



# 2021

## Online advertising

- for campsites & external parties -



[ACSI.eu](https://www.acsi.eu)

# Advertise online with ACSI



Camping specialist ACSI, a Dutch company, is active throughout Europe in the provision of camping information, the organisation of camping holidays and the hire of pitches and accommodation at campsites. ACSI is therefore divided into ACSI Publishing (camping guides, camping apps and CampingCard ACSI) and ACSI Touring (ACSI Kampeerreizen and Suncamp Holidays).



## CROSS-MEDIA

MAGAZINE + GUIDE + SITE + APP + SOCIAL + EXHIBITION



> 27,000,000

WEB VISITS



710,500

GUIDES BY 2020



> 6,300,000

APP VISITS



14

LANGUAGES

Would you also like to promote your product simply and effectively? The various advertising opportunities offered by ACSI give you the opportunity to bring your organisation to the attention of various target groups.

### Newsletters

A digital newsletter is regularly sent for a number of our products. These popular ACSI newsletters, with information on camping, camp sites and specific regions, are read by thousands of campers each month. It is possible to advertise in a number of our newsletters.

### Banners

Our website Eurocampings.eu is the best visited camping search engine in Europe and receives more than 10 million visitors every year. Eurocampings.eu is available in 14 languages and visitors come from all over Europe. We offer you the possibility to advertise on this site by placing a banner. We will place your banner on the homepage, but it can also be placed targeting a specific country, region or even a language.

# Newsletters

## Range and circulation of our newsletters

Dutch	Reach	Circulation
ACSI.eu	13,000 subscribers	10 times a year
ACSI Eurocampings	54,000 subscribers	18 times a year
CampingCard ACSI	68,000 subscribers	16 times a year
ACSI Kampeerreizen	12,500 subscribers	8 times a year
ACSI Club ID	27,000 subscribers	6 times a year
ACSI FreeLife	16,500 subscribers	18 times a year

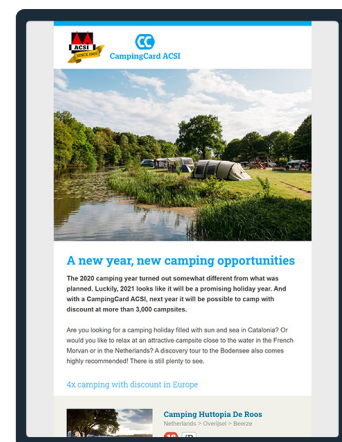
German	Reach	Circulation
ACSI Eurocampings	29,500 subscribers	18 times a year
CampingCard ACSI	75,000 subscribers	16 times a year
ACSI Club ID	15,000 subscribers	6 times a year

English	Reach	Circulation
ACSI Eurocampings	26,000 subscribers	10 times a year
CampingCard ACSI	37,500 subscribers	12 times a year

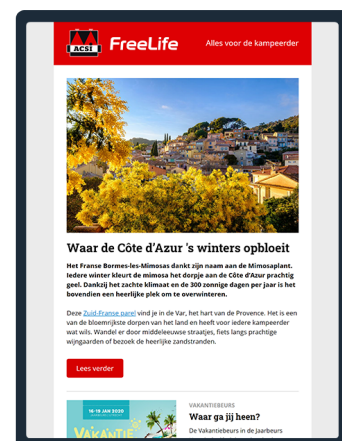
French	Reach	Circulation
ACSI Eurocampings	9,200 subscribers	10 times a year
CampingCard ACSI	34,000 subscribers	12 times a year

Spanish	Reach	Circulation
CampingCard ACSI	13,500 subscribers	8 times a year

These are the current circulation figures. They may change during the year.



CampingCard newsletter



FreeLife newsletter

### Publisher

ACSI Publishing BV / ACSI Touroperating BV  
Please contact our sales department for the date of the next newsletter.

