

ADVERTISING MEDIA KIT

www.europeanchoralassociation.org | Weberstr. 59a | 53113 Bonn | Germany



ADVERTISING OPTIONS



Option 1

Advertisement in our brochure of events

The brochure of events is an annual publication available in both printed and online version. The brochure features a careful selection of the activities and events of the European Choral Association and under its label.



Option 2

News item/Banner on our E-Newsletter

Our monthly e-newsletter contains the most recent news and updates from the choral sector across Europe and around the globe, as well as highlights from the broader cultural sector.



Option 3

Banner on our Website

The Calendar of Events page on our website offers up-to-date lists of choral events and activities for choirs and singers, vocal leaders/conductors, creators/composers, educators/teachers and managers all over Europe and beyond.

....continue reading to uncover the exciting advertising opportunities and discover our competitive pricing details!

1 | Brochure of events

Our brochure of events is an **annual** publication available in both **printed and online version**. The brochure, which is usually published in summer, features a careful **selection of the activities and events** of the European Choral Association and under its label in the upcoming year. All these events are open to choirs and singers, vocal leaders/conductors, creators/composers, educators/teachers and/or other choral lovers from Europe and beyond.

2,000 Printed copies*

The printed brochures are distributed in our main events and mailed to our network (our member organisations, Friends of the European Choral Association, choral events, cultural organisations, music schools, etc.)

300 Online readers per month**

Submission deadline for the next issue: 30th April

[Demo](#) of advertising placement in the brochure



*This figure applies to the 2023 version and may be subject to change.

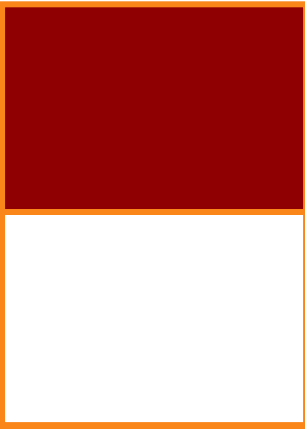
** The recorded figure is from July 2023 and may be subject to change.

Ad size and rate

We provide two advertisement sizes in the brochure of events: full page (A5) or half page (A5).



**Full page
(Vertical)**
1441x2031 px (trim)
1748x2268 px (bleed)



**Half page
(Horizontal)**
1441x1004 px (trim)
1748x1122 px (bleed)

Format

- ❖ Resolution 300 dpi 4c
- ❖ Type: pdf, .jpg or .tiff
- ❖ Size:
 - Full page:
 - 1441x2031 px (trim)
 - 1748x2268 px (bleed)
 - Half page:
 - 1441x1004 px (trim)
 - 1748x1122 px (bleed)

Rate card

	Type/ Location	Price				
		Non-member		Member		
		Regular price	Spring sale (10% discount)*	Country Group 1 (20% discount)	Country Group 2 (30% discount)	Country Group 3 (40% discount)
Brochure of events	1 page A5	1000€	900€	800€	700€	600€
	½ page A5	500€	450€	400€	350€	300€

*The spring sale lasts until 30 March 2024. The combination of discounts is not permissible.

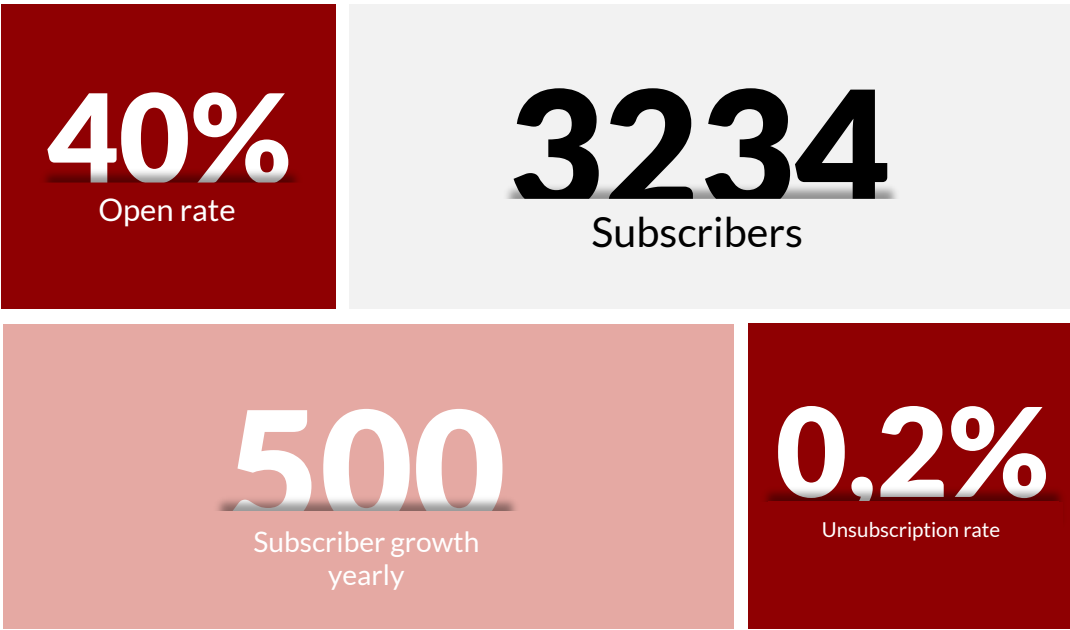
2 | E-newsletter

Every month, we sent out our e-newsletter to around **3,200 subscribers***, updating the latest news of choral life in Europe.



