

# 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

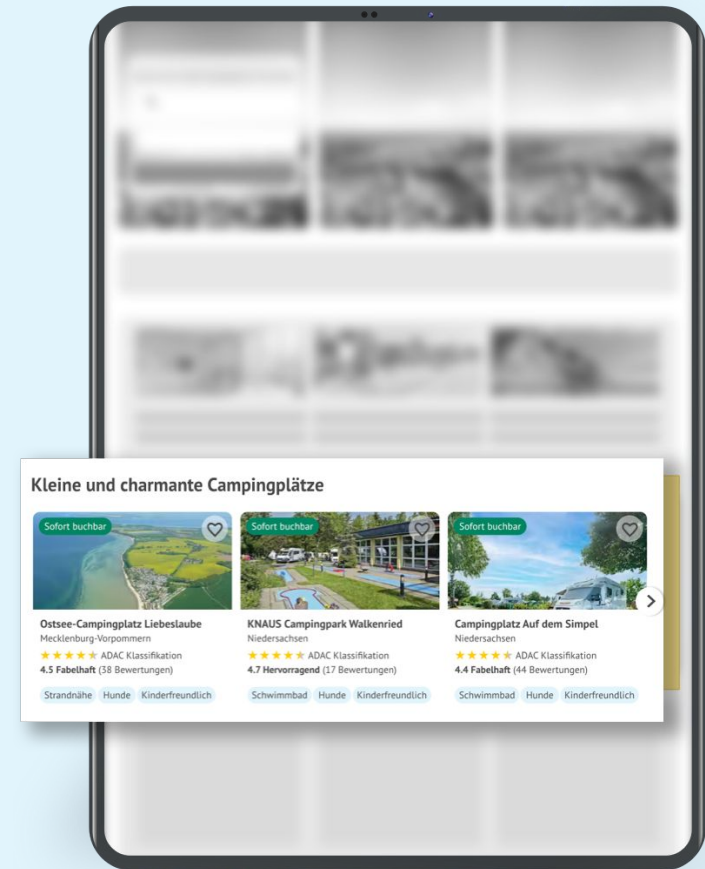
- Tile leads to the profile on PiNCAMP.de / PiNCAMP.ch /Anwbcamping.nl
- Button leads to the campsite as clickout

**Booking period:** Annual

**€419**

Per Year (DE/CH/NL)

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

€375\*

Per Year (DE/CH)

€375\*

Per Year (NL)

€850\*\*

YouTube Bundle

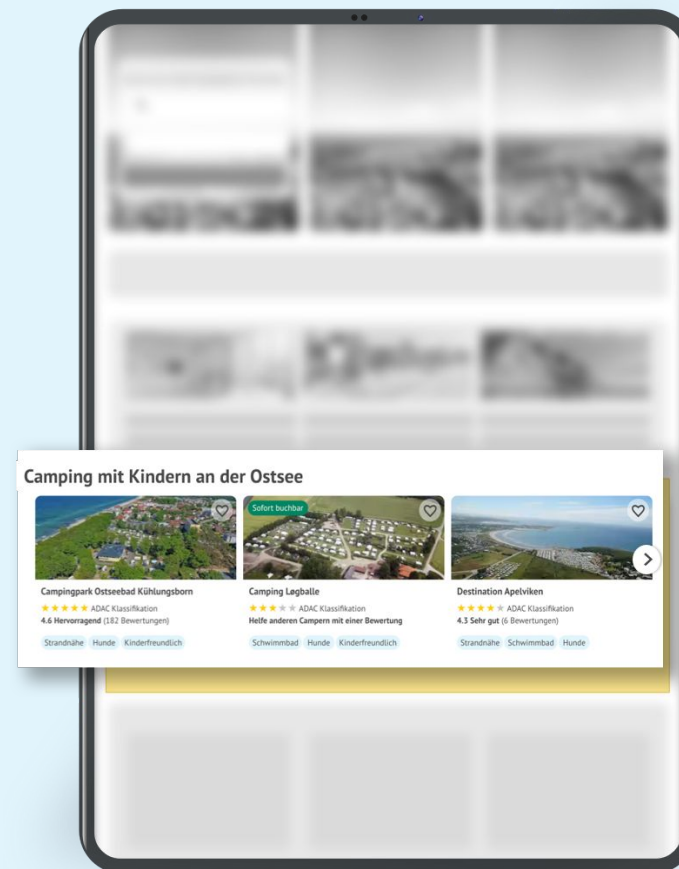
\*10% discount for DE+NL

\*\* €750 if taken separately

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](https://PiNCAMP.de/Anwbcamping.nl) (external linkout possible too)

