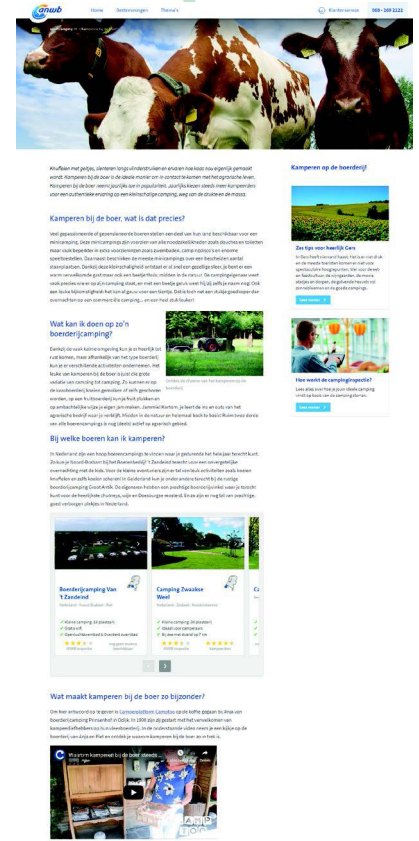
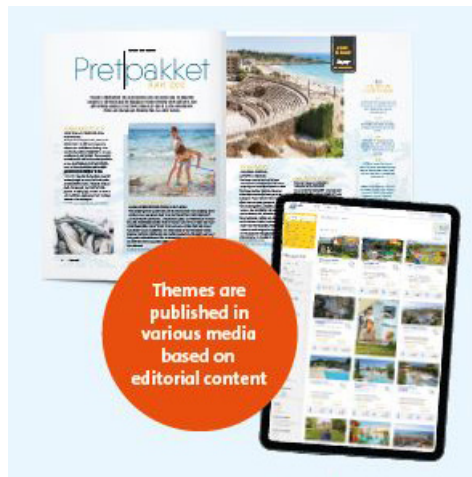


# ANWB Theme campaign

Target group: Camping and caravanning travelers



Relevant content is essential. The more that content ties in with the needs of campers, the easier it will be for people to notice you. And, even more relevant the information is for campers, the more it will be appreciated.

The ANWB has selected 10 popular themes based on search behaviour of Dutch campers. The ANWB offers you comprehensive options to be noticed through these themes. There is the choice of a Medium Package with a focus on online coverage, or a Large Package whereby online operations are combined with our print media. This way, you will receive the maximum advantage of the strength of the channels of ANWB!

**Theme campaign can only be selected in combination with an online sales package at anwbcamping.nl**

## Bookable themes

1. Luxury camping
2. Child-friendly campsites
3. Nature campsites
4. Campsites on the beach
5. Family campsites
6. Campsites with dogs
7. Quiet campsites
8. Water sports campsites
9. Campsites with private / luxury sanitary facilities
10. Campsites with glamping tents

Sales Package	Package Medium	Package Large
ANWB Newsletter	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Facebook Post	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Instagram Post	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Google Adwords	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Banner on anwbcamping.nl	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Theme page & Lister ANWB Camping	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
1/4 page KCK or GoCamping (based on the most relevant target group)		<input checked="" type="checkbox"/>
	€ 375,-	€ 625,-

Unser Herz schlägt für den Tourismus.

IGL-Werbegedienst Ges.m.b.H., 5021 Salzburg, Österreich, Nußdorferstraße 5a - Telefon +43/662 45 36 15-0, Fax +43/662 45 20 38, office@igl.at

Valid from May 2020 – thus all previous price lists lose their validity. All rates are net, plus VAT and exclusive shipping costs as well as repro, litho or design costs are not included. Price changes and errors excepted.