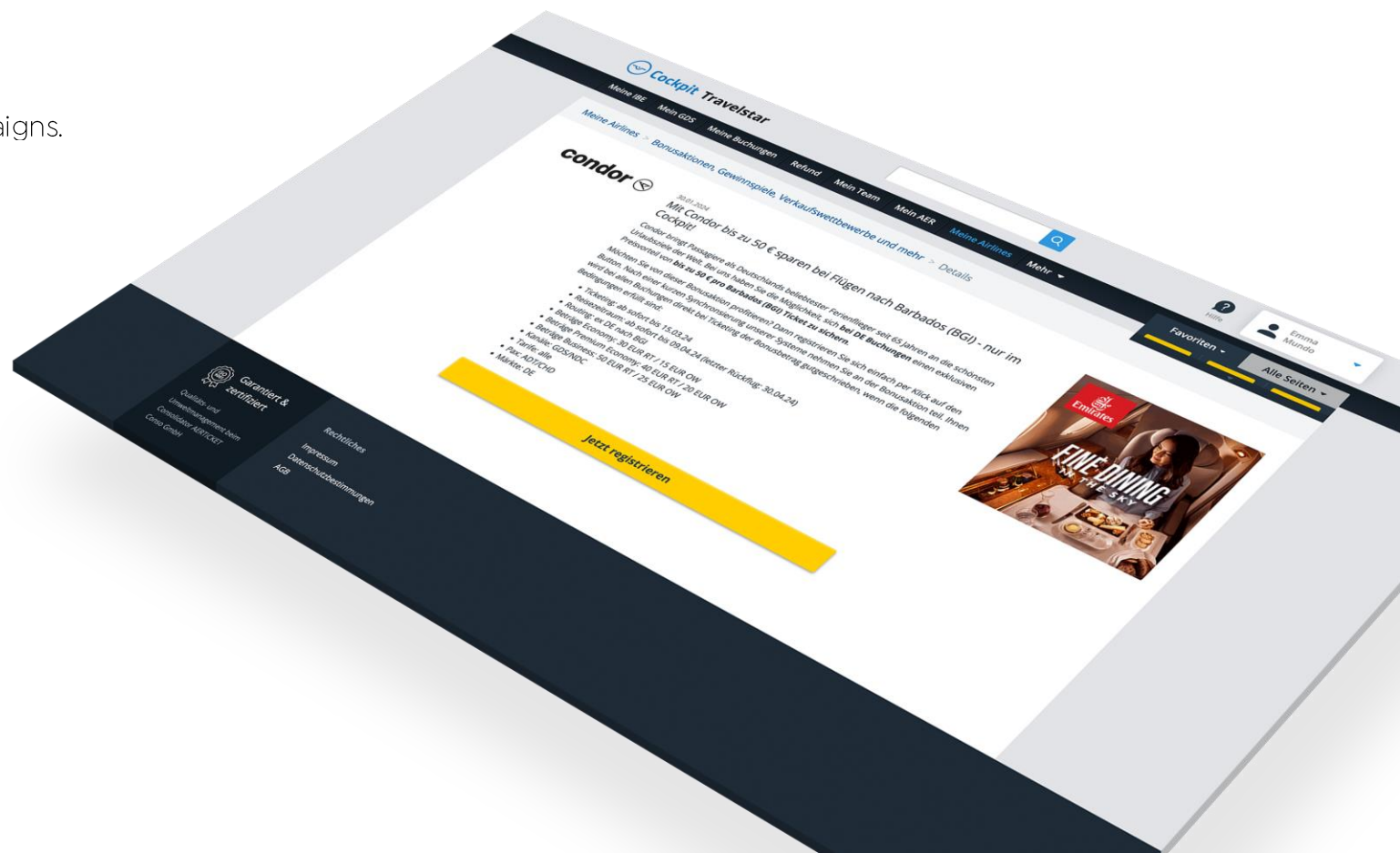
**Please check load and availability in advance.**

# B2B | Special bonus campaigns

You take care of the bonus, while we take care of the tendering process for you – both in the cockpit and on the cockpit websites of our subsidiaries.

Your offers are presented prominently on the homepage and in our marketing newsletter.

Our customers register specifically for individual bonus campaigns. We take care of the processing.



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Duration	customized
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3.000 €

