

## ADVERTISING RATE CARD

### Advertising Rates Effective From January 2017

DESCRIPTION	CONTENT	COST	UNIT
<b>WEBSITE</b>			
Hero Banner 2nd position	Banner dynamic	€30	CPM
Partner Carousel	Image & text	€30	CPM
Airport & Tourism Link	Text link	€10	CPM
Airport & Tourism Banner UK Large Banner	Image & link	€20,000	Per Month
Airport & Tourism Banner UK Regular Banner	Image & link	€10,000	Per Month
<b>CRM</b>			
Bottom Block Inclusion	Image & integrated text	€20	CPM
<b>SOCIAL MEDIA &amp; CONTENT</b>			
Facebook	Post	€3,000	Per Post
Twitter	Post	€2,000	Per Post
Instagram	Post	€2,000	Per Post
Youtube	Post	€1,000	Per Post
Landing Page	Images & text	€3,000	Admin. Fee
<b>OFFLINE</b>			
Cabin Branding	Overhead Lockers	€5,000	Per a/c & Month
D-Cal	Front fuselage	€5,000	Per a/c & Month
D-Cal	Back fuselage	€9,000	Per a/c & Month
D-Cal	Full fuselage	€25,000	Per a/c & Month

**\*Notes:**

- Depending on volume, market condition and changed inventory specifications discounts up to 30% can be applied on advertising packages
- Premiums: Depending on targeting / audience quality rates can be increased

## ADVERTISING RATE CARD

### Ryanair Website

RYANAIR WEBSITE ADVERTISING RATES			
COUNTRY	TOTAL SUBSCRIBERS	CPM (€)	COST (€)
GB	1,955,061	€30	€58,652
IT	1,847,401	€30	€55,422
ES	810,818	€30	€24,325
PL	733,815	€30	€22,014
DE	708,404	€30	€21,252
FR	628,551	€30	€18,857
IR	555,086	€30	€16,653
PT	267,275	€30	€8,018
GR	234,742	€30	€7,042
NL	228,157	€30	€6,845
BE FR	168,564	€30	€5,057
SE	131,339	€30	€3,940
BE NL	110,446	€30	€3,313
LT	85,835	€30	€2,575
US	74,624	€30	€2,239
HU	69,440	€30	€2,083
DK	59,152	€30	€1,775
MA	57,013	€30	€1,710
AU	51,108	€30	€1,533
NO	42,359	€30	€1,271
HR	40,023	€30	€1,201
SV	33,225	€30	€997
ES (CT)	32,829	€30	€985
LV	30,836	€30	€925
RO (ENG)	24,904	€30	€747
CZ	22,721	€30	€682
ML	22,631	€30	€679
RO	19,245	€30	€577
EE	15,398	€30	€462
BG	13,024	€30	€391
FI	9,725	€30	€292

## ADVERTISING RATE CARD

### CRM Country Figures

RYANAIR CRM ADVERTISING RATES By Country			
COUNTRY	TOTAL SUBSCRIBERS	CPM (€)	COST (€)
GB	6,059,292	€20	€121,185.84
IT	4,462,464	€20	€89,249
ES	3,605,863	€20	€72,117
FR	2,144,592	€20	€42,892
DE	1,720,690	€20	€34,414
IE	1,194,605	€20	€23,892
BE	873,654	€20	€17,473
PL	810,524	€20	€16,210
NL	725,695	€20	€14,514
SE	506,018	€20	€10,120
PT	491,081	€20	€9,822
US	487,016	€20	€9,740
GR	402,644	€20	€8,053
NO	333,799	€20	€6,676
DK	198,999	€20	€3,980
HU	148,810	€20	€2,976
CZ	140,280	€20	€2,806
LT	133,709	€20	€2,674
SK	120,391	€20	€2,408
AU	115,160	€20	€2,303
CA	95,502	€20	€1,910
RU	95,225	€20	€1,905
CH	92,716	€20	€1,854
BR	90,575	€20	€1,812
LV	88,706	€20	€1,774
RO	84,734	€20	€1,695