[Demo](#) of advertising placement in the e-newsletter

Our E-newsletter by numbers*



*The recorded figure is from July 2023 and may be subject to change.

Ad size and rate

There are currently two types of advertising offered in the e-newsletter:

- **Full news item:** including 1 image and text of up to 1000 words.
- **Image only**

Format

Full news item

- Text: up to 1000 words
- Image type: .png, .jpg

Image only

- Image type: .png, .jpg

Rate card

	Type/ Location	Price				
		Non-member		Member		
		Regular price	Spring sale (10% discount)*	Country Group 1 (20% discount)	Country Group 2 (30% discount)	Country Group 3 (40% discount)
E-newsletter	Full news item (includes image & text)	500€	450€	400€	350€	300€
	Banner only	300€	270€	240€	210€	180€

*The spring sale lasts until 30 March 2024. The combination of discounts is not permissible.

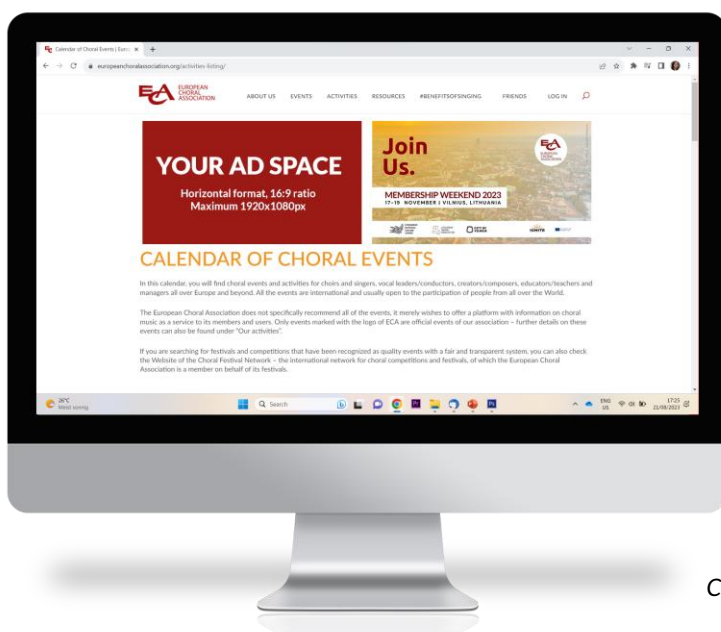
3 | Website banner

We offer a banner ad space on our website's [Calendar of Event](#) top page for a period of 01-06 months.

As the **second-most-view page** in our website, the Calendar of Event page will be a perfect place for your ads, capturing the attention of engaged visitors actively seeking choral events.

Calendar of Event page traffic*

- **Pageviews:** 1,166 view/month
- **Unique pageviews:** 840 view/month
- **Visit duration:** 1 min/visit



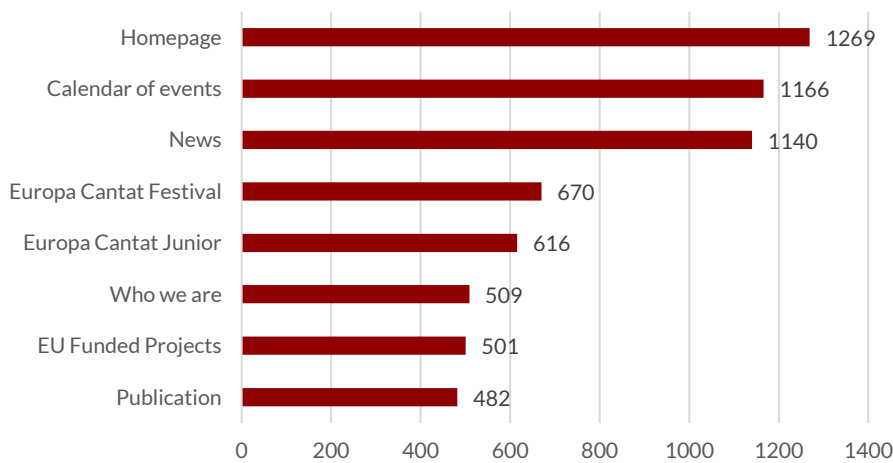
Demo of advertising placement in the Calendar of choral events website page

*The traffic data was recorded for the month of July 2023 and may be subject to change.

