

**ONLINE RATECARD 2011- COST PER POSITION PER MONTH**

| PLACE          | PLACEMENT                                | FORMAT                         | UK       | Ireland  | Austria | Belgium - Dutch | Belgium - FR | Czechia | Czech  | Denmark | Finland | France  | Germany | Holland | Hungary  | Italy  | Latvia | Lithuania | Malta   | Norway  | Poland  | Portugal | Slovakia | Spain   | Sweden  | Rate Card Cost (CPM per week) |
|----------------|--|--------------------------------|----------|----------|---------|-----------------|--------------|---------|--------|---------|---------|---------|---------|---------|----------|--------|--------|-----------|---------|---------|---------|----------|----------|---------|---------|-------------------------------|
| New Home Page  | Header Placement                         | 241x31 Animated Banner         | €257,929 | €172,295 | €908    | €5,211          | €10,798      | €1,162  | €1,994 | €2,200  | €5,732  | €69,710 | €70,062 | €14,645 | €202,646 | €5,196 | €8,219 | €745      | €12,050 | €32,449 | €19,618 | €9,511   | €13,265  | €21,668 | €30,000 | €300                          |
|                | Skyscraper (RR)                          | 400x120                        | €77,379  | €11,187  | €272    | €1,713          | €3,239       | €349    | €1,198 | €2,160  | €1,719  | €20,913 | €21,019 | €13,093 | €60,798  | €1,559 | €2,466 | €224      | €1,615  | €15,795 | €5,885  | €1,954   | €40,584  | €7,941  | €15,000 | €300                          |
|                | Featured Destination                     | 615x150 Image and overlay      | €114,274 | €22,174  | €565    | €1,627          | €6,279       | €997    | €2,196 | €4,120  | €1,839  | €41,826 | €42,017 | €26,187 | €121,587 | €1,518 | €4,962 | €447      | €7,202  | €11,589 | €11,771 | €1,908   | €91,168  | €18,881 | €30,000 | €300                          |
|                | Destination Text - Great travel ideas    | 472x120                        | €77,129  | €13,187  | €272    | €1,713          | €3,239       | €349    | €1,198 | €2,160  | €1,719  | €20,913 | €21,019 | €13,093 | €60,798  | €1,559 | €2,466 | €224      | €1,615  | €15,795 | €5,885  | €1,954   | €40,584  | €7,941  | €15,000 | €300                          |
|                | Bottom Right Button (through Skyscraper) | 270x100 Animated Banner        | €101,171 | €14,916  | €163    | €2,184          | €4,319       | €465    | €1,598 | €2,880  | €2,293  | €27,884 | €28,025 | €17,258 | €81,058  | €2,079 | €3,288 | €298      | €4,820  | €12,060 | €7,847  | €2,605   | €54,112  | €10,587 | €20,000 | €300                          |
|                | Travel Banner                            | 400x100                        | €101,171 | €14,916  | €163    | €2,184          | €4,319       | €465    | €1,598 | €2,880  | €2,293  | €27,884 | €28,025 | €17,258 | €81,058  | €2,079 | €3,288 | €298      | €4,820  | €12,060 | €7,847  | €2,605   | €54,112  | €10,587 | €20,000 | €300                          |
|                | Airport Tourism Link                     | Text Link                      | €51,586  | €7,458   | €182    | €1,142          | €2,160       | €232    | €799   | €1,460  | €1,146  | €18,942 | €14,012 | €9,729  | €40,529  | €1,039 | €1,644 | €149      | €2,410  | €10,530 | €3,924  | €1,303   | €27,056  | €5,294  | €10,000 | €300                          |
|                | Bottom Page Partner Buttons              | Button                         | €51,586  | €7,458   | €182    | €1,142          | €2,160       | €232    | €799   | €1,460  | €1,146  | €18,942 | €14,012 | €9,729  | €40,529  | €1,039 | €1,644 | €149      | €2,410  | €10,530 | €3,924  | €1,303   | €27,056  | €5,294  | €10,000 | €300                          |
|                | Circle Above Field                       | 100 x 100 Image, text and link | €128,968 | €18,645  | €454    | €2,856          | €5,399       | €581    | €1,977 | €1,600  | €2,866  | €18,855 | €15,031 | €21,822 | €101,321 | €2,598 | €4,110 | €374      | €5,021  | €26,124 | €9,809  | €3,254   | €67,640  | €13,218 | €20,000 | €300                          |
|                | Sun Holidays                             | 480 x 115 Image, text and link |          |          |         |                 |              |         |        |         |         |         |         |         |          |        |        |           |         |         |         |          |          |         |         | €15,000                       |
| Special Offers | 146 x 50 Image, text and link            |                                |          |          |         |                 |              |         |        |         |         |         |         |         |          |        |        |           |         |         |         |          |          |         | €15,000 | €300                          |

