EUROPEAN CHORAL ASSOCIATION

ADVERTISING MEDIA KIT

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



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ADVERTISING
OPTIONS

Option 1
Advertisement in our brochure of events

The brochure of events is an annual publication available on our digital channels and platforms. 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 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 published and distributed through our digital channels and platforms. The brochure, which is usually shared in summer, features a careful **selection of the activities and events** of the European Choral Association and under its label in the upcoming year.

Permanently published on our website europeanchoralassociation.org

Published and promoted through our Social Media

Mailed to our network (our member organisations, Friends of the European Choral Association, choral events, cultural organisations, music schools, etc.)

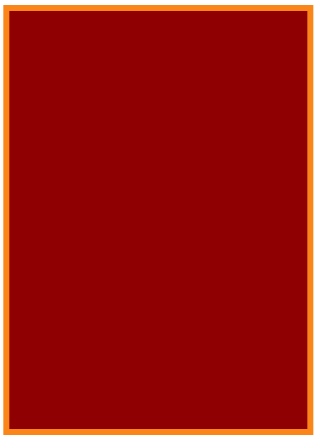
Submission deadline for the next issue: March 2026 (exact date tbc)



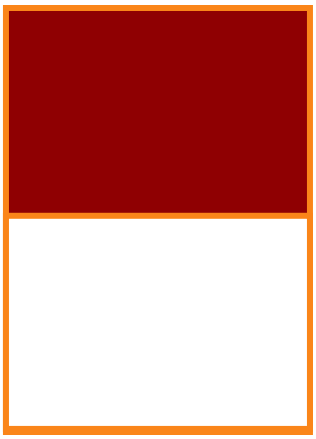
Demo of advertising placement in the brochure

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)

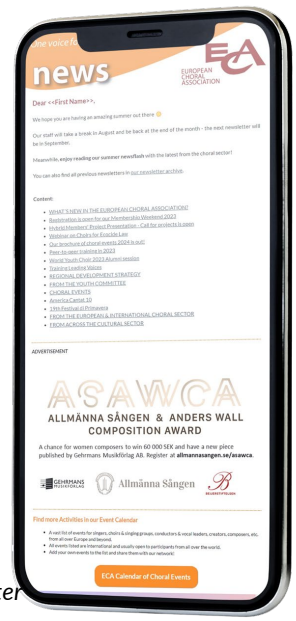
Rate card

	Type/ Location	Price				
		Non-member		Member		
		Regular price	Autumn 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 15 December 2025. Voucher code:* ECANOV25!
The combination of discounts is not permissible.

2 | E-newsletter

On a regular base, we sent out our e-newsletter to **around 3,790 subscribers***, updating the latest news of choral life in Europe.



Demo of advertising placement in the e-newsletter

Our E-newsletter by numbers*

41%
Open rate

3790
Subscribers

+6%
Subscriber growth yearly

0.5%
Unsubscription rate

**The recorded figure is from October 2025 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 200 words.
- **Image only**

Format

Full news item
- Text: up to 1000 words
- Image type: .png, .jpg / landscape

Image only
- Image type: .png, .jpg / portrait or landscape

Rate card

	Type/ Location	Price				
		Non-member		Member		
		Regular price	Autumn Sale *(10% discount)**	Country Group 1 *(20% discount)*	County 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€

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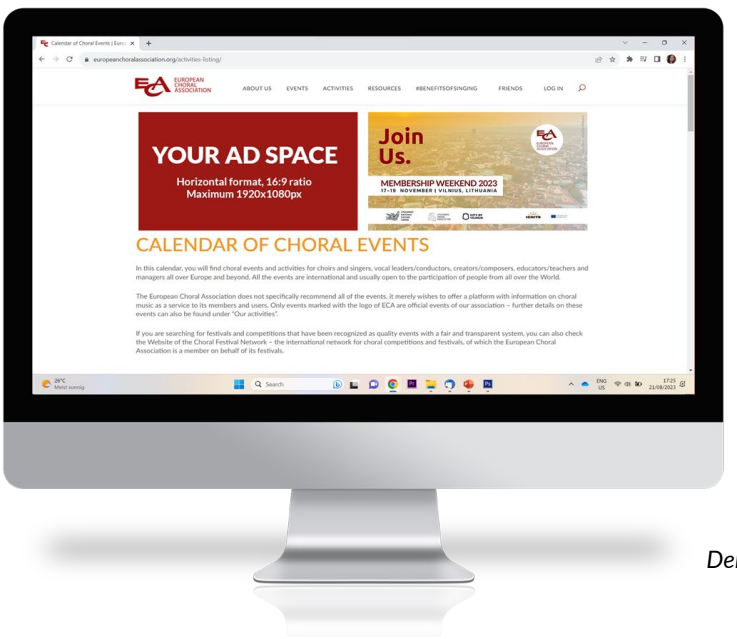
3 | Website banner

We offer a banner ad space on our website's **Calendar of Event** top page for a period of 01-06 months.

