

Banner-prices on Camping.Info

Valid for **2019** (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 dropdown menus for 'Land auswählen' and 'Bundesland/Region auswählen'. A map of Europe is displayed with various countries labeled. To the right of the map, there are search filters for 'Ihre Suchkriterien' and 'Region', including a checkbox for 'Kartenausschnitt' and a '+1' button. Below the map, there are input fields for 'Von' and 'bis', and checkboxes for 'Stellplatz' and 'Mietunterkunft'. The search results section shows 'Suchergebnisse (200 Campingplätze)' with a dropdown for 'Sortieren nach' and 'Anzahl der Ergebnisse: 10'. The first result is 'Camping Brunner am See', which includes a play button, a star rating of 4.5 (118 reviews), a description, location 'Döbriach (Kärnten)', price '35.50 €', and category '5 stars'. There are also logos for 'BEST DEAL CAMPINGCARD' and 'CampCard 2013'. At the bottom, there is a 'Meine Merkdliste (0)' button.

* 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.-

10) Questions?

We are looking forward to help you! You can reach us by phone +49 30 994 048 621 or martin.brozek@camping.info.



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