

The advertisement features a central photograph of an eyeglass store display. The display consists of several white, circular rotating racks filled with various styles of eyeglasses. The racks are arranged in a row, and the glasses are neatly organized. In the background, more racks and shelves are visible, suggesting a well-stocked store. The overall lighting is bright and clean. The text is overlaid on the image in a clean, sans-serif font. The top text is in black, and the '50%' is in a large, bold, orange font. The bottom text is in a large, bold, orange font on a black background. The logo for 'OPTIK AM DOM' is centered in the lower part of the image, with the tagline 'Einfach gut (aus)schen.' below it. The background of the bottom text area is solid black.

**Zweitbrillen-Angebot**

**50%**

**OPTIK AM DOM**  
Einfach gut (aus)schen.

**... sparen Sie bei uns!**  
**50% Rabatt beim Kauf einer**  
**zweiten, dritten, vierten ...**  
**Brille!**