RYANAIR CRM ADVERTISING RATES By Country			
COUNTRY	TOTAL SUBSCRIBERS	CPM (€)	COST (€)
CY	81,370	€20	€1,627
AT	74,864	€20	€1,497
FI	73,839	€20	€1,477
AR	65,306	€20	€1,306
LU	57,602	€20	€1,152
MT	55,582	€20	€1,112
MX	53,255	€20	€1,065
KR	49,159	€20	€983
EE	48,993	€20	€980
MA	42,986	€20	€860
DA	41,644	€20	€833
SI	37,856	€20	€757
BY	36,193	€20	€724
TR	33,566	€20	€671
HR	32,003	€20	€640
UA	29,772	€20	€595
CN	27,349	€20	€547
BG	23,759	€20	€475
CO	21,659	€20	€433
IL	21,430	€20	€429
JP	20,680	€20	€414
IN	20,159	€20	€403
CL	20,022	€20	€400
NZ	16,805	€20	€336
SG	13,823	€20	€276
AE	13,539	€20	€271

## ADVERTISING RATE CARD

### CRM Country Figures

RYANAIR CRM ADVERTISING RATES By Country			
COUNTRY	TOTAL SUBSCRIBERS	CPM (€)	COST (€)
HK	13,443	€20	€269
ZA	8,587	€20	€172
TW	8,574	€20	€171
MY	8,172	€20	€163
PE	8,031	€20	€161
RW	7,690	€20	€154
VE	7,205	€20	€144
IS	6,841	€20	€137
UY	6,438	€20	€129
RS	5,867	€20	€117
AD	5,231	€20	€105
SA	4,858	€20	€97
GI	4,627	€20	€93
EC	4,499	€20	€90
MK	4,109	€20	€82
TH	3,818	€20	€76
AL	3,780	€20	€76
CR	3,685	€20	€74
MD	3,593	€20	€72
ID	3,522	€20	€70
EG	3,402	€20	€68
PH	2,882	€20	€58
ME	2,316	€20	€46

## ADVERTISING RATE CARD

### CRM Airport Figures

RYANAIR CRM ADVERTISING RATES By Airport			
AIRPORT	TOTAL SUBSCRIBERS	CPM (€)	COST (€)
STN	2,953,246	€20	€59,065
BGY	1,459,475	€20	€29,190
DUB	1,405,571	€20	€28,111
MAD	1,111,200	€20	€22,224
BCN	1,057,999	€20	€21,160
CRL	1,035,047	€20	€20,701
CIA	837,806	€20	€16,756
BVA	781,520	€20	€15,630
MAN	681,805	€20	€13,636
BLQ	550,734	€20	€11,015
FCO	491,213	€20	€9,824
PSA	475,208	€20	€9,504
WMI	458,612	€20	€9,172
EMA	441,994	€20	€8,840
OPO	436,024	€20	€8,720
EIN	433,876	€20	€8,678
BRU	429,899	€20	€8,598
HHN	429,833	€20	€8,597
AGP	399,210	€20	€7,984
MRS	398,772	€20	€7,975
ATH	394,008	€20	€7,880
SXF	393,450	€20	€7,869
NRN	379,459	€20	€7,589
TSF	368,879	€20	€7,378
LTN	363,669	€20	€7,273
EDI	360,694	€20	€7,214

RYANAIR CRM ADVERTISING RATES By Airport			
AIRPORT	TOTAL SUBSCRIBERS	CPM (€)	COST (€)
LPL	338,546	€20	€6,771
PMI	335,867	€20	€6,717
BHX	334,872	€20	€6,697
ALC	328,405	€20	€6,568
LIS	325,308	€20	€6,506
BRS	310,305	€20	€6,206
CGN	304,792	€20	€6,096
KRK	294,259	€20	€5,885
BRI	277,738	€20	€5,555
PMO	274,586	€20	€5,492
BUD	273,318	€20	€5,466
VLC	272,417	€20	€5,448
RYG	265,954	€20	€5,319
SVQ	260,831	€20	€5,217
CTA	257,050	€20	€5,141
NYO	244,498	€20	€4,890
SKG	224,644	€20	€4,493
LGW	215,778	€20	€4,316
GRO	210,528	€20	€4,211
SCQ	203,496	€20	€4,070
IBZ	202,539	€20	€4,051
LBA	200,937	€20	€4,019
TFS	194,373	€20	€3,887
BTS	187,913	€20	€3,758
WRO	187,775	€20	€3,756
FAO	180,919	€20	€3,618