### Advertisement exploitation

ACSI Publishing BV / ACSI Touroperating BV  
 PO Box 34 • NL-6670 AA Zetten • The Netherlands  
 +31 (0)488-452055  
 sales@acsi.eu

# Newsletters – Advertising rates

## Advertising rates

Rates	
Landscape banner (full banner)	€ 35,- (per 1,000 subscribers)
Advertorial	€ 50,- (per 1,000 subscribers)

On request it is possible to dedicate a newsletter to a certain theme or region. The prices are exclusive of VAT and are based on an advertisement provided by you. *For the exact and current number of subscribers per newsletter, please contact our sales department.*

Conditions:

- The advertisement must reach ACSI at least 2 weeks before the newsletter is sent;
- The advertisement must be approved by the ACSI editorial staff;
- No other contact details such as address may be given.

ACSI maintains the right to refuse material or photos.

## Dedicated newsletter

Rates	
Dedicated newsletter	€ 85,- (per 1,000 subscribers)

For this we add up the price of the horizontal banner and the advertorial:

**€ 85 per 1,000 subscribers**

E.g.: dedicated newsletter to Dutch subscribers costs: **54 x € 85 = € 4,590.**

*(54 = 54,000 subscribers. See 'Range and circulation of our newsletters' for the number of subscribers per product).*

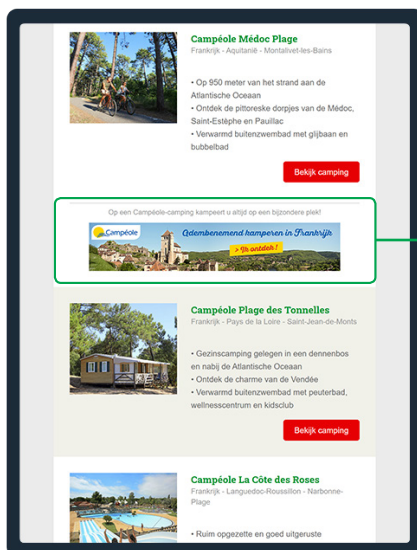
# Newsletters – Technical data & examples

## Technical data

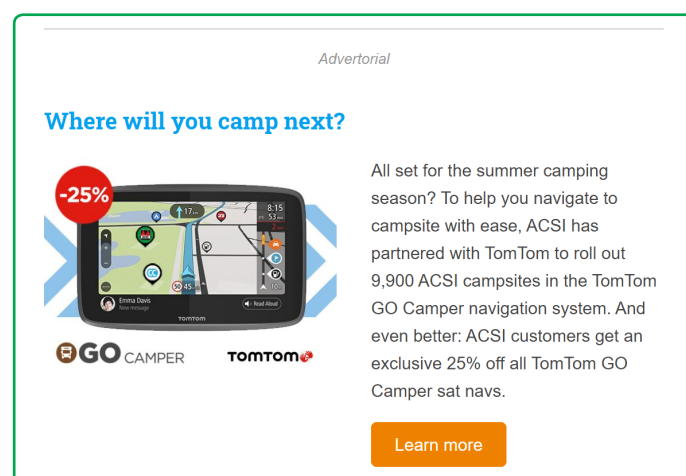
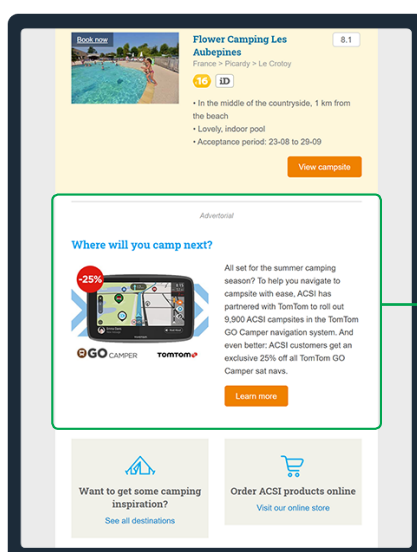
Eurocampings or CampingCard landscape banner (full banner)	
File type:	JPG or PNG-24
Lay-out Format:	936 x 180 pixels
Display format:	468 x 60 pixels
Colour:	RGB
Max. file size:	75 kB