Must check individual section traffic

| Destination Pages                               | Destination Landing Page   | Video Stream + Logo + URL | €69,204              | €83,102    | €471       | €1,699     | €4,238     | €261       | €1,000     | €2,216     | €2,422     | €13,270    | €36,777    | €17,568    | €736       | €40,885    | €1,107     | €1,512     | €199       | €2,277     | €6,911     | €6,106     | €1,564     | €2,996     | €8,245     | €25,000    |            |
|---|----------------------------|---------------------------|----------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Specific Destination Pages                      | Featured Destination Video | Video Stream              | €96,000.00           | €96,000.00 | €96,000.00 | €96,000.00 | €96,000.00 | €96,000.00 | €96,000.00 | €96,000.00 | €96,000.00 | €96,000.00 | €96,000.00 | €96,000.00 | €96,000.00 | €96,000.00 | €96,000.00 | €96,000.00 | €96,000.00 | €96,000.00 | €96,000.00 | €96,000.00 | €96,000.00 | €96,000.00 | €96,000.00 | €96,000.00 | €96,000.00 |
| Editorial Fee for enhanced destination page     | Video Stream               | Text (6 months)           | €5,000.00            | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  |
| Paragraph of Text Section - Airport Information | Text (6 months)            | Text (6 months)           | €5,000.00            | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  |
| Paragraph of Text Section - Places to see       | Text (6 months)            | Text (6 months)           | €5,000.00            | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  | €5,000.00  |
| Paragraph of Text Section - Top 5 things to do  | Text (6 months)            | Text (6 months)           | €12,000.00           | €12,000.00 | €12,000.00 | €12,000.00 | €12,000.00 | €12,000.00 | €12,000.00 | €12,000.00 | €12,000.00 | €12,000.00 | €12,000.00 | €12,000.00 | €12,000.00 | €12,000.00 | €12,000.00 | €12,000.00 | €12,000.00 | €12,000.00 | €12,000.00 | €12,000.00 | €12,000.00 | €12,000.00 | €12,000.00 | €12,000.00 | €12,000.00 |
| Destination Page (5 paragraphs)                 | Text                       | Text                      | €20,000.00 per annum |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            | €25,000    |            |

| Route Map Page           | Top RHS Box (1)         | Destination of the Month | 120x300 Banner | UK  | Ireland | Austria | Belgium - Dutch | Belgium - FR | Czechia | Czech  | Denmark | Finland | France | Germany | Holland | Hungary | Italy | Latvia | Lithuania | Malta | Norway | Poland | Portugal | Slovakia | Spain  | Sweden  | Rate Card Cost (CPM per month) |
|--------------------------|-------------------------|--------------------------|----------------|-----|---------|---------|-----------------|--------------|---------|--------|---------|---------|--------|---------|---------|---------|-------|--------|-----------|-------|--------|--------|----------|----------|--------|---------|--------------------------------|
| Top RHS Box (1)          | 120x300 Animated Banner | €6,517                   | €529           | €80 | €99     | €116    | €69             | €140         | €100    | €2,371 | €2,091  | €1,092  | €53    | €2,362  | €64     | €95     | €9    | €138   | €469      | €284  | €72    | €1,922 | €484     | €25      | €1,000 | €25,000 | €300                           |
| Destination of the Month | 120x300 Banner & Text   | €19,910                  | €312           | €18 | €59     | €190    | €41             | €84          | €90     | €1,422 | €1,555  | €955    | €32    | €1,416  | €18     | €39     | €5    | €83    | €282      | €170  | €44    | €1,153 | €290     | €15      | €1,000 | €25,000 | €300                           |
| 120x300 Banner           | 120x300 Banner          | €19,910                  | €312           | €18 | €59     | €190    | €41             | €84          | €90     | €1,422 | €1,555  | €955    | €32    | €1,416  | €18     | €39     | €5    | €83    | €282      | €170  | €44    | €1,153 | €290     | €15      | €1,000 | €25,000 | €300                           |

