

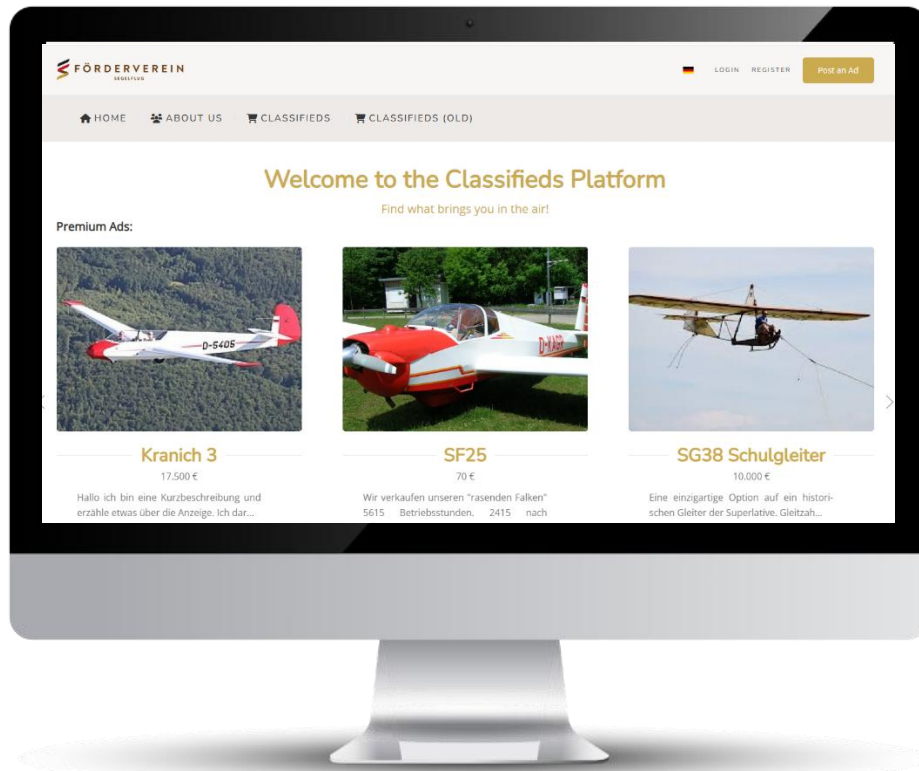


FÖRDERVEREIN
SEGELFLUG

This is a non-official translation for information purpose by DeepL!

Details Advertisement

- Version V01, valid from 2025 -



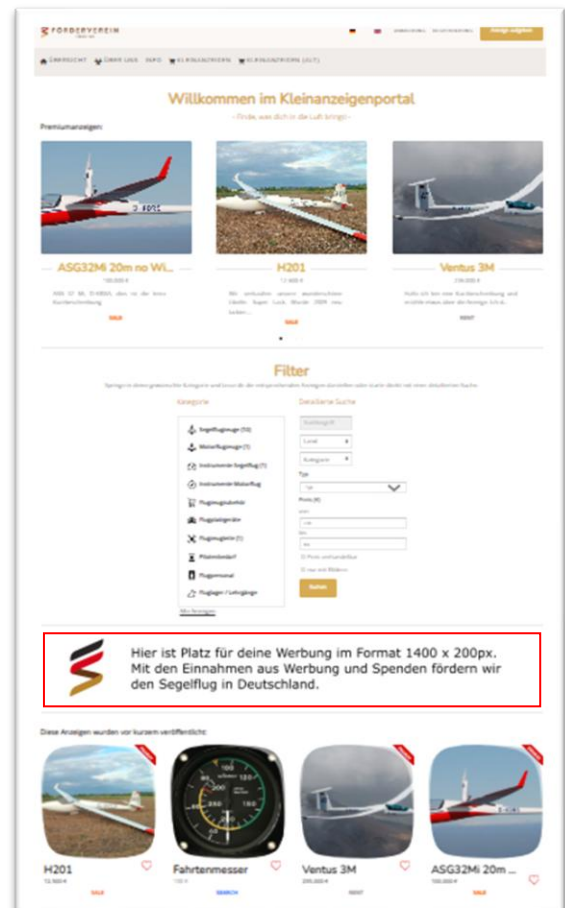
We are delighted to present you with a unique opportunity to raise your company's profile within the gliding community. Our long-established website is not only a platform for information about gliding, not only a classifieds platform, but also a meeting place for enthusiastic pilots, interested parties, and supporters. With a steadily growing number of visitors, we offer you the opportunity to position your brand in a targeted manner and reach new customers.