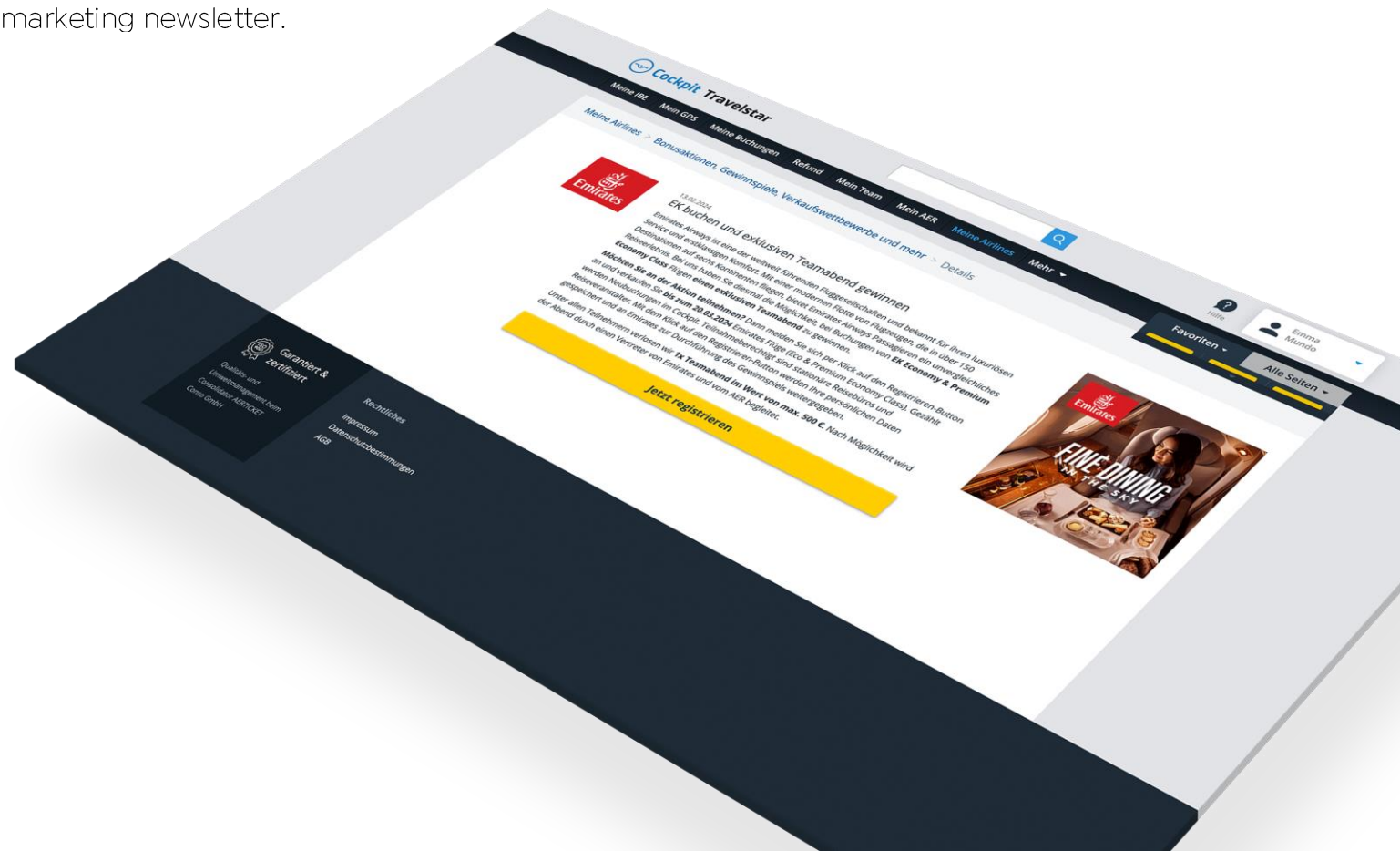
# B2B | Competitions

Encourage our joint customers to sell their tickets by giving away attractive prizes in a competition.

We announce the competition in our Cockpit and on the Cockpit websites of our subsidiaries and additionally promote it in our marketing newsletter.

Our customers can register for this.

We take care of the processing.



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Duration	individual
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4.000 €

## B2B | Highlight-Banner

Our Highlight in the Cockpit: the Highlight-Banner.

On almost every page in our Cockpit and on the Cockpit websites of our subsidiaries, making it our banner with the greatest reach. We can link to your tariffs, your news, your individual landing page or your PDF.



Linking	Fares & Specials News Individual landingpage PDF
Publication	On fridays
Duration	1 week
Image size	306 x 306 px
File format	jpg

4.000 €

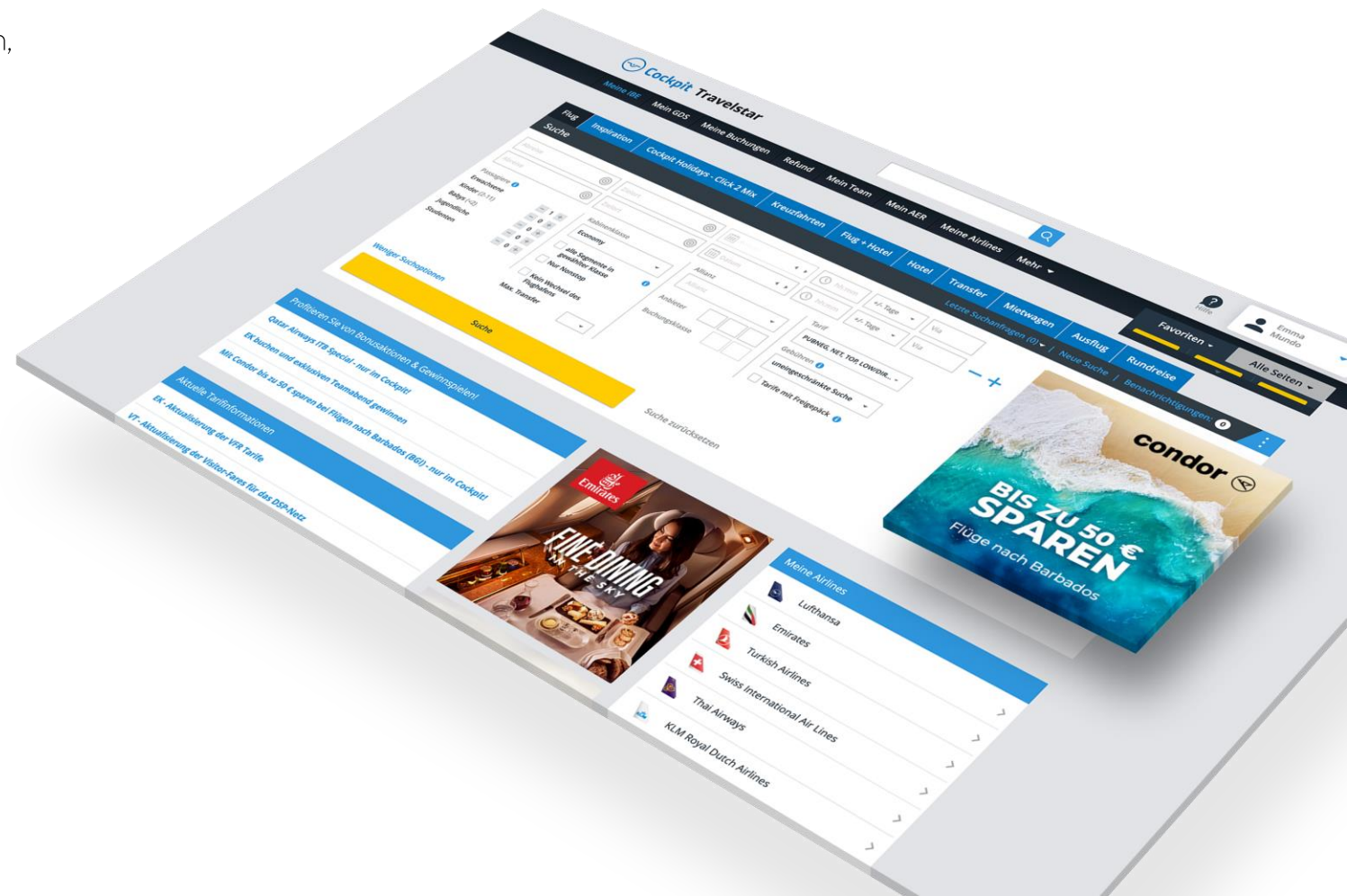
4.500 € incl. landingpage

## B2B | IBE-Banner

With the IBE banner you advertise at the heart of our cockpit.