### Booking period:

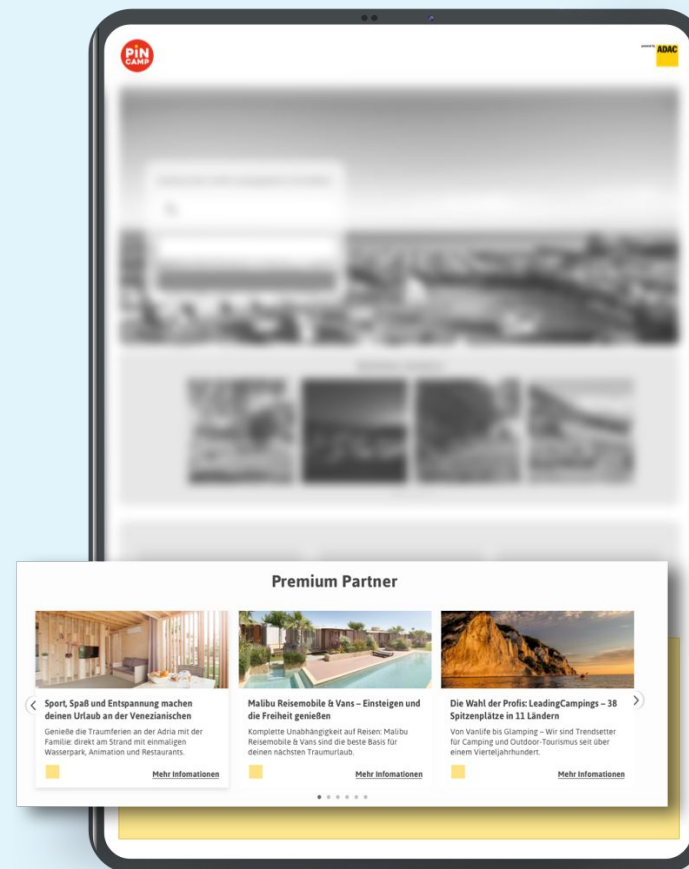
Monthly

	1 Month	3 Month	6 Month	12 Month
DE*	€1,260	€3,025	€5,250	€7,560
NL*	€945	€2,270	€3,950	€5,670

\*10% discount for DE+NL



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](https://PINCAMP.de/Anwbcamping.nl) (external linkout possible too)

### Booking period:

Monthly

	1 Month	3 Month	6 Month	12 Month
DE*	€630	€1,520	€2,625	€3,780
NL*	€475	€1,140	€1,970	€2,850

\*10% discount for DE+NL

Present yourself strongly next to the competitors



The camping company of





# 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](https://PiNCAMP.de/Anwbcamping.nl) (external linkout possible too)

### Booking period:

Monthly

	1 Month	3 Month	6 Month	12 Month
DE*	€3,150	€7,560	€13,230	€18,900
NL*	€2,360	€5,670	€9,950	€14,200

\*10% discount for DE+NL

Exposure across  
the whole  
website



The camping company of



# 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:

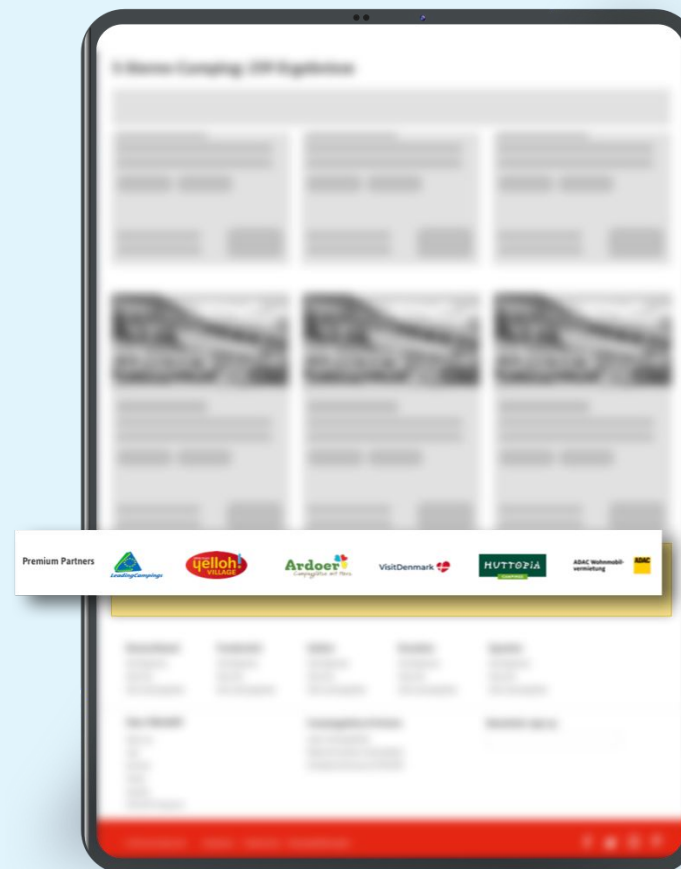
- Clickout from the logo to the partner's website

