

ONLINE MEDIAKIT (RATES 2022)

WEBSITE CAMPERSTOP.COM

- The online platform for European motorhome owners
- Plenty of information and inspiration for your next motorhome trip
- 40,000 visitors per month, +160,000 page views



Leaderboard
728x90px



Skyscraper
120x600px



Rectangle medium
300x250px

Rates				
	Per week	Per month	Per quarter	Per year
Leaderboard/skyscraper homepage	€ 250	€ 800	€ 2,000	€ 6,000
Leaderboard/skyscraper destination/blog	€ 200	€ 650	€ 1,500	€ 4,500
Rectangle medium	€ 150	€ 500	€ 1,100	€ 3,250

- extra rate preferred month € 50 per month
- extra rate preferential position € 50 per position/month
- additional ad layout fee € 100 per ad
- additional rate for ad translation € 50 per language

All of the above rates are based on a single ad layout and are also possible for mobile-ads if these formats are supplied. Format mobile-ad 200x250px.

NEWSLETTERS

- Information and inspiration for a motorhome trip
- Mailing: 24 times a year
- More than 25,000 Dutch-speaking recipients
- Limited number of placements per newsletter

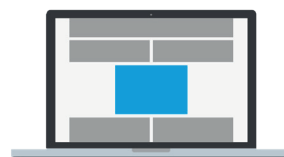
Rates			
	1 time	3 times	6 times
Advertorial	€ 75	€ 175	€ 300
Block-banner	€ 50	€ 125	€ 200

- extra rate preferred month € 50 per month
- additional ad layout fee € 50 per ad
- additional rate for ad translation € 25 per language

All of the above rates are based on a single advertising layout.



Advertorial
600x280px

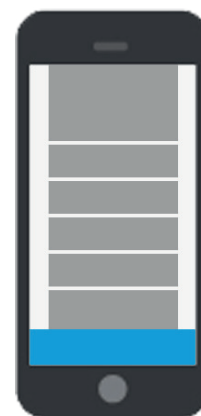


Block-banner
300x280px

ONLINE MEDIAKIT (RATES 2022)

CAMPERSTOP-APP

- Mobile application for the European motorhomer (5-languages)
- Detailed information about 12,000 motorhome stops, 30 countries
- More than 300,000 downloads
- Optimized for smartphone and tablet use



Rates			
	10,000 views/month	20,000 views/month	30,000 views/month
Advertising banner	€ 175	€ 300	€ 375

Advertising banner
728x90px
320x50px
480x32px

- extra rate preferred month € 50 per month
- additional ad layout fee € 50 per ad
- additional rate for ad translation € 25 per language

All of the above rates are based on a single advertising layout.



COLLABORATION / ADVERTISING

Every day thousands of motorhome tourists from all over Europe use/visit our products: Camperstop.com and Camperstop-App! This makes Camperstop one of Europe's most well-known motorhoming-brands.

Advertising on - or co-operating with - Camperstop is an excellent opportunity for your brand, company and/or destination to get extra attention from this fast growing target group. If you have an idea how we can strengthen each other's brand(s), please let us know and we will gladly think along with you.

**Facile
Media**