Here, too, you can link directly to the IBE, to your fare information, your news, your individual landing page or a PDF.

This banner immediately catches the eye of every user!



Linking	Fares & Specials News Individual landingpage PDF
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Publication	On fridays
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Duration	1 week
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Image size	300 x 288 px
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File format	jpg
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4.000 €

4.500 € incl. landingpage

## B2B | Waiting page-Banner

An eye-catcher of a special kind: the waiting page banner.

During every price enquiry of our IBE a banner appears with a price special or hot news.

You can't click it away and it's visible for a week!



Linking	IBE - direct link Fares & Specials News Individual landingpage PDF
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Publication	On fridays
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Duration	1 week
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Image size	460 x 255 px
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File format	jpg
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4.000 €

4.500 € incl. landingpage

## B2B | IBE Recommendation

Your airline among the TOP 3 search results in our IBE in the cockpit!  
Push sales to certain destinations with this campaign.

3 destinations of your choice - from all German departure airports - are displayed for one month at the top of the flight enquiry in the cockpit, with the note 'Recommendation'.



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Duration            1 month

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3.000 €

# B2B | Landingpage in the Cockpit

For more detailed information, we recommend a customized landing page.

From images and texts to price specials – we edit and design all elements to create a harmonious overall picture.



Publication	On fridays
Duration	unlimited
Image size	min. 680 px wide
File format	jpg

3.500 €

# B2B | Stand-Alone Newsletter

A complete newsletter just for you!

Advertise your price specials, exciting new products or joint promotions.

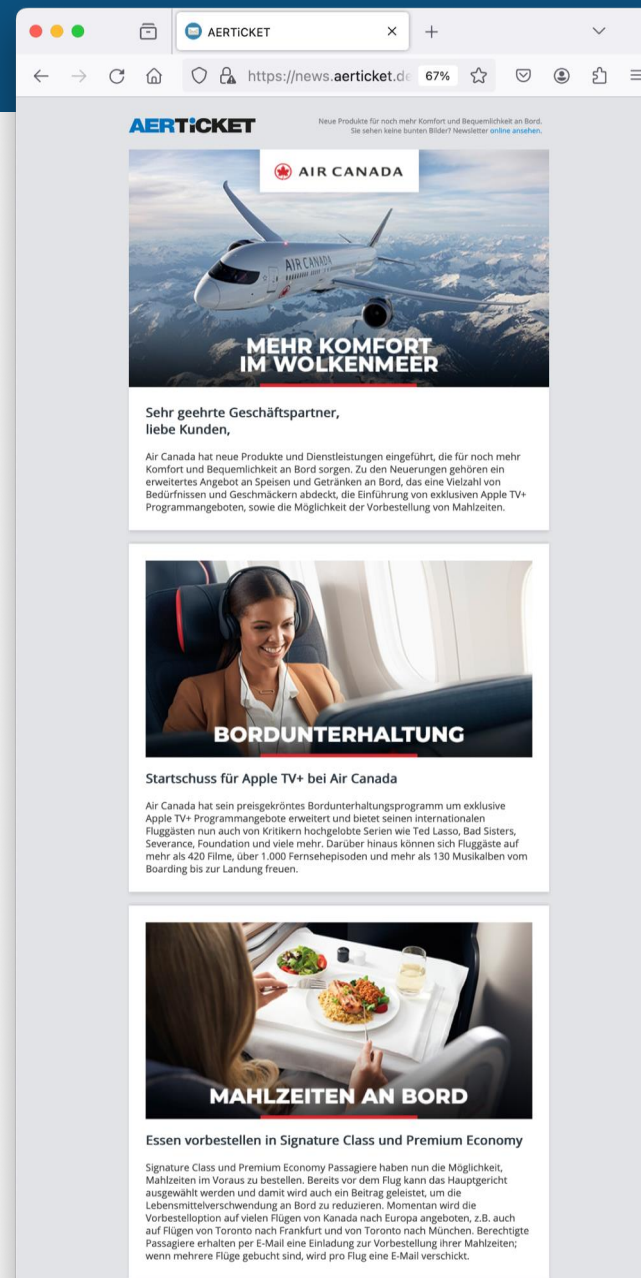
The stand-alone newsletter is the best way to reach all our customers!

We take care of the text and image design for you!