### Booking period:

Monthly

	1 Month	3 Month	6 Month	12 Month
DE*	€1,260	€3,025	€5,245	€7,560
NL*	€950	€2,300	€3,950	€5,670

\*10% discount for DE+NL



Be present on all  
PiNCAMP pages

The camping company of

# 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

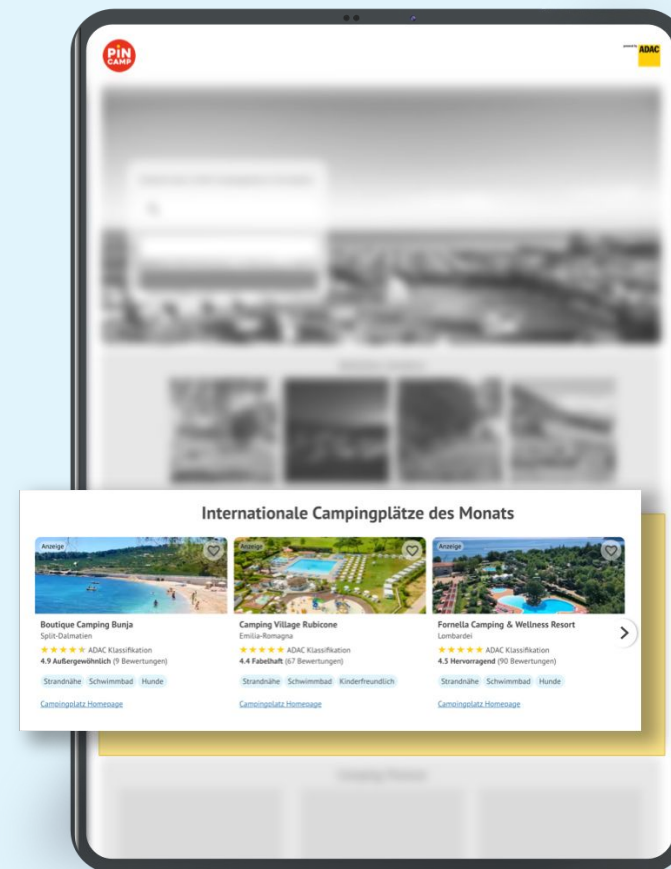
### Booking period:

Monthly

	1 Month	3 Month	6 Month	12 Month
DE*	€1,260	€3,025	€5,250	€7,560
NL*	€950	€2,300	€3,950	€5,670

\*10% discount for DE+NL

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](https://PnCAMP.de/Anwbcamping.nl)
- Button leads to the campsite as clickout

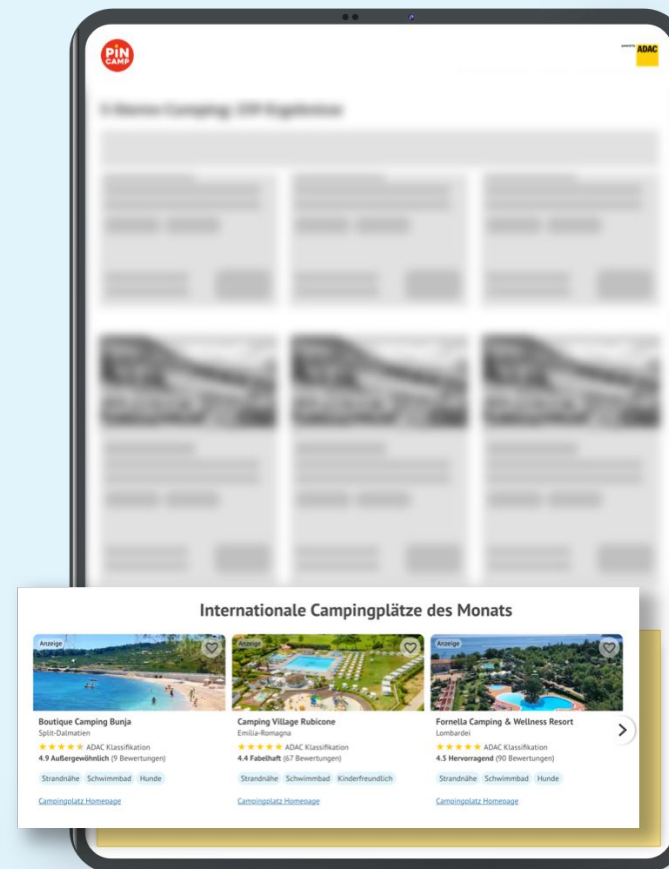
### Booking period:

Monthly

	1 Month	3 Month	6 Month	12 Month
DE*	€630	€1,510	€2,645	€3,780
NL*	€475	€1,150	€1,990	€2,850

\*10% discount for DE+NL

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](https://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](https://PiNCAMP.de/Anwbcamping.nl)

€3,000

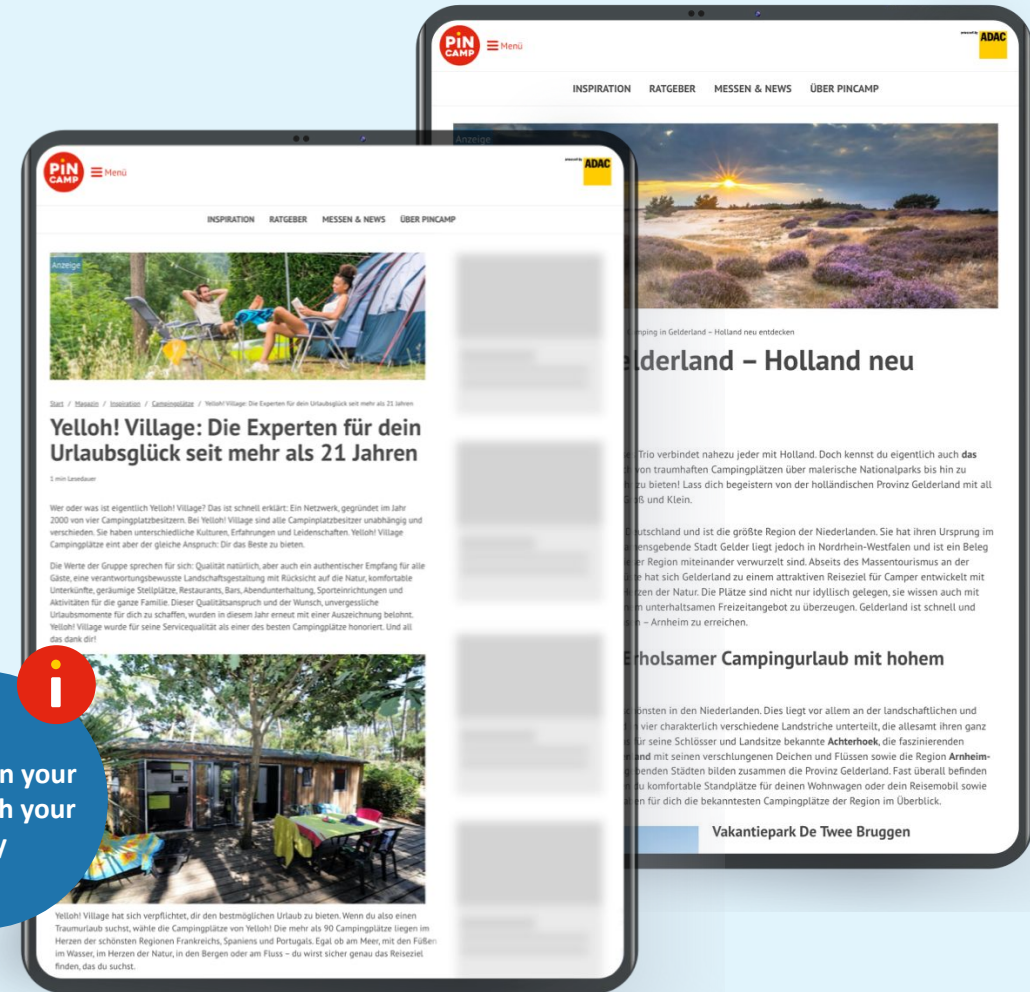
1 Advertorial

€7,200

3 Advertorials

\*select one of the 3 options for each advertorial; duration min. 6 months per advertorial

Strengthen your  
brand with your  
copy



The camping company of

