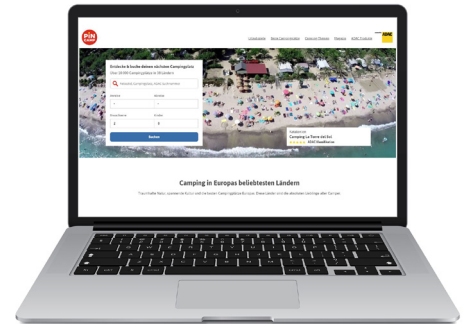
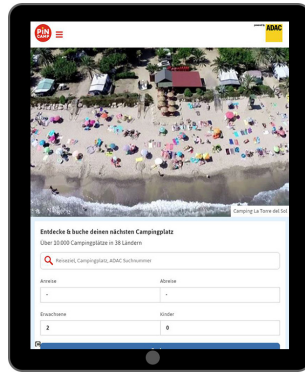



# Social media and newsletter campaigns



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



Package	Description	Rate GER	Rate NL	Quantity
<b>PiNCAMP Facebook Promotion</b>	<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 <b>Range:</b> min. 10.000 contacts	€ 895,-	€ 540,-	1 post
<b>PiNCAMP Instagram Promotion</b>	<b>Placement:</b> Instagram.com/pincamp.de <b>Presentation:</b> exclusive post <b>Call to action:</b> Post leads as a link to the PiNCAMP page of the campsite as a clickout <b>Range:</b> min. 10.000 contacts	€ 895,-	€ 540,-	1 post
<b>Stand alone Newsletter</b>	<b>Stand alone newsletter, which is dedicated to your company</b> This newsletter is tailored to a discerning audience and increases the open rate by up to 60%. Choose from up to three selection criteria. Minimum quantity: 5,000 addresses (included) plus €0.50 per additional address.	from €3,495,-	In Netherlands currently not possible	per NL
<b>Newsletter small article</b>	<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	€ 1,245,-	In Netherlands currently not possible	per article
<b>Newsletter booking / top spot</b>	<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	€ 1,800,-	In Netherlands currently not possible	per article
 <b>Monthly Multi Channel Campaign</b>	<ul style="list-style-type: none"> <li>• <b>Visual appeal:</b> Capture the essence of your destination with high-quality images and engaging content</li> <li>• <b>Strategic storytelling:</b> Professionally designed IG reels, YT shorts, static Facebook posts, newsletter integration, web integration (carousel „Campsite of the Month“)</li> <li>• <b>Increased visibility:</b> Showcase your campsite on a popular and dynamic platform and reach a wider audience</li> <li>• <b>Very limited:</b> Only 1 spot available per month</li> <li>• <b>Examples:</b> youtube.com/@PiNCAMP/shorts instagram.com/pincamp.de/</li> </ul>	€ 7,500,-	In Netherlands currently not possible	per month

Unser Herz schlägt für den Tourismus.