

SPECIAL ADVERTISEMENTS

SMALL & CHARMING

“Small & Charming” is a special selection for campsites with a maximum of 60 units (tourist + residential + rental pitches).

Placement:

On all destinations pages (PiNCAMP.de + PiNCAMP.ch + Anwbcamping.nl) as well as within dedicated section.

Display:

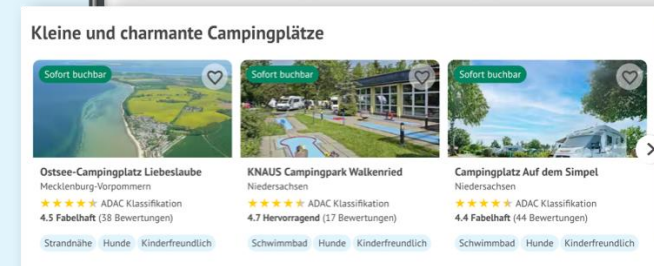
Rotating display on destination pages, exclusive placement for advertisers only in the new “small & charming” section.

Call to action

- Tile leads to the profile on PiNCAMP.de / PiNCAMP.ch /Anwbcamping.nl
- Button leads to the campsite as clickout

Booking period: Annual

Exceptional presentation space for smaller sites



SPECIAL ADVERTISEMENTS

PiNCAMP.DE/CH & ANWBCAMPING.NL - THEMES

Position yourself prominently with your USPs directly on the destination pages.

Placement:

On all destination pages (PiNCAMP.de + PiNCAMP.ch + Anwbcamping.nl) as well as within a dedicated section

Display:

Rotating presentation on destination pages, preferential Placement in the respective topic categories

Call to action:

- Tile leads to the profile on PiNCAMP.de/Anwbcamping.nl
- Button leads to the campsite as clickout

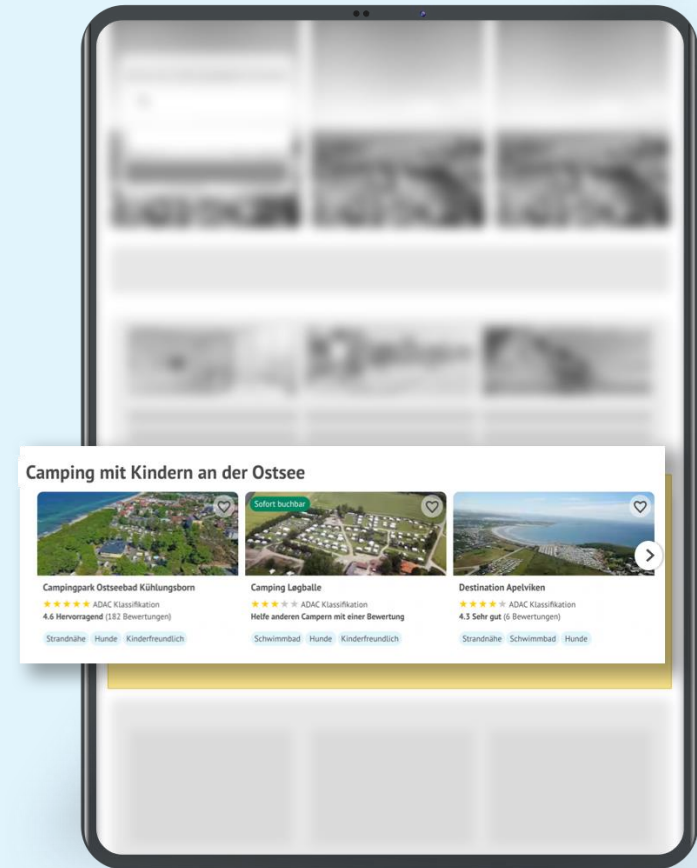
Booking period:

Annual

Increase your visibility even stronger by adding a themed YT-Short!