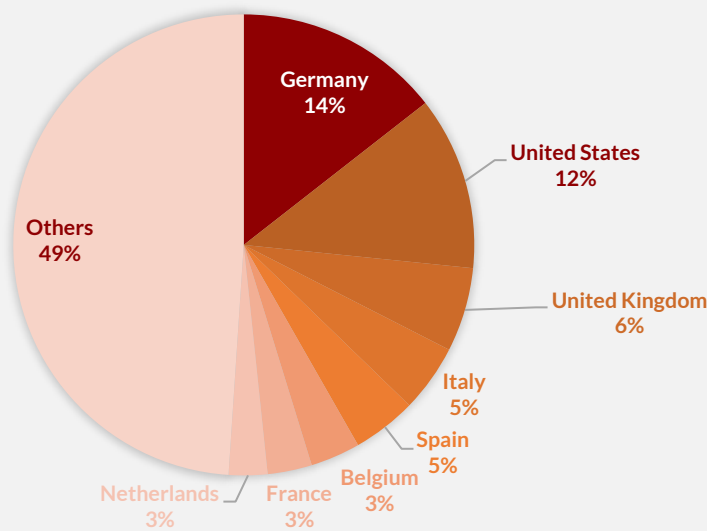
Website traffic

For a comprehensive perspective on our platform, here's an overview of our monthly website traffic. These numbers capture the impact and engagement across the entire platform.

Pageviews by sub-section per month



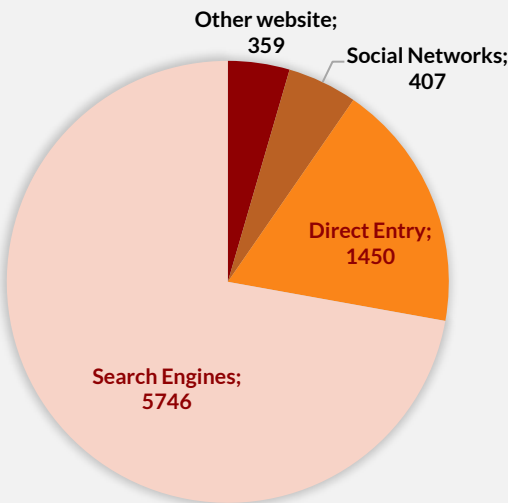
Unique visitors by location



*The traffic data was recorded for the month of July 2023 and may be subject to change.

Website traffic

Visits by types of channel



Returning visits

- **1,249** returning visits/month
- **4 min 33s** average visit duration for returning visitors
- **52%** returning visits have bounced (left the website after one page)

New visits

- **6,713** new visits/month
- **1 min 18s** average visit duration for new visitors
- **59%** new visits have bounced (left the website after one page)

*The traffic data was recorded for the month of July 2023 and may be subject to change.

Ad size and rate

We offer banner display options on our Calendar of events page for different periods of time: ranging from one to six months.

Format

- Horizontal format
- 16:9 ratio, maximum 1920x1080 px
- Type: .pdf, .jpg or .tiff

Rate card

	Type/ Location	Price				
		Non-member		Member		
		Regular price	Spring sale (10% discount)*	Country Group 1 (20% discount)	Country Group 2 (30% discount)	Country Group 3 (40% discount)
Website banner	Calendar of events page: Top page 1 month	150€	135€	120€	105€	90€
	Calendar of events page: Top page 6 months	750€	675€	600€	525€	450€

*The spring sale lasts until 30 March 2024. The combination of discounts is not permissible.

Overview Format

	Type/ Location	Format	Issue period
Brochure of events	1 page A5	<ul style="list-style-type: none">• Vertical format• Size:<ul style="list-style-type: none">✓ 1441x2031 px (trim)✓ 1748x2268 px (bleed)• Type: .pdf, .jpg or .tiff• Resolution: 300 dpi, 4c	01 brochure/ year
	½ page A5	<ul style="list-style-type: none">• Horizontal format• Size:<ul style="list-style-type: none">✓ 1441x1004 px (trim)✓ 1748x1122 px (bleed)• Type: .pdf, .jpg or .tiff• Resolution: 300 dpi, 4c	
Website banner	Calendar of events page: Top page 1 month	<ul style="list-style-type: none">• Horizontal format• Size: 16:9 ratio, maximum 1920x1080 px.• Type: .pdf, .jpg or .tiff	One month
	Calendar of events page: Top page 6 months		Six months
E-newsletter	Full news item (includes image & text)	<ul style="list-style-type: none">• Text: up to 1000 words• Image type: .png, .jpg	01 newsletter/ month
	Banner only	<ul style="list-style-type: none">• Image type: .png, .jpg	

