

PACKAGES FOR ORGANISERS

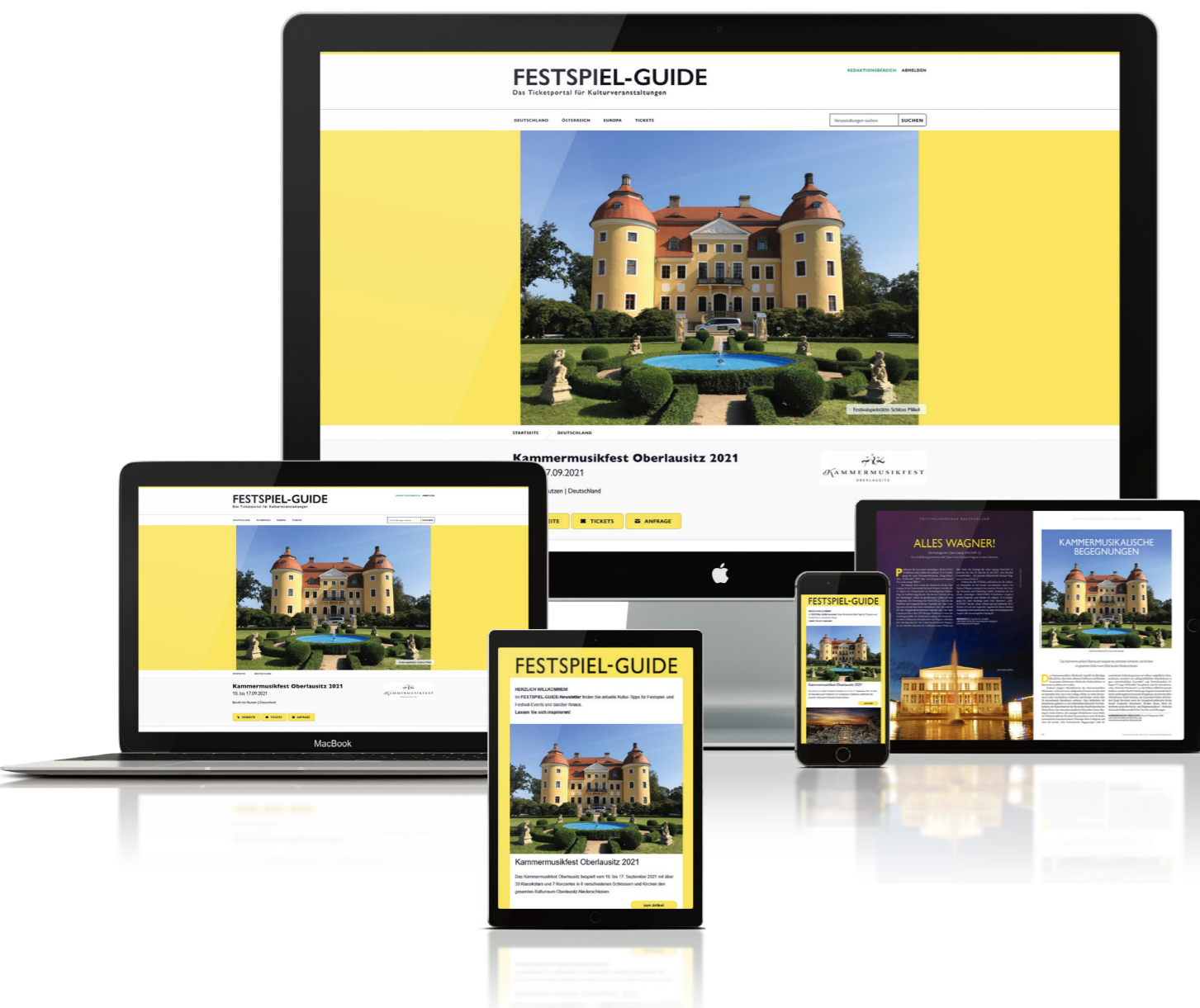
Detailed services and views at: FESTSPIELGUIDE.de/pricing

SHOW YOURSELF FROM YOUR BEST SIDE

The digital offers for organisers

As an organiser, you can choose between six different products.