List of prominently displayed topics:

By the sea
By the lake
Child friendly
Dog friendly
Winter camping
Wellness
Quiet
Naturist
4 stars
Superplatz Campsite
Glamping
Topcampings (NL)



The camping company of

SPECIAL ADVERTISEMENTS

HOMEPAGE - PREMIUM PARTNER

Placement:

In the middle section of the homepage

Display:

Rotation of maximum twelve partners

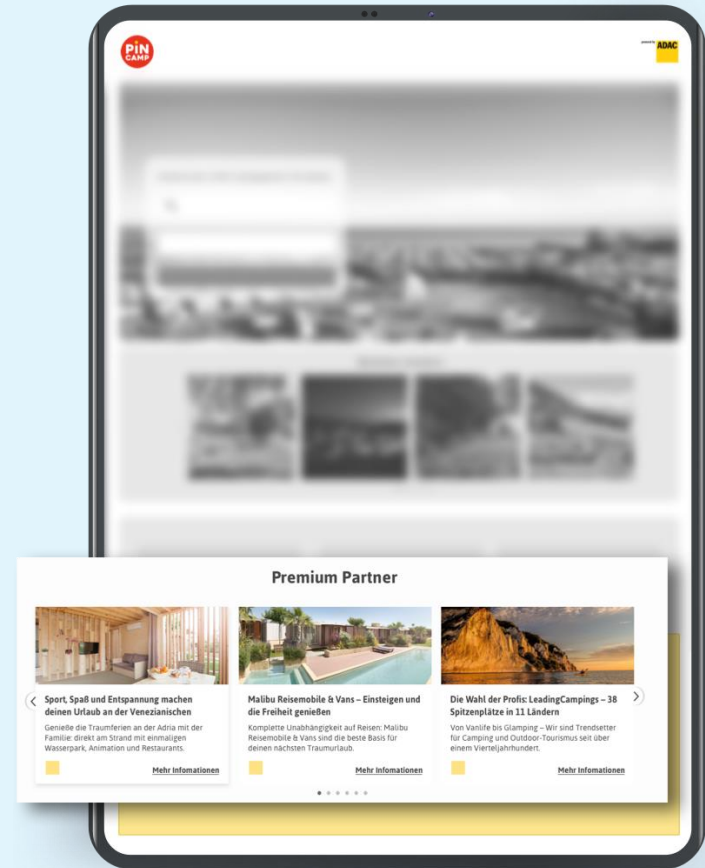
Call to action:

- Tile leads to the profile on PiNCAMP.de/Anwbcamping.nl (external linkout possible too)

Booking period:

Monthly

Exclusive
presentation of
your brand



The camping company of



SPECIAL ADVERTISEMENTS

CAMPSITE PROFILE PAGE - PREMIUM PARTNER

Placement:

Top right on basic campsite profile pages

Display:

Rotation of maximum twelve partners

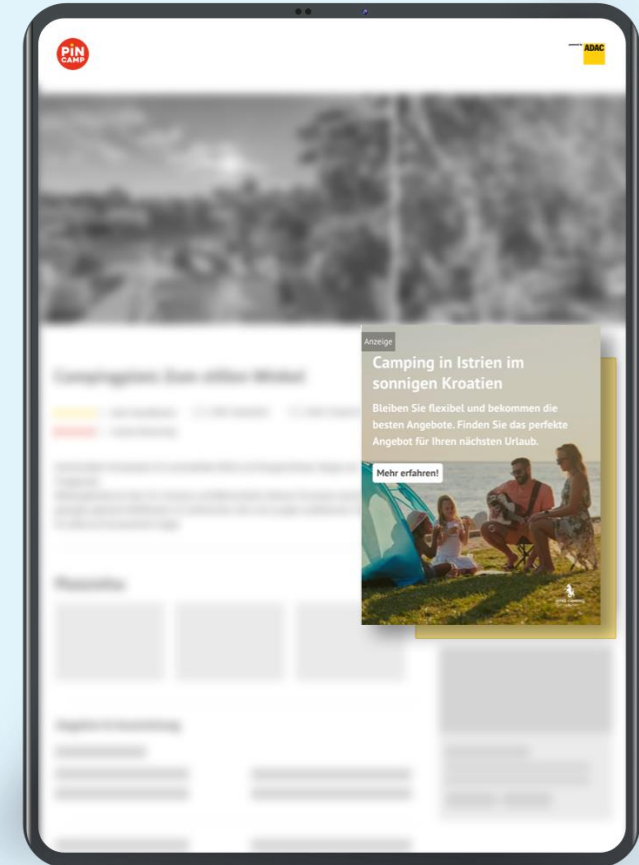
Call to action:

- Tile leads to the profile on PiNCAMP.de/Anwbcamping.nl (external linkout possible too)

Booking period:

Monthly

Present yourself strongly next to the competitors



SPECIAL ADVERTISEMENTS

SEARCH RESULTS LIST - PREMIUM PARTNER

Placement:

In the search results lists

Display:


Rotation of a maximum of twelve partners

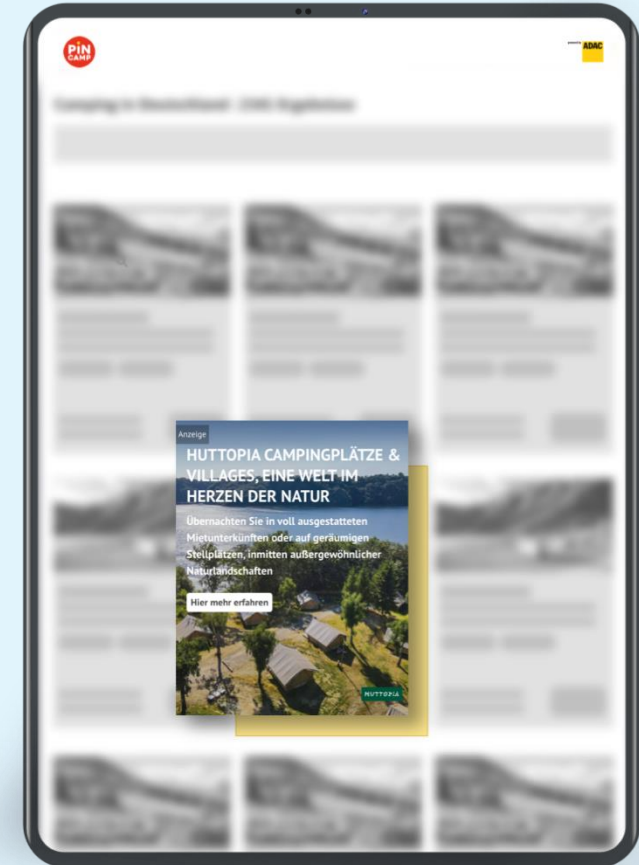
Call to action:

- Tile leads to the profile on PiNCAMP.de/Anwbcamping.nl (external linkout possible too)

Booking period:

Monthly


Exposure across
the whole
website



SPECIAL ADVERTISEMENTS

FOOTER - PREMIUM PARTNER

Placement:

Feature on each webpage with a direct link to your personal web presentation

Display:

Integration of the partner logo

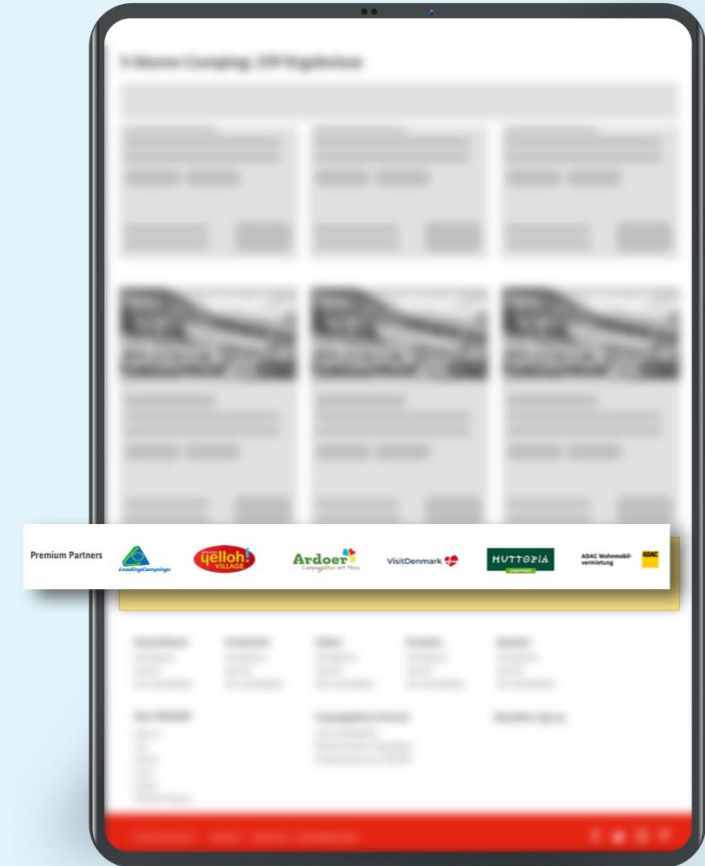
Call to action:

- Clickout from the logo to the partner's website

Booking period:

Monthly

Be present on all
PiNCAMP pages



SPECIAL ADVERTISEMENTS

HOMEPAGE - INTERNATIONAL CAMPSITES OF THE MONTH

Placement:

In the middle section of the homepage

Display:

Rotation of maximum twelve campsites

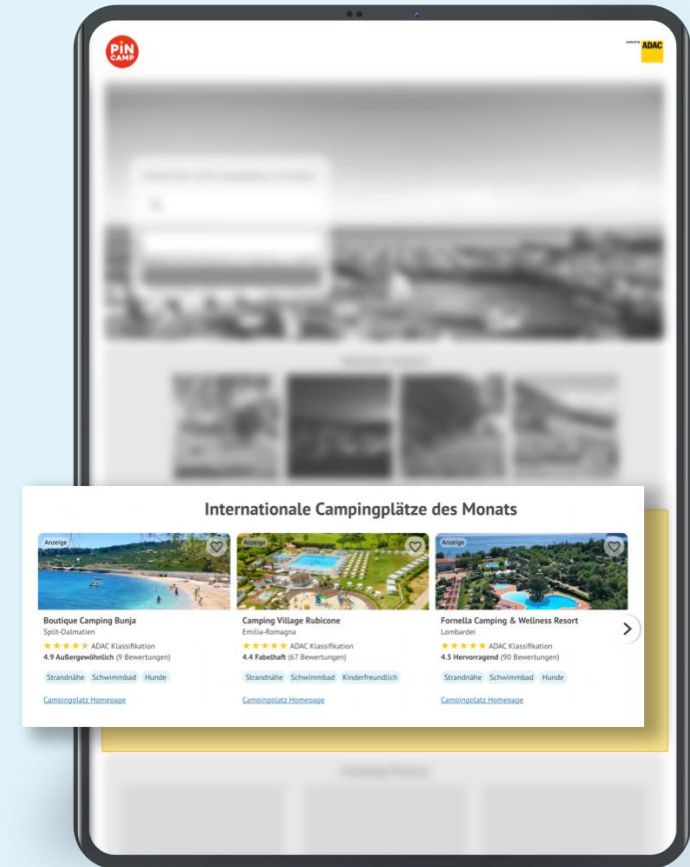
Call to action:

- Tile leads to the profile on PiNCAMP.de/Anwbcamping.nl
- Button leads to the campsite as clickout

Booking period:

Monthly

Stand out on our
homepage!



The camping company of



SPECIAL ADVERTISEMENTS

SEARCH RESULTS LIST- INTERNATIONAL CAMPSITES OF THE MONTH

Placement:

In the middle section of the homepage

Display:

Rotation of maximum twelve campsites

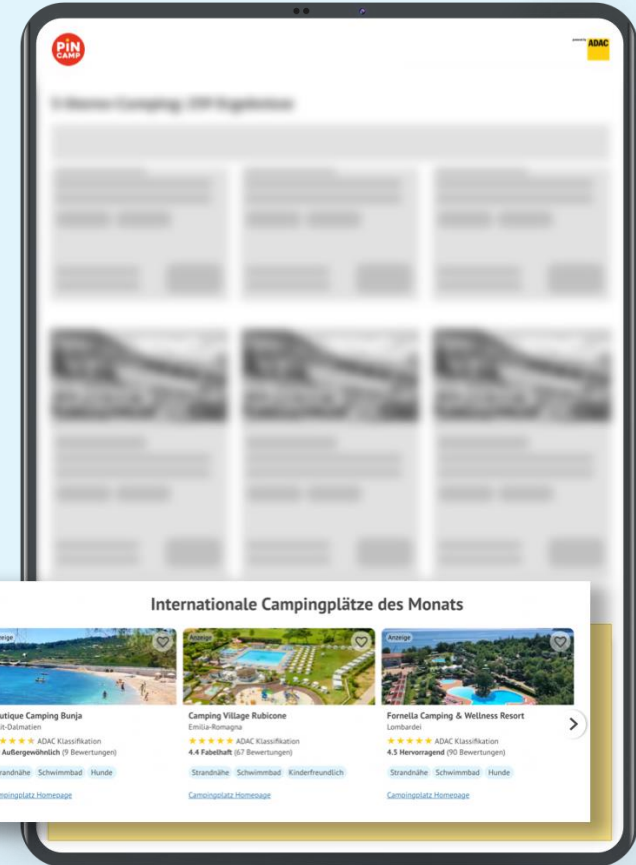
Call to action:

- Tile leads to the profile on PiNCAMP.de/Anwbcamping.nl
- Button leads to the campsite as clickout