Advertorial Eurocampings or CampingCard	
Photo:	168 x 120 pixels
File type:	JPG or PNG-24
Format:	520 x 390 pixels
Colour:	RGB
Max. file size:	150 kB

## Examples



Landscape banner (Eurocampings newsletter)



Advertorial (CCA newsletter)

# Banners – Eurocampings.eu

## Eurocampings.eu

You can advertise through a banner on our website [www.eurocampings.eu](http://www.eurocampings.eu). This site has attracted over 10 million visitors last year and is the first camping search engine also available on mobile phones. Banners can also be placed on our website [www.campingcard.com](http://www.campingcard.com).

### Advertisements: : 2 types of banners (IAB standard)

- Full banner 468 x 60 pixels
- Medium rectangle 300 x 250 pixels

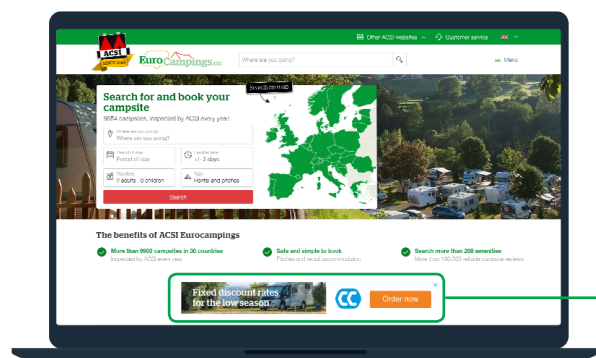
## Advertising rates

Homepage Eurocampings.eu	Full banner + Medium rectangle
1 month	€ 605,-
2 months	€ 1.145,-
3 months	€ 1.685,-
Extra language version(s):	25% discount

Region page Eurocampings.eu	Full banner + Medium rectangle
1 month	€ 445,-
2 months	€ 868,-
3 months	€ 1.275,-
Extra language version(s):	25% discount

*Prices are exclusive of VAT and are based on a banner provided by you.*

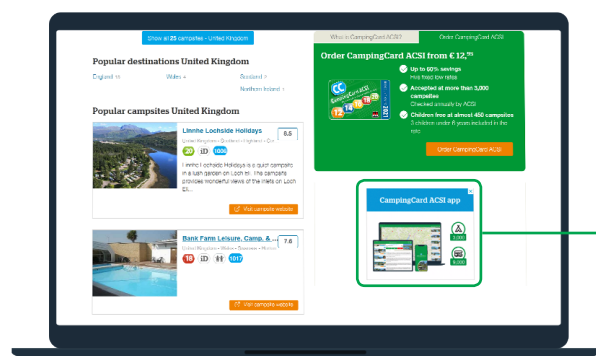
## Examples



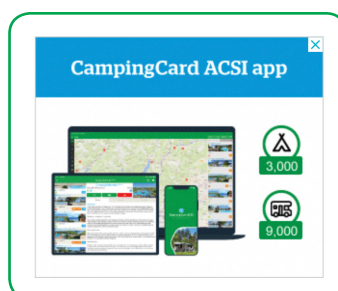
Eurocampings homepage – Full banner



Full banner – leaderboard – 468 x 60 pixels



CampingCard region page – Medium rectangle



Medium rectangle – MPU – 300 x 250 pixels



# Banners – ACSIFreeLife.nl

## ACSIFreeLife.nl

You can also advertise by means of a banner on our website [www.acsifreelife.nl](http://www.acsifreelife.nl). This site has an average of 50,000 visitors per month.