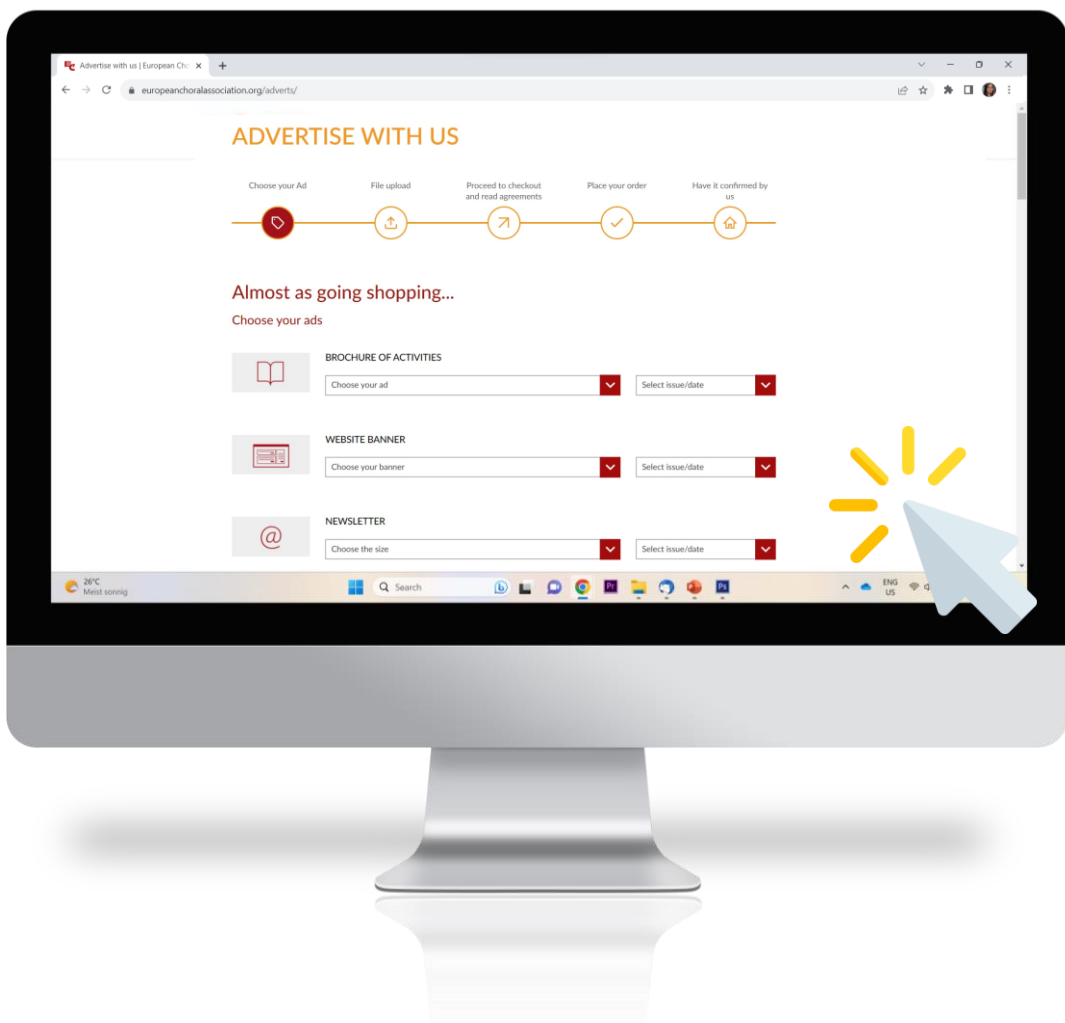
Rate & Discount Plan Overview

	Type/ Location	Price				
		Non-member		Member		
		Regular price	Spring sale (10% discount)*	Country Group 1 (20% discount)	Country Group 2 (30% discount)	Country Group 3 (40% discount)
Brochure of events	1 page A5	1000€	900€	800€	700€	600€
	½ page A5	500€	450€	400€	350€	300€
Website banner	Calendar of events page: Top page 1 month	150€	135€	120€	105€	90€
	Calendar of events page: Top page 6 months	750€	675€	600€	525€	450€
E-newsletter	Full news item (includes image & text)	500€	450€	400€	350€	300€
	Banner only	300€	270€	240€	210€	180€

*The spring sale lasts until 30 March 2024. The combination of discounts is not permissible.

Advertise with us!

Submit your advertisement directly through [our website portal](https://europeanchoralassociation.org/adverts/):
<https://europeanchoralassociation.org/adverts/>



If you have any further questions, please contact:

Beatrice Bonfe

Beatrice.bonfe@europeanchoralassociation.org

Weberstr. 59a | 53113 Bonn | Germany

+49 22 89 12 56 63