

## 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

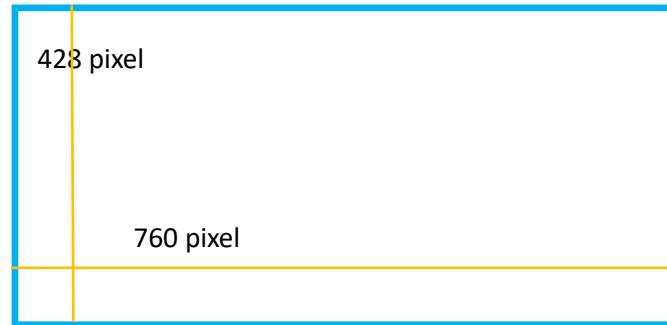
\* Discretionary discounts: 10% for 3 or more consecutive advertisements

For more information please contact:  [adteam@centrepoin.ch](mailto:adteam@centrepoin.ch)

## Digital Ad Banner Template (example)

The screenshot shows a digital ad banner template on the centrepointbasel website. The top navigation bar includes links for Home, News, Our offer, About us, a search bar, a 'Join now' button, and a 'Login' button. The main content area features a banner with the text 'Advertisements' and two smaller ads. The first ad on the left is for a dental practice, featuring a photo of a smiling man, a QR code, and text about booking an appointment. The second ad in the center is for 'NEXTRON', promoting a free sales-optimized redesign proposal. To the right, there is a placeholder for an advertisement with the text 'Your advert here!' and a subtext encouraging businesses to connect with the English-speaking community in North-West Switzerland and Basel.

### 📌 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.

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