By purchasing advertising space on our website, you not only support our club and, in particular, the promotion of gliding, but also benefit from increased visibility in a committed and active community. Your advertisement will be placed in an inspiring environment that reflects the fascination of gliding and appeals to potential customers who are interested in aviation and outdoor activities.

In this document, you will find all the information about our attractive advertising space. Let's take off together and build a successful partnership! We look forward to your support and to welcoming your company to our platform.

Advertising Banner 1

- **Positioning** on the main page of the classifieds portal
- **Format** 1400 x 200px (LxW)
- **Random** display of different advertisements on shared advertising space with a maximum of 3 ads
- **Term** of one year from the invoice date
- **Cost:** 1.000,-€/ year

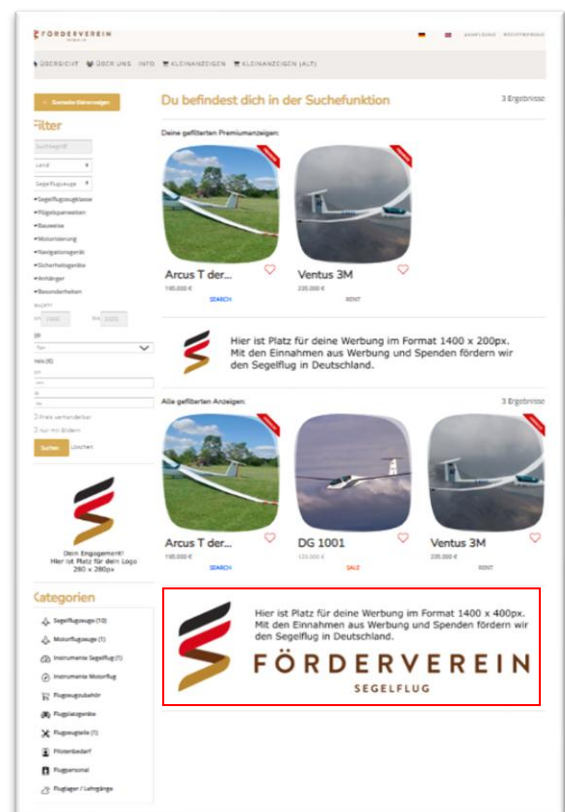


Impression

<https://segelflug.de/index.php/en/classifieds>

Advertising Banner 2

- **Positioning** on the filter page of the classifieds portal below "All filtered ads"
- **Format** 1400 x 400px (LxW)
- **Random** display of different advertisements on shared advertising space with a maximum of 3 ads
- **Term** of one year from the invoice date
- **Cost:** 1.500,-€/ year



Impression

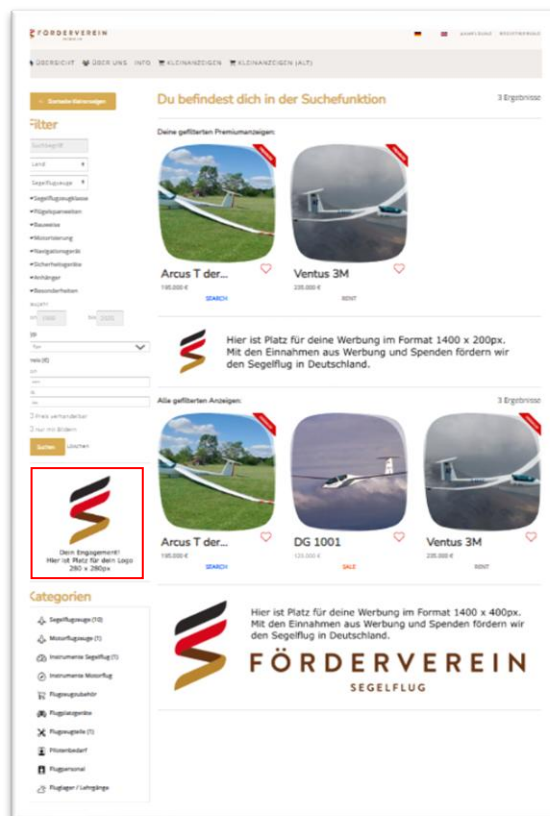
<https://segelflug.de/index.php/en/classifieds/details-search-2>

Advertising Banner 3

- **Positioning** on the filter page of the classifieds portal below the filter function
- **Format** 280 x 280px (LxW)
- **Random** display of different advertisements on shared advertising space with a maximum of 3 ads
- **Term** of one year from the invoice date
- **Cost:** 500,-€/ year