As one of the **most-viewed 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:** 4,300 view/month
- **Unique pageviews:** 3,500 view/month
- **Visit duration:** 70 sec/visit



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

*The traffic data was recorded for the month of October 2025 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	**Autumn 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 15 December 2025. Voucher code:* ECANOV25!
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Overview Format

	Type/ Location	Format	Issue period
Brochure of events	1 page A5	• Vertical format • Size: ✓ 1441x2031 px (trim) ✓ 1748x2268 px (bleed) • Type: .pdf, .jpg or .tiff • Resolution: 300 dpi, 4c	01 brochure/ year
	½ page A5	• Horizontal format • Size: ✓ 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 200 words • Image type: .png, .jpg Landscape	01 newsletter/ 2 months
	Banner only	• Image type: .png, .jpg Landscape/portrait	

Rate & Discount Plan Overview

	Type/ Location	Price				
		Non-member		Member		
		Regular price	Autumn 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€
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Website banner	Calendar of events page: Top page 1 month	150€	135€	120€	105€	90€
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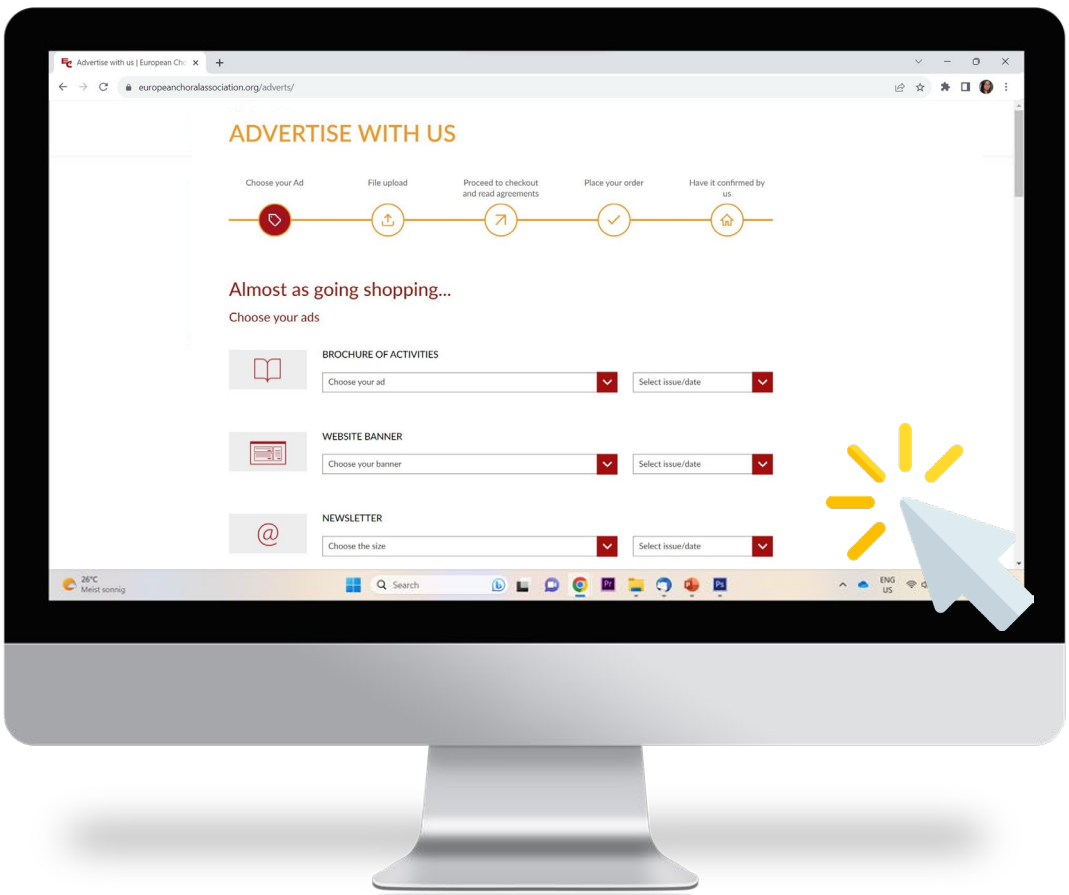
E-newsletter	Full news item (includes image & text)	500€	450€	400€	350€	300€
	Banner only	300€	270€	240€	210€	180€

**The autumn sale lasts until 15 December 2025. Voucher code:* ECANOV25!
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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