Publication	On friday
Image size	min. 600 px wide
File format	jpg

3.500 €

4.500 € incl. landingpage



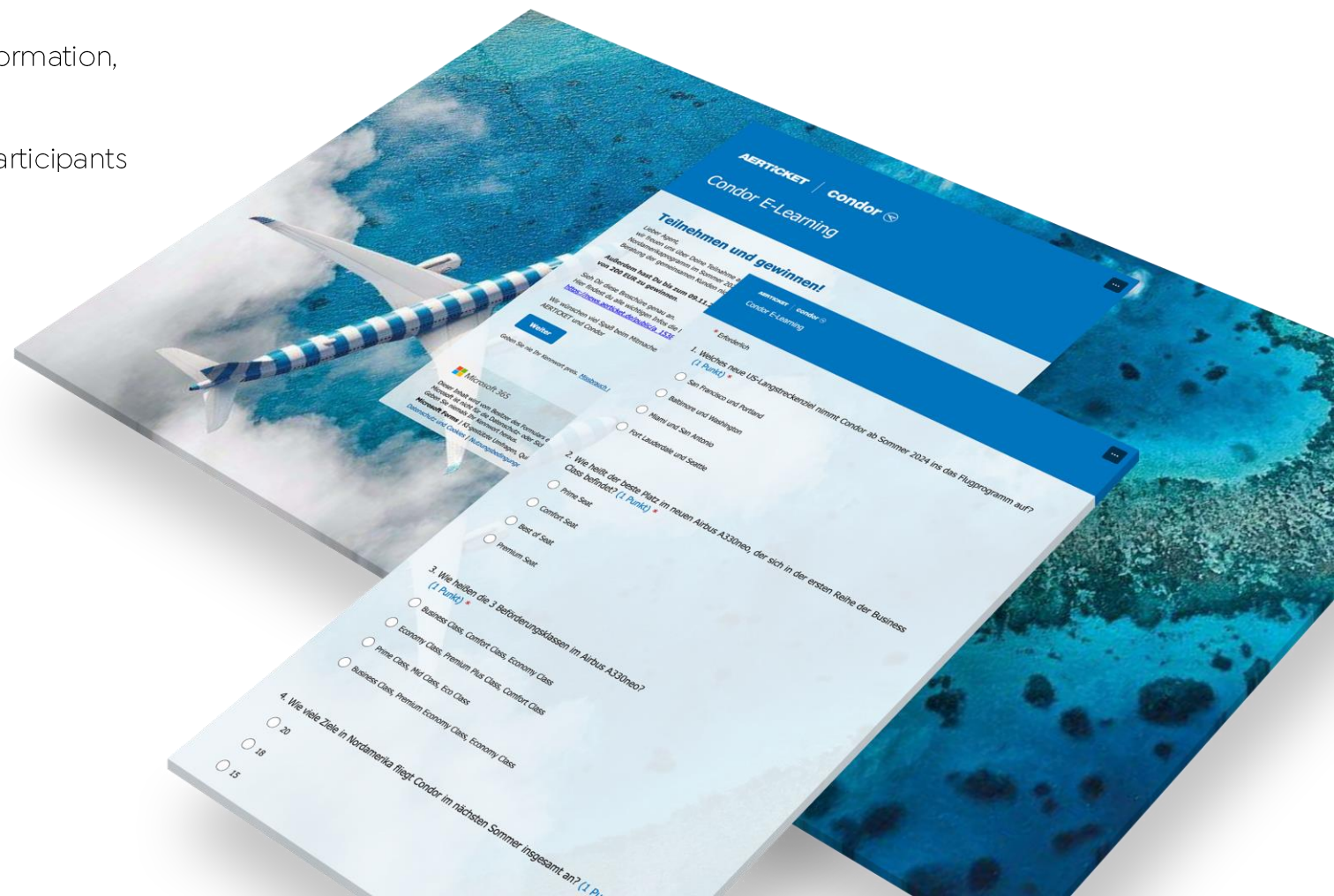
## B2B | E-Learning

Convey fresh airline knowledge through interactive e-learning.

You determine the scope and content. By querying the new information, participants will internalize it more effectively.

As a learning incentive, you can raffle attractive prizes among participants with the correct answers.

E-learning courses are offered both in our Cockpit and on the Cockpit websites of our subsidiaries.



Publication	On Fridays
Duration	3 weeks
Image size	min. 480 px wide
File format	jpg

4.000 €

# B2B | Tourism media campaigns

Advertise with us in the leading media for tourism!

We book and create banners for you in the newsletter of fww.de, countervor9.de or touristik-aktuell.

The campaign also includes a dedicated landing page, which presents the advantages of our partnership.