Booking period:

Monthly

Increase
your visibility
even stronger



The camping company of



SPECIAL FORMS OF ADVERTISING



PiNCAMP ONLINE MAGAZINE - ADVERTORIAL

Placement:

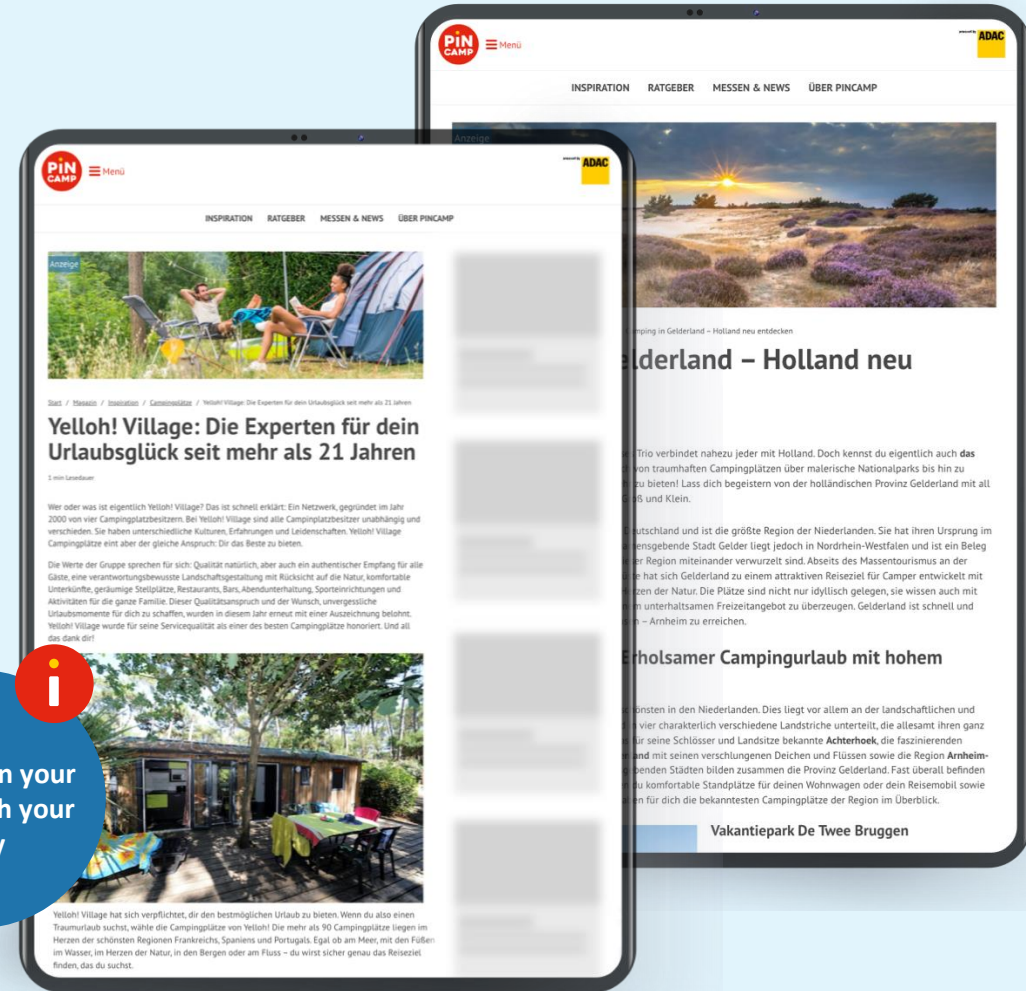
- PiNCAMP Online Magazine on PiNCAMP.de/Anwbcamping.nl

Choose from 3 options:*

1. Place your ad (Banner) in an existing, successful article which generates a foreseeable number of clicks
2. Buy an entire promotional section in an existing, successful article which generates a foreseeable number of clicks
3. Create your own advertorial by choosing from a given list of SEO-optimized themes

Call to action:

- Tile leads to the profile on PiNCAMP.de/Anwbcamping.nl



Strengthen your brand with your copy

The camping company of



YOUR CONTACT AT PiNCAMP

If you would like to become our partner, do not hesitate to contact us.

You can find the right contact person for you at:
<https://business.pincamp.com/contact/>

Head Office:

PiNCAMP GmbH
Hansastraße 19
80686 München

Office & Postal Address:

PiNCAMP GmbH
Torstr. 131
10119 Berlin