Details and views: FESTSPIELGUIDE.de/pricing



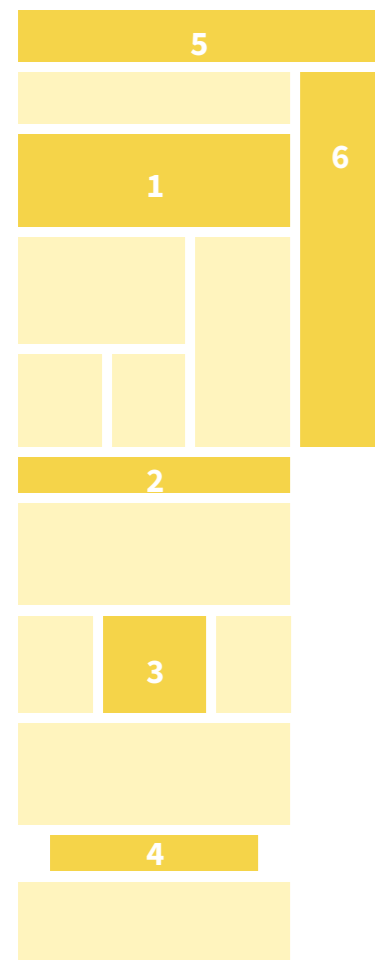
	Entry	Price	Presentation	Price
Products	Package BASIC	250	Package SMALL	1,300
	Package LOGO	350	Package MEDIUM	2,200
	Package LOGO PLUS	520	Package BIG	3,700
Services				
Festivalname, country place date	✓		✓	
Festival infotext Festival contact details Direct link to website Tickets can be booked directly Presentation in search functions	✓		✓	
Display with Logo	optional		✓	
Detailed article on the overall programme	—		✓	
Presentation of the individual events with their own subpages plus image	—		✓	
Highlighted placement online on the homepage	—		✓	
Presence in the FESTSPIELGUIDE Newsletter	—		✓	

All prices in EUR and plus VAT.

DISPLAY ADVERTISING

How to advertise online on FESTSPIELGUIDE.de

Our Banner Portfolio: high quality placement in the content



Advertising	Size Width x Height in pixels	CPM ² in €
UAP (Half Page Ad, Medium-Rectangle, Leaderboard) ¹		70
Billboard + MR Mobile ³	1 960 x 250	95
Superbanner XL + MR Mobile ³	2 960 x 100	60
Medium-Rectangle ¹	3 300 x 250	65
Leaderboard/Superbanner + MR Mobile ³	4 728 x 90	55
Wallpaper + MR Mobile ³	5 6 Banner 1068 x 90 6 Skyscraper 160 x 600	110
Halfpage-AD + MR Mobile ³	6 300 x 600	85
Skyscraper + MR Mobile ³	6 160 x 600	65
Sitebar (sticky) + MR Mobile ³	6 300 x 600 skalierbar	95
Understital ¹	300 x 600	85
Understital ¹	Full screen	110

Other special formats on request.

¹ mobile-enabled advertising formats

² CPM: Price per thousand contacts for 1,000 AI (ad impressions)

³ Banner campaigns can also be played on mobile devices.

Please also supply your banner in 320 x 250 pixel format („MR Mobile“).

Upon request we can display your banner ad optimised for Ultra HD displays.

Please double the width and height of your banner.

Banner advertising is done with a link to an external landing page of your choice.

The placements shown serve as examples, the display is usually run-over-site (also on all sub-pages).

Max. advertising media size: 150 KB.

Third-party hosted advertising media must be delivered via https.

NEWSLETTER FESTSPIEL-GUIDE

The inspiration for cultural travellers

The **FESTSPIEL-GUIDE** Newsletter is sent to approx. 12,000 culture-loving readers. During the season, shipping takes place at 14-day intervals.

The newsletter inspires culture lovers and cultural travellers with its travel planning tips.

Reach

approx. 12,000 subscribers per issue

Dates

Wednesday

April to September fortnightly

October to March monthly

Advertising	Size Width x Height in pixels	Price
Medium Rectangle	1 600 x 500	1,100
Banner 2:1	2 600 x 300	900

All prices in EUR and plus VAT.

FESTSPIEL-GUIDE

HERZLICH WILLKOMMEN!
Im FESTSPIEL-GUIDE-Newsletter finden Sie aktuelle Kultur-Tipps für Festspiel- und Festival-Events und darüber hinaus.
Lassen Sie sich inspirieren!

1



Appenzeller Bachtage 2022

Einer der größten Komponisten aller Zeiten trifft diesen Sommer erneut auf das Appenzellerland und seine Eigenheiten. Die Appenzeller Bachtage - ein unkonventionelles Festival in ungezwungener Atmosphäre.

[zum Artikel](#)

2



Oper im Steinbruch St. Margarethen 2021

Puccinis unvergängliches Meisterwerk in der einzigartigen Atmosphäre des Steinbruch St. Margarethen

[zum Artikel](#)



Kammermusikfest Oberlausitz 2021

Das Kammermusikfest Oberlausitz bespielt vom 10. bis 17. September 2021 mit über 30 Klassikern und 7 Konzerten in 6 verschiedenen Schlössern und Kirchen den gesamten Kulturraum Oberlausitz-Niederschlesien.

[zum Artikel](#)