## ADVERTISING RATE CARD

### CRM Airport Figures

RYANAIR CRM ADVERTISING RATES By Airport			
AIRPORT	TOTAL SUBSCRIBERS	CPM (€)	COST (€)
BDS	177,861	€20	€3,557
TRN	177,387	€20	€3,548
CPH	177,269	€20	€3,545
CAG	175,568	€20	€3,511
BRE	174,867	€20	€3,497
SUF	165,871	€20	€3,317
TPS	162,432	€20	€3,249
PIK	161,659	€20	€3,233
RIX	152,001	€20	€3,040
GLA	147,872	€20	€2,957
VNO	139,536	€20	€2,791
LPA	137,871	€20	€2,757
GDN	134,201	€20	€2,684
ORK	133,976	€20	€2,680
MLA	133,296	€20	€2,666
OTP	131,817	€20	€2,636
SNN	128,958	€20	€2,579
RAK	127,334	€20	€2,547
KUN	124,106	€20	€2,482
SDR	115,649	€20	€2,313
ACE	113,065	€20	€2,261
FMM	112,406	€20	€2,248
BLL	111,924	€20	€2,238
FKB	110,790	€20	€2,216
AHO	107,999	€20	€2,160
MXP	103,614	€20	€2,072

RYANAIR CRM ADVERTISING RATES By Airport			
AIRPORT	TOTAL SUBSCRIBERS	CPM (€)	COST (€)
BOD	88,841	€20	€1,777
FEZ	88,832	€20	€1,777
PFO	86,830	€20	€1,737
BOH	84,080	€20	€1,682
GOT	83,753	€20	€1,675
CHQ	80,799	€20	€1,616
NOC	77,972	€20	€1,559
HAM	76,816	€20	€1,536
POZ	76,539	€20	€1,531
PRG	75,791	€20	€1,516
PSR	74,427	€20	€1,489
DTM	70,215	€20	€1,404
FUE	64,663	€20	€1,293
RZE	62,029	€20	€1,241
CCF	60,096	€20	€1,202
NTE	56,829	€20	€1,137
RBA	56,003	€20	€1,120
GOA	51,674	€20	€1,033
TLL	50,936	€20	€1,019
TRS	50,916	€20	€1,018
CIY	50,010	€20	€1,000
KTW	49,133	€20	€983
ZAZ	48,148	€20	€963
MJV	46,367	€20	€927
GSE	45,164	€20	€903
TFN	44,950	€20	€899

## ADVERTISING RATE CARD

### CRM Airport Figures

RYANAIR CRM ADVERTISING RATES By Airport				RYANAIR CRM ADVERTISING RATES By Airport			
AIRPORT	TOTAL SUBSCRIBERS	CPM (€)	COST (€)	AIRPORT	TOTAL SUBSCRIBERS	CPM (€)	COST (€)
TUF	44,622	€20	€892	VLL	29,073	€20	€581
BZG	43,363	€20	€867	SZZ	28,860	€20	€577
LDY	42,894	€20	€858	PEG	28,811	€20	€576
AOI	42,514	€20	€850	DLE	28,607	€20	€572
TRF	42,149	€20	€843	BFS	27,048	€20	€541
FNI	41,892	€20	€838	MAH	26,846	€20	€537
NCL	40,478	€20	€810	XRY	26,482	€20	€530
PMF	40,219	€20	€804	VST	25,937	€20	€519
ZAD	39,201	€20	€784	CFU	25,210	€20	€504
TMP	39,090	€20	€782	LRH	24,735	€20	€495
BSL	38,467	€20	€769	EBU	24,624	€20	€492
REU	37,469	€20	€749	JTR	24,586	€20	€492
LIL	37,231	€20	€745	NDR	24,514	€20	€490
NUE	36,334	€20	€727	BES	23,828	€20	€477
TNG	34,392	€20	€688	PDL	23,317	€20	€466
NAP	34,361	€20	€687	BRQ	23,217	€20	€464
LCJ	34,235	€20	€685	DNR	22,997	€20	€460
MST	34,176	€20	€684	EGC	22,946	€20	€459
KIR	34,069	€20	€681	AAR	22,078	€20	€442
AMS	33,734	€20	€675	MPL	21,751	€20	€435
BZR	33,113	€20	€662	CUF	21,168	€20	€423
RHO	33,044	€20	€661	ODU	17,122	€20	€342
CRV	32,472	€20	€649	SOF	16,692	€20	€334
VRN	30,915	€20	€618	PGF	16,333	€20	€327
BIQ	30,895	€20	€618	SZG	15,814	€20	€316
LIG	29,531	€20	€591	XCR	15,733	€20	€315