## fww Newsletter

Dispatch	daily
Subscribers	19.600
Duration	1 week

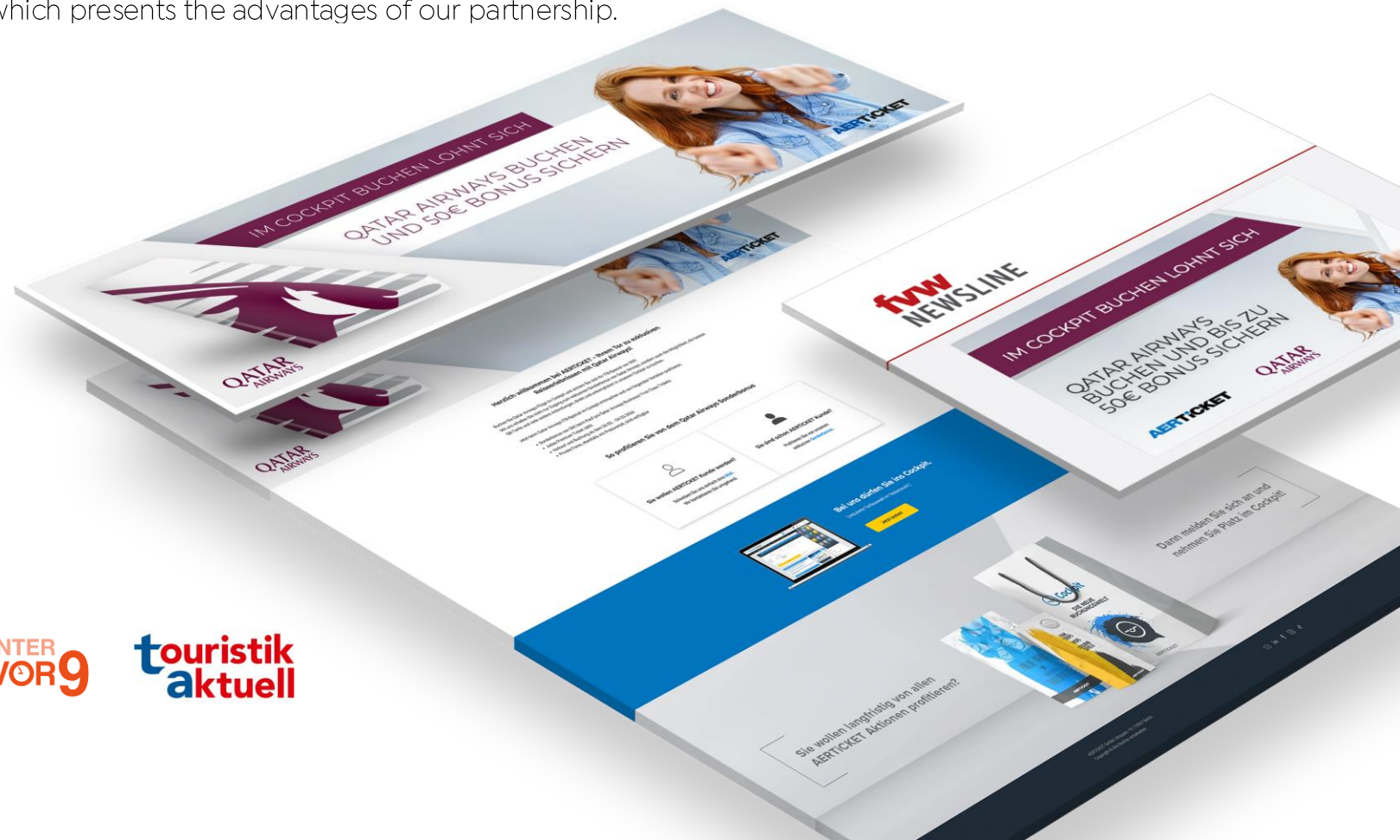
## countervor9 Newsletter

Dispatch	daily
Subscribers	19.000
Duration	1 week

## touristik aktuell Newsletter

Dispatch	daily
Subscribers	12.400
Duration	1 week

5.000 €



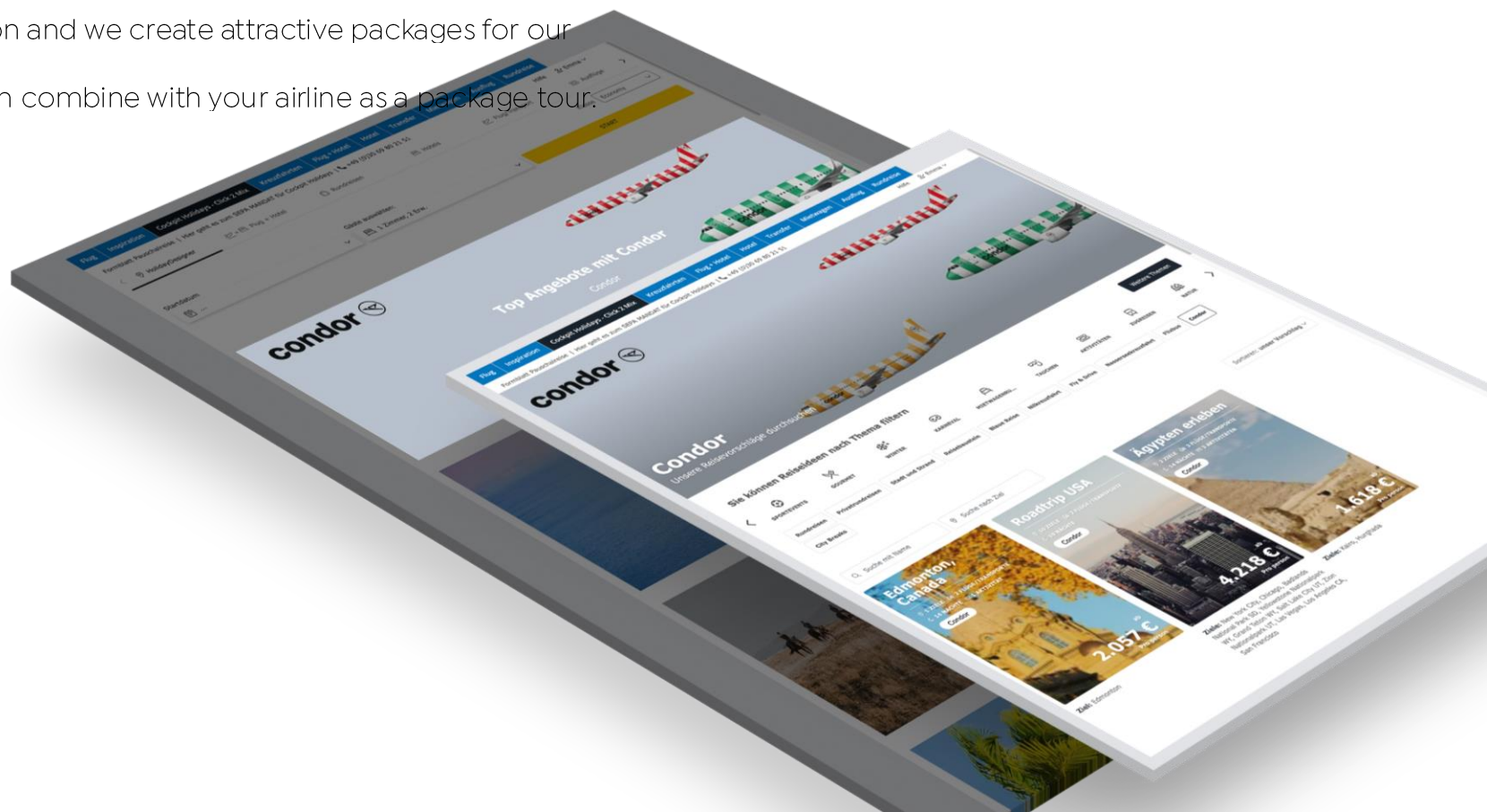
## B2B | Cockpit Holidays – Travel Ideas

In Cockpit Holidays, we put together a package tour according to the wishes of the travel agencies.

They can add flight, land program and hotel offers as they wish.

Here you can place your airline in a prominent position and we create attractive packages for our customers. Links are provided to a landing page with various destinations, which we can combine with your airline as a package tour.

This puts your airline directly in the spotlight!



Linking	All-inclusive travel offer
Duration	week (afterwards in archive)
Image size	min. 480px wide
Fileformat	jpg

4.000 €

## B2B | Webinar

We offer you the opportunity to provide our customers, employees and affiliates throughout Germany with comprehensive training on your airline.

You can determine the topics of the training yourself. We support you in managing the registrations and take care of the necessary technology.

In order to reach as many participants as possible, we offer webinars in an advertising package with our own newsletter and banner advertising on the start page of our cockpit.