### Advertisements: 3 types of banners

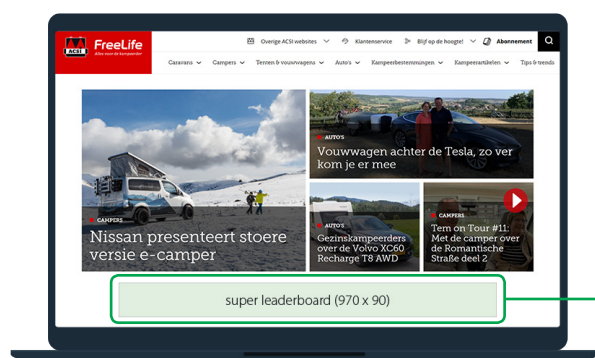
- Super leaderboard 970 x 90 pixels
- Medium rectangle 300 x 250 pixels
- Leaderboard 728 x 90 pixels

## Advertising rates

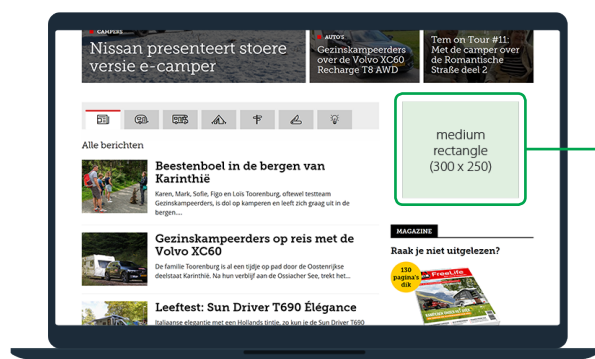
ACSIFreeLife.nl	
Medium rectangle	€ 440,- (per 10,000 views)
Super leaderboard	€ 330,- (per 10,000 views)
Leaderboard	€ 220,- (per 10,000 views)

*Prices are exclusive of VAT and are based on a banner provided by you.*

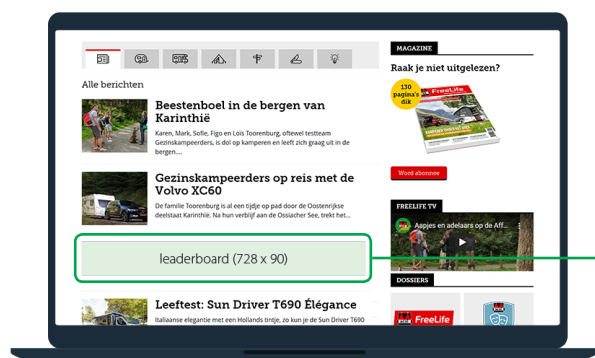
## Examples



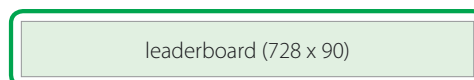
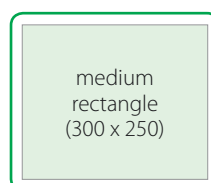
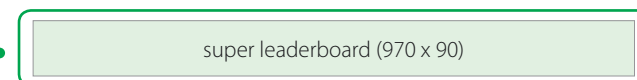
ACSIFreeLife Homepage – Super leaderboard