| FAQ Page           | Top RHS Box (2) | Skyscraper (RR) | Bottom LHS Box (1) | UK  | Ireland | Austria | Belgium - Dutch | Belgium - FR | Czechia | Czech | Denmark | Finland | France | Germany | Holland | Hungary | Italy | Latvia | Lithuania | Malta  | Norway | Poland | Portugal | Slovakia | Spain   | Sweden | Rate Card Cost (CPM per month) |
|--------------------|-----------------|-----------------|--------------------|-----|---------|---------|-----------------|--------------|---------|-------|---------|---------|--------|---------|---------|---------|-------|--------|-----------|--------|--------|--------|----------|----------|---------|--------|--------------------------------|
| Top RHS Box (2)    | 120x60          | €13,379         | €581               | €46 | €203    | €172    | €17             | €72          | €1,628  | €137  | €3,244  | €3,782  | €2,253 | €47     | €5,321  | €92     | €98   | €9     | €163      | €2,139 | €511   | €113   | €1,676   | €1,337   | €10,000 | €300   |                                |
| Skyscraper (RR)    | 400x120         | €20,000         | €871               | €68 | €305    | €259    | €15             | €109         | €2,442  | €206  | €4,866  | €5,672  | €3,380 | €71     | €7,981  | €138    | €147  | €14    | €245      | €1,209 | €767   | €170   | €5,115   | €2,006   | €15,000 | €300   |                                |
| Bottom LHS Box (1) | 70x170          | €13,379         | €581               | €46 | €203    | €172    | €17             | €72          | €1,628  | €137  | €3,244  | €3,782  | €2,253 | €47     | €5,321  | €92     | €98   | €9     | €163      | €2,139 | €511   | €113   | €1,676   | €1,337   | €10,000 | €300   |                                |

| NEWS               | Top RHS Box (1)        | Bottom LHS Box (1) | UK   | Ireland | Austria | Belgium - Dutch | Belgium - FR | Czechia | Czech | Denmark | Finland | France | Germany | Holland | Hungary | Italy | Latvia | Lithuania | Malta | Norway | Poland | Portugal | Slovakia | Spain   | Sweden | Rate Card Cost (CPM per month) |      |
|--------------------|------------------------|--------------------|------|---------|---------|-----------------|--------------|---------|-------|---------|---------|--------|---------|---------|---------|-------|--------|-----------|-------|--------|--------|----------|----------|---------|--------|--------------------------------|------|
| Top RHS Box (1)    | 120x90 Animated Banner | €18,759            | €158 | €11     | €42     | €23             | €10          | €54     | €19   | €283    | €893    | €311   | €17     | €1,293  | €14     | €12   | €2     | €24       | €117  | €71    | €15    | €316     | €159     | €15,000 | €300   | €15,000                        | €300 |
| Bottom LHS Box (1) | 70x170                 | €7,171             | €289 | €7      | €28     | €15             | €7           | €16     | €11   | €188    | €595    | €207   | €11     | €862    | €9      | €8    | €1     | €16       | €92   | €48    | €10    | €87      | €239     | €10,000 | €300   | €15,000                        | €300 |

| Fares Page   | Featured Destination Video | Video Stream + Logo + URL | €18,891         | €3,714          | €110            | €404            | €689            | €128            | €383            | €954            | €1,000          | €7,694          | €8,537          | €7,481          | €153            | €22,176         | €569            | €1,096          | €115            | €386            | €3,858          | €3,102          | €983            | €18,299         | €2,875          | €25,000         |         |
|--------------|----------------------------|---------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|---------|
| Travel Ideas | Featured Destination Video | Video Stream + Logo + URL | no traffic data | no traffic data | no traffic data | no traffic data | no traffic data | no traffic data | no traffic data | no traffic data | no traffic data | no traffic data | no traffic data | no traffic data | no traffic data | no traffic data | no traffic data | no traffic data | no traffic data | no traffic data | no traffic data | no traffic data | no traffic data | no traffic data | no traffic data | no traffic data | €25,000 |