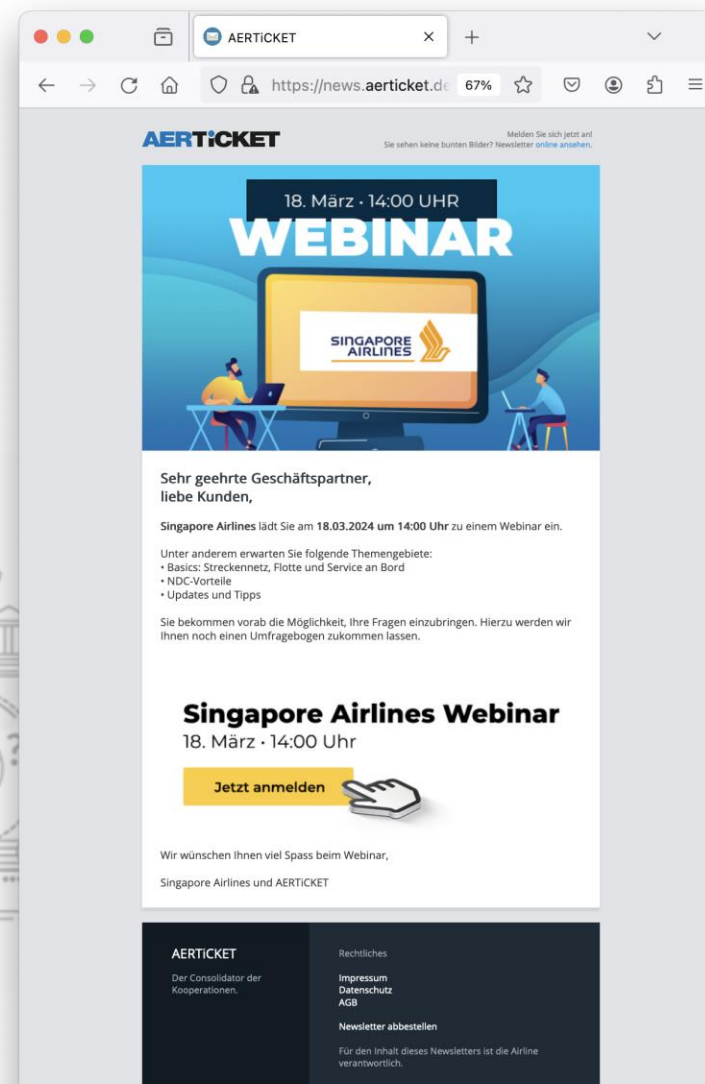


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Duration                    20 - 30 minutes  
                                  + 15 minutes Q&A

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4.000 €



## B2B | Fam-Trips

Our mutual customers want to get to know your product, they want to understand how your airline works. The best way for them to do this is on a joint fam trip.

The experience creates natural sales arguments for the agent. Your own photos and reports have a strong effect on the customers. Getting to know each other personally also strengthens the business relationship.

We take over the organization of the Fam Trip.

A representative from our sales team will accompany the trip and take care of customer support.

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Organization fee

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1.000 € + travel expenses incurred



**AERTICKET** Erlebe Tampa! Sie sehen keine bunten Bilder? Newsletter [online ansehen](#).

### Lufthansa

# TAMPA Bay

VISIT TAMPA BAY

**Liebe Kunden,**

Lufthansa, Visit Tampa Bay und AERTICKET laden Sie vom **04.12 – 09.12** zu einem Famtrip nach **Tampa Bay in Florida** ein. Lassen Sie sich von uns überraschen und öffnen Sie die Schatzkiste voller ultimativer Sehenswürdigkeiten, Erlebnisse und Abenteuer!

Zu einigen Eckpunkten gehören:

**The Florida Aquarium** – mit mehr als 20.000 Meereslebewesen eines der besten Aquarien des Landes. Hier kann man mit Haien tauchen oder mit Fischen schwimmen.

**Tampa Lowry Park Zoo** wurde von den Zeitschriften Parents und Child zum besten Zoo der USA ernannt! Besonders sehenswert ist das Manatee Hospital mit den Außenbecken für die sich erholenden Seekühe nach der Behandlung und vor dem „wieder auswildern“.

**Ybor City**, dieser historische Stadtteil war einst als die Zigarrenhauptstadt der Welt bekannt und produzierte in seinen Glanzzeiten jährlich mehr als 700 Millionen handgerollte Zigarren. Entdecken Sie hier die Aromen des „Original Cuban Sandwich“ im 1905 eröffneten „The Columbia Restaurant“.

**Tampa Riverwalk** – machen Sie einen Spaziergang direkt am Ufer des Hillsborough Rivers. Hier gibt es viele Cafés, Shops und Restaurants zu entdecken.

Bitte teilen Sie uns bis zum **12.11.2019** per **E-mail** mit, ob Sie an dieser Reise teilnehmen möchten.

Diese Einladung richtet sich an umsatzstarke Lufthansa Reisebüros sowie Florida & Nordamerika affine Büros. Mit Anmeldung zu dieser Tour gestatten Sie der Firma AERTICKET GmbH die Umsätze Ihrer Agentur von Lufthansa an diese zu übermitteln. **Die Teilnahme ist auf eine Person pro Agentur begrenzt.** Nach Rückbestätigung von unserer Seite nehmen Sie an dem Famtrip teil.

Flüge:  
04.12.19 - 11:00 - 15:45 FRA-TPA - LH 482  
09.12.19 - 17:35 - 08:45 (+1) TPA-FRA - LH 483

Die Flüge finden in Economy/ Premium Economy statt.

Die An- und Abreise zum Frankfurter Flughafen selbst getragen werden. Ein detailliertes Programm folgt selbstverständlich noch. Bitte beachten Sie außerdem, dass die Unterbringung in den Hotels höchstwahrscheinlich in Doppelzimmern stattfinden wird. Bei Stornierungen ab 3 Tagen vor Abreise berechnen wir Ihnen für die uns entstandenen Kosten eine Stornogebühr in Höhe von € 100,- pro Teilnehmer.

Wir freuen uns auf eine erlebnisreiche Reise mit Ihnen!

Viele Grüße,  
Lufthansa, Visit Tampa Bay & AERTICKET



Our Partners  
**Your advertising**

## B2C | Portal Package

Put one destination in the foreground:

Your advertising on 5 travel portals simultaneously. One week of undivided attention for your fare special.



