centrepoint basel
A local club for global people.

Advertising Guidelines

1   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.

2   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

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

3.1   Pricing table

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

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

3.2   Technical Specifications

Elements	Details
File Formats	JPG, PNG
Pixels	760*428
Maximum File Size	300 KB
Mobile Optimisation	Required for all formats
Click-through URL	Mandatory

3.3   Additional Information

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

4 Alternative Advertisement Options

Advertisement Type	Specifications	Price
Weekly briefing	760*428 pixel (landscape format only).	CHF 40 per week
Flyers (Notice board)	A5 (14.8 x 21.0 cm)	CHF 60 for 1 month

For more information please contact adteam@centrepoint.ch.

5 Digital Ad Banner Template (example)

5.1 Individual Card Layout rectangle landscape ad template (example)

428 pixel

760 pixel
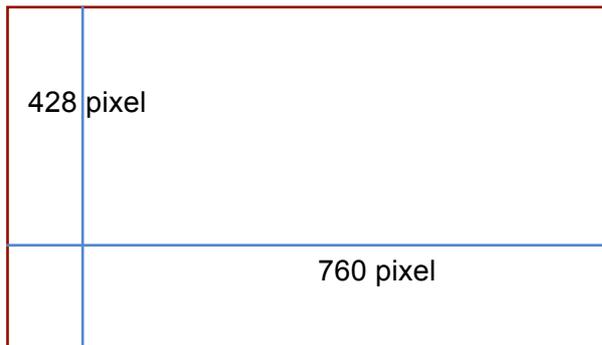
5.2 Best Practices for Digital Ad Design

1. Keep It Simple and Focused
   - Avoid clutter—one clear message per ad.
   - Use minimal text with a strong headline.
   - Prioritise readability and quick comprehension.
   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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