

Banner-prices on Camping.Info



Valid for **2018** (in all countries except Croatia*) as long as capacity available

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1) Following 3 positions are available for your campaigns:

The screenshot shows the Camping.info search interface. At the top, there are tabs for 'Karte', 'Eigenschaften', 'Bewertung', 'Freitext', and 'Buchbarkeit'. Below these is a search bar with 'Suche Europa' and dropdowns for 'Land auswählen' and 'Bundesland/Region auswählen'. A map of Europe is displayed with various countries labeled. To the right of the map is a sidebar titled 'Ihre Suchkriterien' with a 'Region' section containing a checked 'Kartenausschnitt' option and a zoom level of '80'. Below the map is a search filter section with 'Von' and 'bis' fields, and checkboxes for 'Stellplatz' and 'Mietunterkunft'. The main content area shows 'Suchergebnisse (200 Campingplätze)' with a sorting dropdown and 'Anzahl der Ergebnisse: 10'. A search result for 'Camping Brunner am See' is shown, including a video player, a star rating of 5 stars (118 reviews), and a price of 35.50 €. Three banner positions are highlighted with red boxes: Position A (200 x 240 px), Position B (200 x 80 px), and Position C (200 x 600 px).

* For banner campaigns with placement in Croatia please contact us: office@camping.info

2) General information about Camping.Info

Camping.Info is the most visited online camping guide in the German speaking market and one of the most known in whole Europe (13 million visits in 2016). Camping.Info appears on Google.de (German Google Site) almost always on the first rank when searching for the term "camping". Our platform exists in 27 languages. You will find detailed traffic data in an enclosed document.

3) Selection according to language or user origin

If you want, you can refine your campaigns for certain source markets:

- by language (e.g. German language only, Dutch, Italian ...)
- by home country (e.g. Germany, Switzerland, Netherlands ...)
- by federal state (Bavaria, Vienna, ...)

This allows you to reach your target group more exactly than in any other advertising medium!

4) Selection according to the holiday destination of the user

If you want, your banner will be displayed only if the user is searching for campsites in Germany, in France ... or in Bavaria, Paris, etc. Camping.Info allows you to narrow the target market exactly at the national, federal state and even regional level!

5) Optimizing your click-through rates

You can send us different versions of your banner (in addition to image banners we recommend also text-only banners). Our system will optimize the number of clicks on your ads by displaying those banners more often, which reach the highest click-through rates.

6) Select the ideal period of delivery

The booked number of banner impressions can be delivered as soon as possible or distributed evenly over a given period. Just as you want.

7) Select the maximum number of impressions per user

You can tell us how often a banner should be maximum displayed to the same user.

8) Access to statistics of your campaign

We provide detailed statistics with all views and clicks of your banner – segmented by time (date, month ...) and user origin.

9) Prices

Billing is based on the number of banner impressions:

Number of banner impressions	Price per 1.000 impressions (CPM)	
	Placement A or C (see screenshot above)	Placement B (see screenshot above)
from 100,000 impressions	€ 9,90	€ 7,90
from 300,000 impressions	€ 7,90	€ 5,20
from 1,000,000 impressions	€ 6,90	€ 4,20
from 3,000,000 impressions	€ 5,90	€ 3,20
from 5,000,000 impressions	€ 4,90	€ 2,90

Example: 300,000 Banner impressions on placement A = € 2,370.-

Payable either monthly or 1 week after the first publication of the advertisement.

10) Questions?

We are looking forward to help you! You can reach us by phone +43 7746 28283 or office@camping.info.

