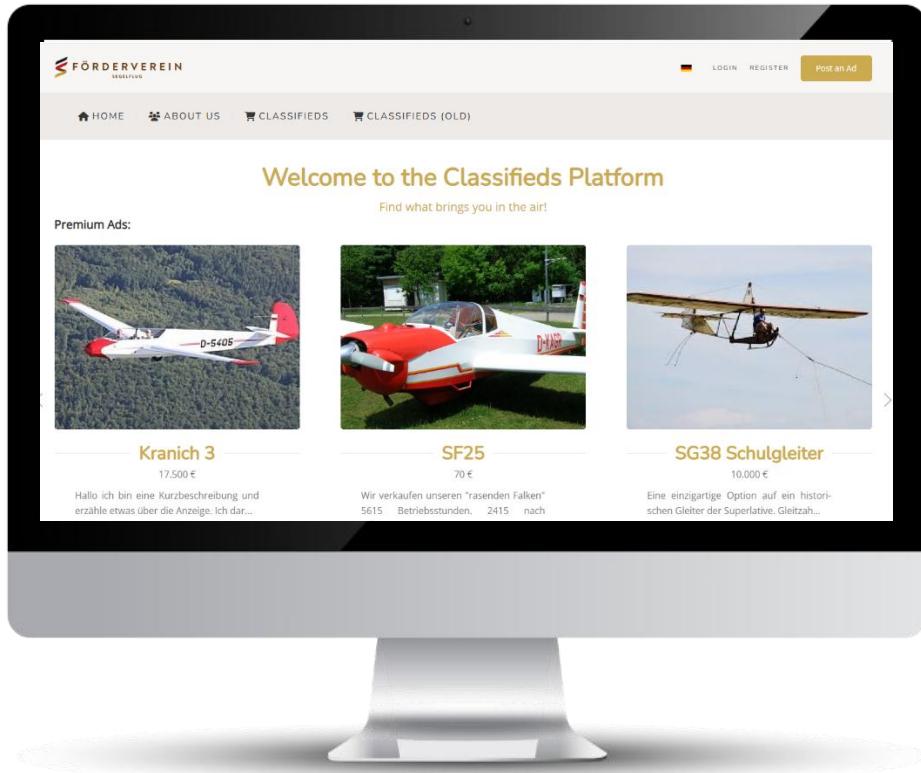




This is a non-official translation for information purpose by DeepL!

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

The screenshot shows the homepage of the Segelflug.de classifieds section. At the top, there are three aircraft advertisements: ASG32Mi 20m no WL, H201, and Ventus 3M. Below these, there is a 'Filter' section and a search bar. A large red-bordered box highlights a placeholder area for an advertising banner, with the text: 'Hier ist Platz für deine Werbung im Format 1400 x 200px. Mit den Einnahmen aus Werbung und Spenden fördern wir den Segelflug in Deutschland.' At the bottom, there are four more aircraft advertisements: H201, Fahrenmesser, Ventus 3M, and ASG32Mi 20m.

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

The screenshot shows the filter page of the Segelflug.de classifieds section. On the left, there is a 'Filter' sidebar with various search criteria. The main area shows a list of filtered advertisements, including 'Arcus T der...' and 'Ventus 3M'. A large red-bordered box highlights a placeholder area for an advertising banner, with the text: 'Hier ist Platz für deine Werbung im Format 1400 x 200px. Mit den Einnahmen aus Werbung und Spenden fördern wir den Segelflug in Deutschland.' Below this, there is another section with three more aircraft advertisements: 'Arcus T der...', 'DG 1001', and 'Ventus 3M'. A second red-bordered box highlights another placeholder area for an advertising banner, with the text: 'Hier ist Platz für deine Werbung im Format 1400 x 200px. Mit den Einnahmen aus Werbung und Spenden fördern wir den Segelflug in Deutschland.' The FÖRDERVEREIN logo is visible at the bottom right.

Impression

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

Address:
E-Mail:
Board:

Fuldatastr. 35, 34302 Guxhagen
info@segelflug.de
F. Hoffmann & M. Mensing

IBAN:
BIC:
Bank:

DE41 5206 4156 0000 2713 22
GENODEF1BTA
Raiffeisenbank eG Baunatal

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

The screenshot shows the search results page of the Segelflug.de classifieds portal. On the left, there is a sidebar with filters for 'Segelflugzeuge', 'Anhänger', and 'Besonderheiten'. The main content area displays several gliders for sale, including 'Arcus T der...', 'Ventus 3M', 'DG 1001', and 'Ventus 3M'. In the center of the page, there is a red-bordered box containing the 'FÖRDERVEREIN SEGELFLUG' logo and the text 'Hier ist Platz für deine Werbung! Hier ist Platz für deine Werbung im Format 280 x 280px. Mit den Einnahmen aus Werbung und Spenden fördern wir den Segelflug in Deutschland.' Below this, there is another red-bordered box for a different advertisement.

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

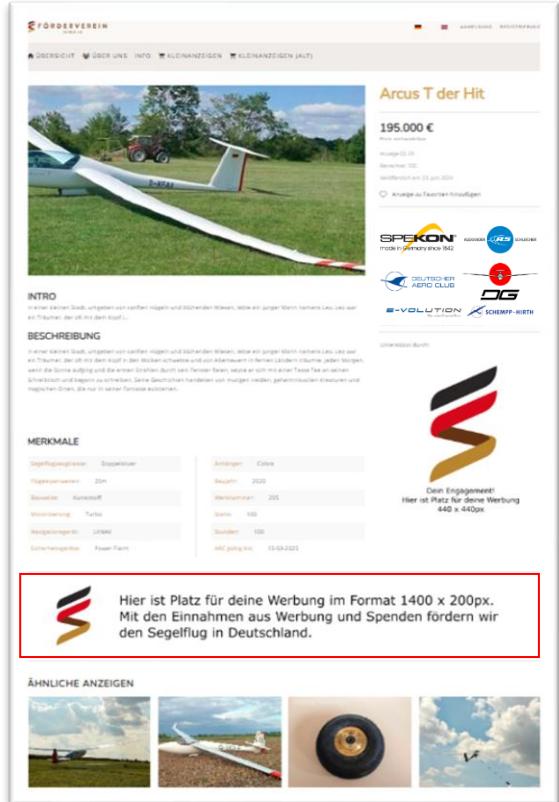
The screenshot shows a detail page for a glider named 'Arcus T der Hit'. The page includes a large image of the glider, a description, and various details like '195.000 €' and 'Beschreibung'. Below the main content, there is a red-bordered box containing the 'FÖRDERVEREIN SEGELFLUG' logo and the text 'Hier ist Platz für deine Werbung im Format 1400 x 200px. Mit den Einnahmen aus Werbung und Spenden fördern wir den Segelflug in Deutschland.' There are also other logos for 'SPEKON', 'DELTAFLIKER AERO CLUB', and 'E-VOLUTION'.

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



The screenshot shows a classified advertisement for a glider. The main headline is 'Arcus T der Hit' with a price of 195.000 €. Below the headline, there is a placeholder for an advertisement, indicated by a stylized 'S' logo and the text 'Hier ist Platz für deine Werbung im Format 1400 x 200px. Mit den Einnahmen aus Werbung und Spenden fördern wir den Segelflug in Deutschland.' At the bottom of the page, there is a section titled 'ÄHNLICHE ANZEIGEN' showing other glider advertisements.

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.