

Advertising Guidelines

Why Advertise with Centrepoint?

Our platform is not just a digital space—it is the centre of a thriving English speaking community in the heart of Basel where real conversations, local connections, and authentic engagement happen daily. Advertising here means your brand becomes part of the story.

Audience Snapshot:

- Monthly Active Users: 1,000+
- Engagement Rate: 65% daily activity
- Top Interests: Excursions, Talks, Lectures, Activity Groups, Wellness, Local Events, Food
- Location: Basel Stadt, Baselland, Three country corner (CH, D, F)
- Advertising Packages available

Advertisement Pricing per Month – Banner (Carousel Ads) on Centrepoint Website

Pricing Table

Advertisement Placement	Medium Rectangle Landscape	Medium Rectangle 2 slots Landscape	Advertorial / Paid Post
Homepage Carousel	CHF 125	CHF 240	CHF 400
Category Page Carousel	CHF 60	CHF 110	
Homepage + Category Page	CHF 150	CHF 275	

Technical Specifications

Elements	Details
File Formats	JPG, PNG
Pixels	760*428
Maximum File Size	150 KB
Mobile Optimization	Required for all formats
Click-through URL	Mandatory

Additional Information

- Placement Options: Homepage, Category Pages, or Both
- Category pages include: Events, Language Conversation Groups, Activity Groups
- Number of cards on carousel: 3 to maximum 6
- Rotation duration: 5 seconds per card
- Discretionary discounts: 10% for 3 or more consecutive advertisements

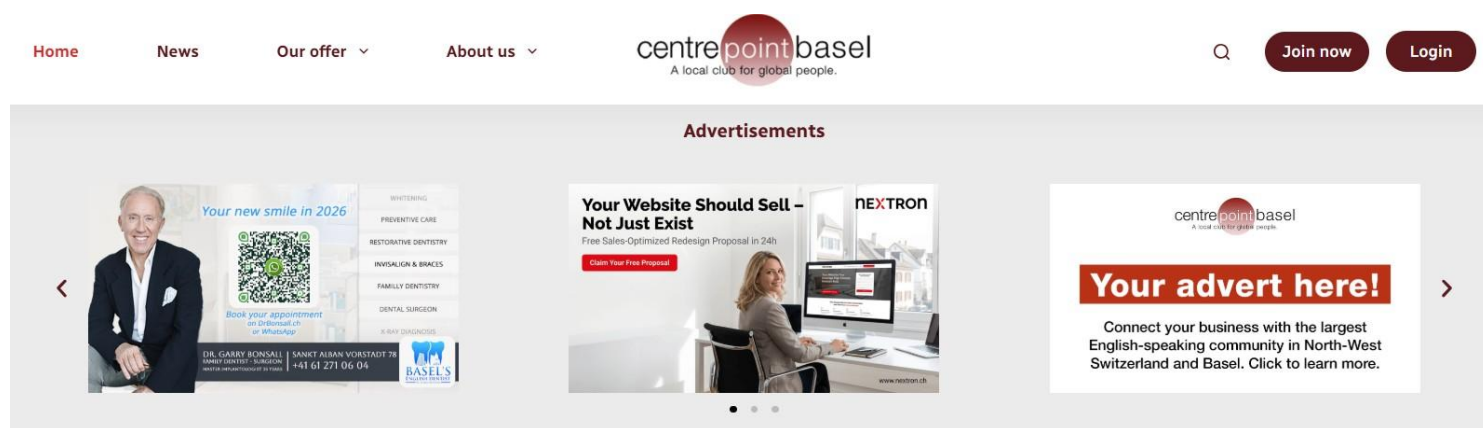
Alternative Advertisement Options

Advertisement Type	Specifications	Price
Weekly briefing	1000 x 560 pixel (landscape format only). You are welcome to submit a file with a higher resolution, as long as the ratio of the slide is 16:9	40 CHF per week
Flyers (Notice board)	B4 (25 x 35.3 cm)	60 CHF 1 month

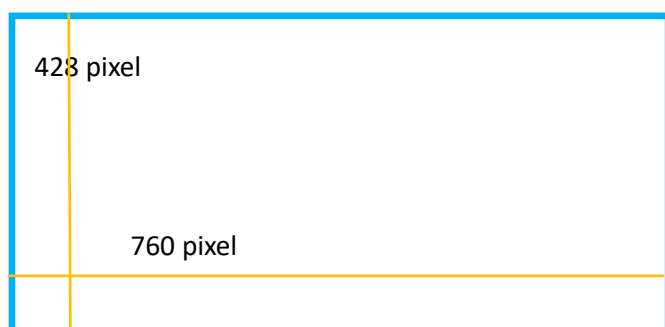
* Discretionary discounts: 10% for 3 or more consecutive advertisements

For more information please contact:  adteam@centrepoint.ch

Digital Ad Banner Template (example)



📌 Individual Card Layout Medium rectangle landscape ad template (example)



Best Practices for Digital Ad Design:

1. Keep It Simple & Focused

- Avoid clutter—one clear message per ad.
- Use minimal text with a strong headline.
- Prioritize readability and quick comprehension.

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People scan ads in seconds—clarity wins over complexity.

2. Use Strong Visual Hierarchy

- Make the most important element (product, offer) the focal point.
- Use size, colour, and contrast to guide the viewer's eye.
- Ensure your brand logo is visible but not overpowering.
- Avoid pixelation, stock-photo clichés, or overly busy backgrounds.

For more information please contact:  adteam@centrepoin.ch