| Discover Europe (ALL MARKETS) | Button 1 - 14            | Button Graphic (200x110) | 10,000.00 per month | 20,000.00 per month |
|-------------------------------|--------------------------|--------------------------|---------------------|---------------------|
| Button 1 - 14                 | 10,000.00 per month      | 20,000.00 per month      | 10,000.00 per month | 20,000.00 per month |
| Discover Europe (ALL MARKETS) | Button Graphic (200x110) | Button Graphic (450x110) | 10,000.00 per month | 20,000.00 per month |

| Special Offers Page (ALL MARKETS) | Top Banner 'Deal of the Week' | Animated Banner (525x147) | €20,000 per month | €10,000 per month |
|-----------------------------------|-------------------------------|---------------------------|-------------------|-------------------|
| Top Banner 'Deal of the Week'     | €20,000 per month             | €10,000 per month         | €20,000 per month | €10,000 per month |
| Special Offers Page (ALL MARKETS) | Animated Banner (525x147)     | Animated Banner (116)     | €20,000 per month | €10,000 per month |

| Landing Pages (ALL MARKETS) | Full Page 12 months | Animated Banners, Booking Engine, Fair Table | €20,000 | €15,000 | €10,000 |
|-----------------------------|---------------------|--|---------|---------|---------|
| Full Page 12 months         | €20,000             | €15,000                                      | €20,000 | €15,000 | €10,000 |
| Landing Pages (ALL MARKETS) | Full Page 6 months  | Animated Banners, Booking Engine, Fair Table | €10,000 | €7,500  | €5,000  |
| Full Page 6 months          | €10,000             | €7,500                                       | €10,000 | €7,500  | €5,000  |
| Landing Pages (ALL MARKETS) | Full Page 3 months  | Animated Banners, Booking Engine, Fair Table | €5,000  | €3,750  | €2,500  |
| Full Page 3 months          | €5,000              | €3,750                                       | €5,000  | €3,750  | €2,500  |

| Inflight Magazine (ALL MARKETS) | Run of Pages Full Page | Full Page | 15,000.00 | 7,500.00 |
|---------------------------------|------------------------|-----------|-----------|----------|
| Run of Pages Full Page          | Full Page              | 15,000.00 | 15,000.00 | 7,500.00 |
| Inflight Magazine (ALL MARKETS) | Run of Pages 1/2 Page  | Half Page | 7,500.00  | 3,750.00 |
| Run of Pages 1/2 Page           | Half Page              | 7,500.00  | 7,500.00  | 3,750.00 |

| Cabin Branding (ALL MARKETS) | Over head Lockers | High Res PDFs (1) | €30,000.00 | €50,000.00 |
|------------------------------|-------------------|-------------------|------------|------------|
| Over head Lockers            | €30,000.00        | €50,000.00        | €30,000.00 | €50,000.00 |
| Cabin Branding (ALL MARKETS) | High Res PDFs (2) | High Res PDFs     | €30,000.00 | €50,000.00 |
| High Res PDFs (2)            | High Res PDFs     | €30,000.00        | €30,000.00 | €50,000.00 |

| New HTML Email Templates | Fares Email Sales     | Image & Text | UK     | Ireland | Belgium/Holland | France  | Germany | Italy   | Eastern Europe | Spain  | Scandinavia | Poland | Portugal | Norway | Rate Card Cost (CPM per month) |
|--------------------------|-----------------------|--------------|--------|---------|-----------------|---------|---------|---------|----------------|--------|-------------|--------|----------|--------|--------------------------------|
| Fares Email Sales        | Image & Text          | €94,454      | €9,555 | €9,734  | €10,992         | €10,548 | €24,352 | €13,956 | €8,938         | €7,757 | €9,303      | €3,810 | €2,627   | €300   |                                |
| Fares Email Position 1   | Image 615 x 150 Strip | €84,39       |        |         |                 |         |         |         |                |        |             |        |          |        |                                |