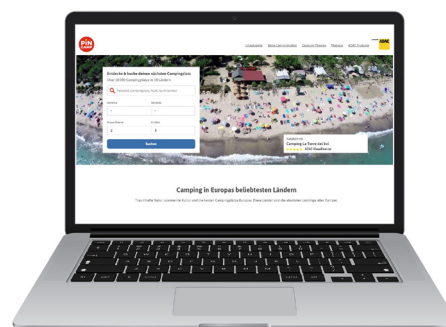
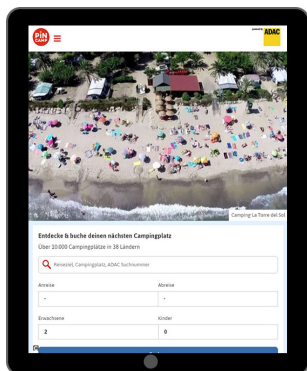


# Social media and newsletter campaigns



- [www.pincamp.de](http://www.pincamp.de)
- [www.anwbcamping.nl](http://www.anwbcamping.nl)



Package	Description	Rate GER	Rate NL	Quantity
PiNCAMP Facebook Promotion	<b>Placement:</b> Facebook.com/PINCAMP.DE <b>Presentation:</b> exclusive post <b>Call to action:</b> Post leads to the campsite profile on PiNCAMP.de or to the landing page on partner's site as clickout <b>Range:</b> min. 10.000 contacts <b>Co-Author:</b> extra production costs € 400,- GER / € 300,- NL per post	€ 720,-	€ 540,-	1 post
		€ 1.440,-	€ 1.080,-	3 posts
		€ 2.800,-	€ 2.100,-	6 posts
PiNCAMP Instagram Promotion	<b>Placement:</b> Instagram.com/pincamp.de <b>Presentation:</b> exclusive post <b>Call to action:</b> Post leads to the Instagram page, alternatively as a link to the PiNCAMP page of the campsite as a clickout <b>Range:</b> min. 10.000 contacts <b>Co-Author:</b> extra production costs € 400,- GER / € 300,- NL per post	€ 720,-	€ 540,-	1 post
		€ 1.440,-	€ 1.080,-	3 posts
		€ 2.800,-	€ 2.100,-	6 posts
PiNCAMP YouTube Short Posts	<b>Strategic storytelling:</b> professionally crafted YouTube Shorts with a focus on your campsite's unique theme <b>Visual Charm:</b> Capture the essence of your destination with high-quality visuals and engaging content <b>Placement:</b> youtube.com/@PiNCAMP/shorts <b>Call to action:</b> Link in bio possible <b>Range:</b> 27.000 views / month, 01:19 min. view time per video, 44% view time per video	€ 750,- € 850,-	€ 750,- € 850,-	1 Post Themes-bundle
Stand alone Newsletter	<b>Stand alone newsletter, which is dedicated to your company</b> This newsletter is tailored to a demanding audience and increases the opening rate up to 60%. Choose from up to three selection criteria. The starting fee is € 1.500,- plus € 0,50 per address (minimum quantity: 5.000 addresses)	from € 4.000,-	from € 2.250,-	per NL
Newsletter small article	<b>One article in the regular newsletter (max. 3 articles / NL)</b> Reach: weekly newsletter to 100,000 registered addresses, high participation with an average of 30% opening rate Article leads to the campsite profile on PiNCAMP.de or to the partner's landing page	€ 1.140,-	€ 885,-	per article
Newsletter booking / top spot	<b>One article in the newsletter about bookability (just for bookable campsites)</b> Reach: weekly newsletter to 100,000 registered addresses, high participation with an average of 30% opening rate Article leads to the campsite profile on PiNCAMP.de or to the partner's landing page	€ 1.800,-	€ 1.350,-	per article

Unser Herz schlägt für den Tourismus.