ACSIFreeLife Homepage – Medium rectangle



ACSIFreeLife Homepage – Leaderboard



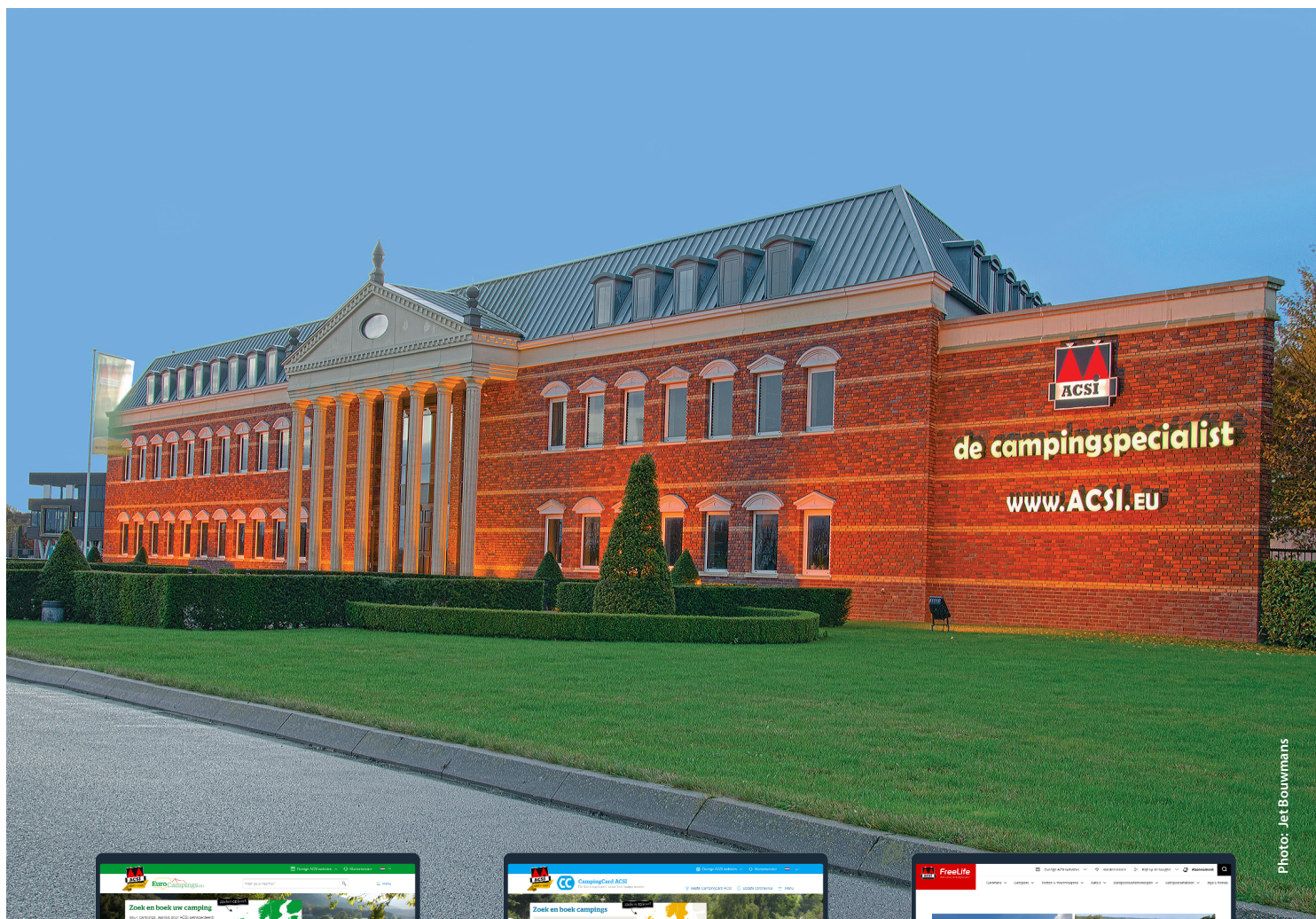
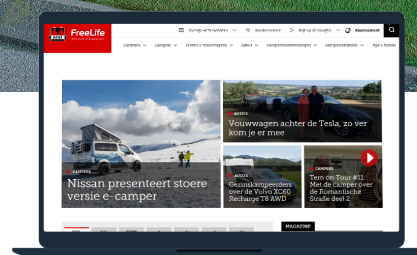
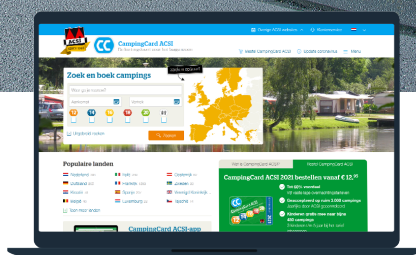
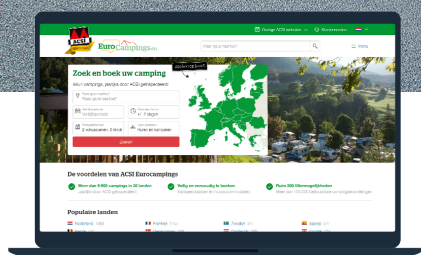


Photo: Jet Bouwmans



## CONTACT DETAILS

For more information or questions, please contact our sales department:

+31(0) 488 45 20 55    sales@acsi.eu