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!
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

*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).

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

<table>
<thead>
<tr>
<th>Type/ Location</th>
<th>Non-member</th>
<th>Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brochure of events</td>
<td>Regular price</td>
<td>Spring sale (10% discount)*</td>
</tr>
<tr>
<td>1 page A5</td>
<td>1000€</td>
<td>900€</td>
</tr>
<tr>
<td>½ page A5</td>
<td>500€</td>
<td>450€</td>
</tr>
</tbody>
</table>

*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.

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

Our E-newsletter by numbers*

- **40%** Open rate
- **3234** Subscribers
- **500** Subscriber growth yearly
- **0.2%** Unsubscription rate

[Demo of advertising placement in the e-newsletter]
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

<table>
<thead>
<tr>
<th>Type/Location</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>Regular price</td>
<td>Spring sale (10% discount)*</td>
</tr>
<tr>
<td>E-newsletter</td>
<td></td>
<td>500€</td>
<td>450€</td>
</tr>
<tr>
<td>Banner only</td>
<td></td>
<td>300€</td>
<td>270€</td>
</tr>
</tbody>
</table>

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

*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**

- Homepage: 1269
- Calendar of events: 1166
- News: 1140
- Europa Cantat Festival: 670
- Europa Cantat Junior: 616
- Who we are: 509
- EU Funded Projects: 501
- Publication: 482

**Unique visitors by location**

- Germany: 14%
- United States: 12%
- United Kingdom: 6%
- Italy: 5%
- Spain: 5%
- Belgium: 5%
- Netherlands: 3%
- France: 3%
- Others: 49%

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

- **Search Engines**: 5746 visits/month
- **Direct Entry**: 1450 visits/month
- **Social Networks**: 407 visits/month
- **Other website**: 359 visits/month

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

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<tr>
<td>Calendar of events page: Top page 1 month</td>
<td>150€</td>
<td>135€</td>
</tr>
<tr>
<td>Calendar of events page: Top page 6 months</td>
<td>750€</td>
<td>675€</td>
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### Overview Format

<table>
<thead>
<tr>
<th>Type/Location</th>
<th>Format</th>
<th>Issue period</th>
</tr>
</thead>
</table>
| Brochure of events | 1 page A5 | ● Vertical format  
  ✓ 1441x2031 px (trim)  
  ✓ 1748x2268 px (bleed)  
  ● Size:  
  ● Type: .pdf, .jpg or .tiff  
  ● Resolution: 300 dpi, 4c | 01 brochure/year |
| | ½ page A5 | ● Horizontal format  
  ✓ 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 | ● 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) | ● Text: up to 1000 words  
  ● Image type: .png, .jpg | 01 newsletter/month |
| | Banner only | ● Image type: .png, .jpg | |
# Rate & Discount Plan Overview

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*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/

If you have any further questions, please contact:
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+49 2289 12 56 63