### Our service

- Design of the advertising material
- Availability check
- Reporting and screenshots

We select the most beautiful destination images for you, design your banners in various formats and link your offers directly to the portal's booking engine.

The IATA code of the airline and the destination are transferred via a deep link.

### What we need from you

- Fares sheet similar to B2B advertising
- Outbound & return flight dates with good availability

Please check the load of the fares to be applied for in advance!

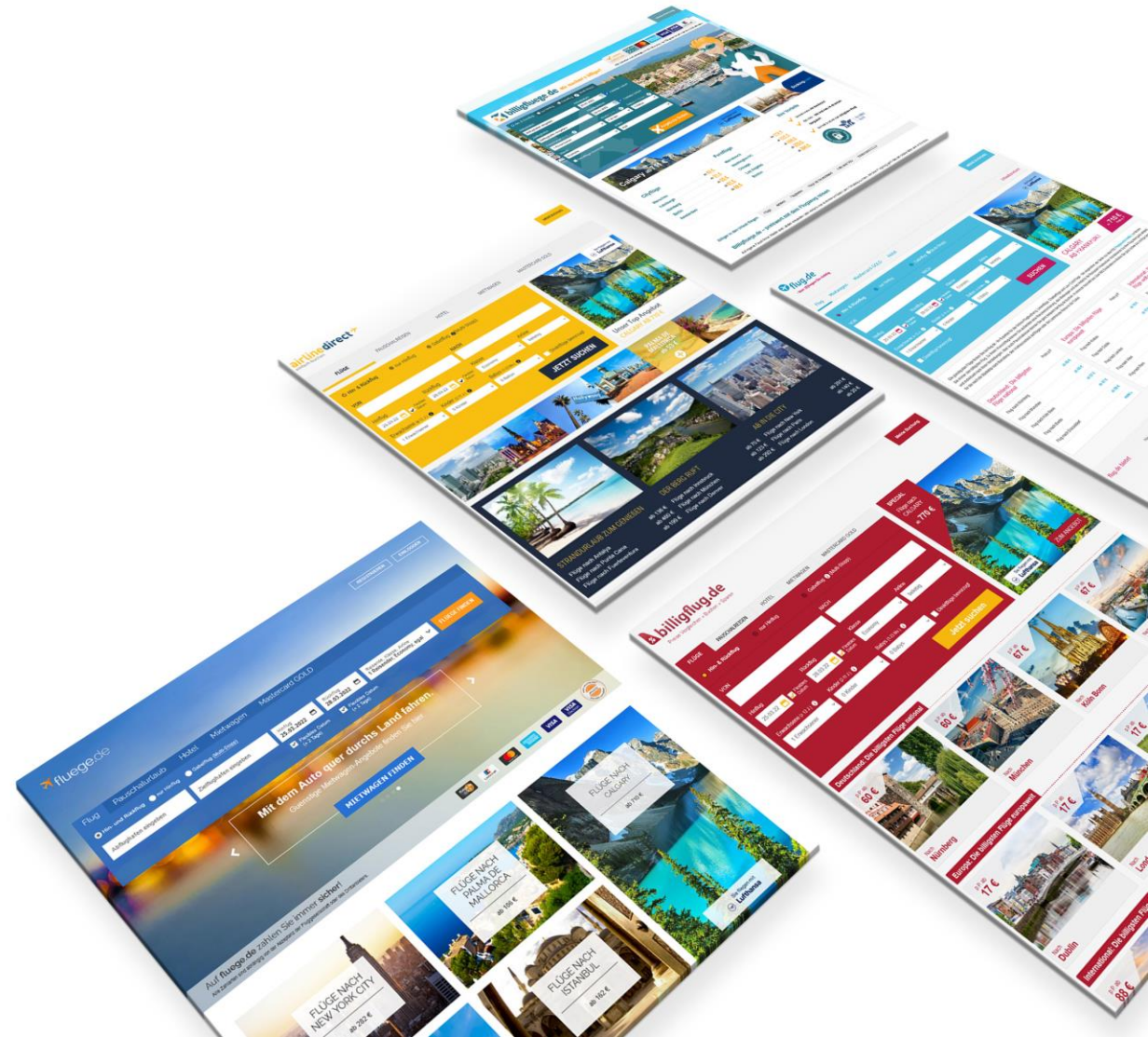
# B2C | Portal Package

One destination for all portals - prominently advertised on the home pages.

Publication	On Fridays
Duration	1 week
Image size	
airline-direct.de	377 x 400 px
billigflug.de	377 x 427 px
billigfluege.de	640 x 89 px
flug.de	385 x 380 px
fluege.de	380 x 552 px