Impression

<https://segelflug.de/index.php/en/classifieds/details-search-2>

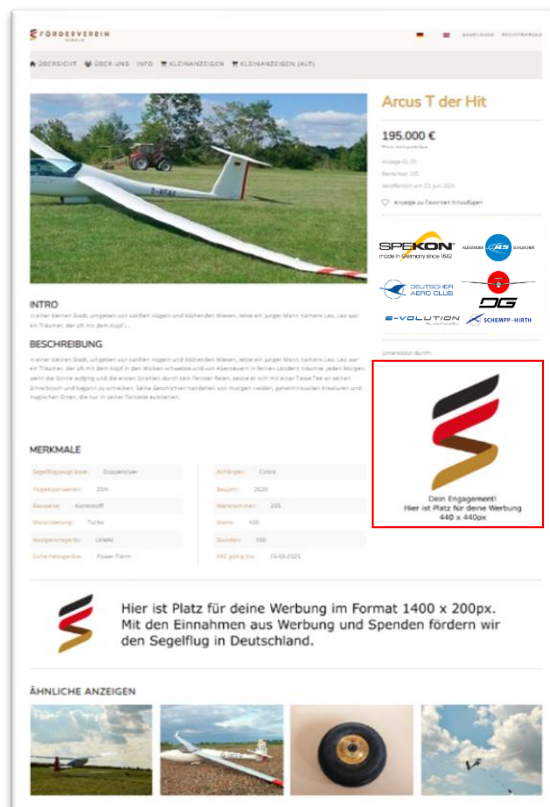


Advertising Banner 4

- **Positioning** on the detail page of the classified ads below the sponsors
- **Format** 440 x 440px (LxW)
- **Random** display of different advertisements on shared advertising space with a maximum of 3 ads
- **Term** of one year from the invoice date
- **Cost:** 750,-€/ year

Impression

Simply open any advert

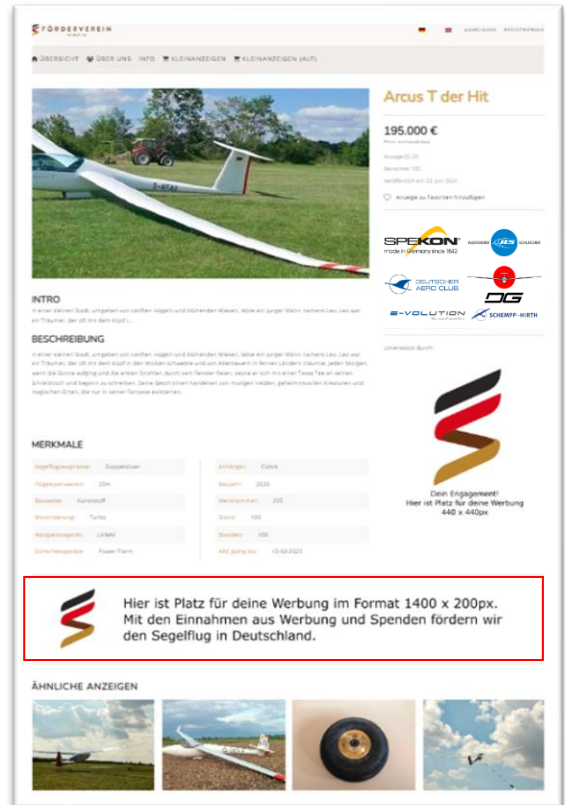


Advertising Banner 5

- **Positioning** on the detail page of the classified ads
- **Format** 1400 x 200px (LxW)
- **Random** display of different advertisements on shared advertising space with a maximum of 3 ads
- **Term** of one year from the invoice date
- **Cost:** 1.500,-€/year

Impression

Simply open any advert



General information

- Reporting is something that even the best print ad cannot offer. Upon request, we will provide you with a neutral evaluation. Three performance indicators help you measure the success of your advertising campaign on segelflug.de:

Ad Impressions: Die Anzahl der Sichtkontakte mit ihrem Werbemittel.

Clicks: The measurable responses of users to the advertising material. The user clicks on the banner and is redirected directly to the website you have specified.

Click rate: The ratio of visual contacts (ad impressions) to actions (clicks or user redirection)

- It is essential to place a good advertising banner. Good means: Your graphics should be eye-catching, modern, simple, and easy to understand.
- Please provide us with your advertising banner as a .jpg or .png file.
- We require company logos as .png files with a transparent background.
- To a certain extent, we are happy to help you create your personal artwork | advertising banner. Just get in touch with us.
- The association reserves the right to change the size and position of the advertising space for technical or design reasons. In doing so, the association will ensure that the value of the advertising banners remains relatively the same. In the event of a dispute, the customer will be refunded the pro-rata amount for the remaining term from the date of the change.
- For design reasons, certain advertising banners are not displayed in mobile views.