## ADVERTISING RATE CARD

### CRM Airport Figures

RYANAIR CRM ADVERTISING RATES By Airport			
AIRPORT	TOTAL SUBSCRIBERS	CPM (€)	COST (€)
VGO	15,459	€20	€309
LUZ	15,374	€20	€307
NCE	15,311	€20	€306
PIS	14,098	€20	€282
SXB	13,692	€20	€274
HAU	13,404	€20	€268
LPP	12,023	€20	€240
LEJ	11,649	€20	€233
LNZ	11,454	€20	€229
PDV	11,241	€20	€225
STR	11,154	€20	€223
OSR	10,741	€20	€215
PUY	9,864	€20	€197
AGA	9,489	€20	€190
LEI	8,998	€20	€180
KGS	8,904	€20	€178
TGD	8,287	€20	€166
CFE	7,863	€20	€157
RDZ	7,754	€20	€155
LDE	7,487	€20	€150
VXO	7,213	€20	€144
LBC	6,792	€20	€136
FSC	6,548	€20	€131
CDT	6,144	€20	€123
FMO	5,832	€20	€117
RJK	5,741	€20	€115

RYANAIR CRM ADVERTISING RATES By Airport			
AIRPORT	TOTAL SUBSCRIBERS	CPM (€)	COST (€)
MMX	5,500	€20	€110
LRT	4,870	€20	€97
JMK	4,848	€20	€97
SFT	4,720	€20	€94
OSI	4,614	€20	€92
CWL	4,306	€20	€86
GRQ	3,737	€20	€75
GNB	3,343	€20	€67
EFL	3,307	€20	€66
DOL	3,086	€20	€62
NQY	2,852	€20	€57
GPA	2,844	€20	€57
BVE	2,610	€20	€52
TSR	2,299	€20	€46
PLQ	2,249	€20	€45
VDA	2,129	€20	€43
LCA	1,929	€20	€39
VOL	1,876	€20	€38
TLN	1,776	€20	€36



## ADVERTISING RATE CARD

### Ryanair Social Media & Content Channels

RYANAIR SOCIAL MEDIA ADVERTISING RATES		RYANAIR SOCIAL MEDIA ADVERTISING RATES		RYANAIR CONTENT ADVERTISING RATES	
<b>FACEBOOK</b> €3,000 per post		<b>TWITTER</b> €2,000 per post		<b>LANDING PAGES</b> €3,000 per page	
COUNTRY	VOLUME	Followers	313,000	Monthly Users	466,255
IT	224,000	<b>INSTAGRAM</b> €2,000 per post			
PT	190,000	Followers	141,000		
MA	169,000	Avg. Likes	1,500		
GB	164,000	<b>YOUTUBE</b> €1,000 per post			
IR	146,000	Total Views	11,292,660		
ES	140,000	Subscribers	19,269		
BG	100,100				
GR	96,700				
PL	92,500				
RO	79,000				
DE	43,500				
FR	33,500				
BG	26,700				
LT	20,000				
NL	15,500				
ML	15,000				
HR	14,600				
RS	12,200				
SE	12,100				
NO	10,200				
MK	9,900				
US	9,600				
DK	9,600				