File format	jpg
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4.000 €



# B2C | fluege.de Newsletter

## Stand-Alone Newsletter

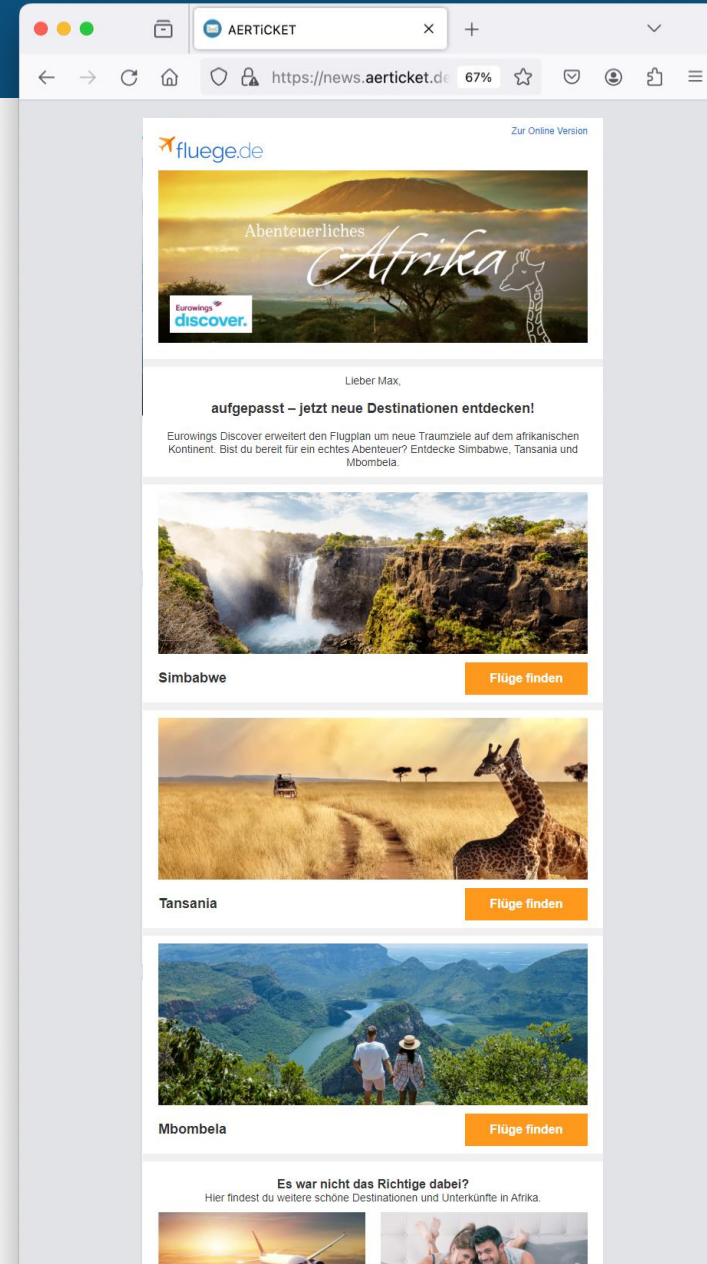
Publication	fridays
Subscribers	370.000

4.000 €

## Newsletter Banner

Publication	fridays
Subscribers	370.000
File format	jpg

1.500 €



## B2C | fluege.de Slide-In Notification

Make sure your airline is prominently displayed when travelers compare flight deals.

The slide-in notification appears when users see the results, providing an excellent opportunity to capture the attention of an engaged audience.

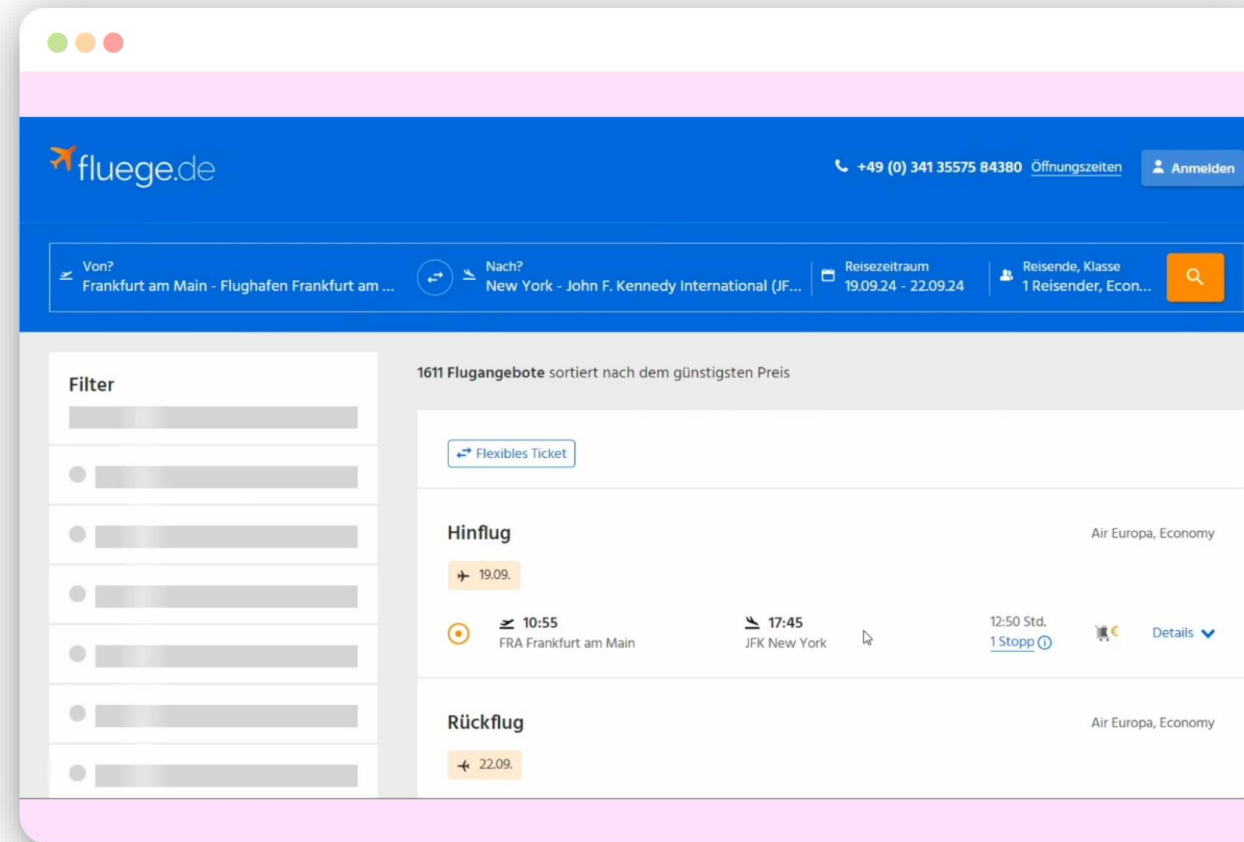
The slide-in feature attracts attention with perfectly matched information about your preferred routes and convinces your customers to filter the results for your flight offers.

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Duration	1 week
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5.000 €



## B2C | Advertising spaces subsidiaries

We not only offer you comprehensive marketing solutions for your airline ourselves, but also act as an intermediary to find suitable business partners or subsidiaries who can perfectly showcase your product in the B2C sector.

These partners have their own advertising portfolios that they can offer you to develop customized and effective marketing strategies:



You also have the opportunity to enter into cooperation agreements with various customers through us. If you are interested, please contact us.

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Duration	individual
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5.000 €

# We are here for you.

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**CONSTANCE  
SCHREIBER**

Marketing Manager Events & Famtrips  
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Telefon: +49 30 69 80 2273

All prices are subject to VAT at the statutory rate.  
The design of the advertising material is included.

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