

Advertise on visitBerlin.de

Advertise on Berlin's official tourism portal!

With its attractive responsive design, mobile availability and optimised page structure, Berlin's official tourism portal visitBerlin.de has a compelling profile. With a monthly reach of approx. 650,000 visitors from home and abroad, we can offer you:

- Options for advertising across multiple pages in the form of teasers, microsites and sponsored links
- Direct linking on your webpage
- Integration of your advertisement in editorial content
- Personal consultation on optimally marketing your services online

We are happy to assist you, please contact: werben@visitBerlin.de.

Teasers on main pages

Teasers are image-text advertisements appealingly integrated in the page to relate to editorial content and containing a prominent link to your own webpage. You can book a teaser on our main pages such as, for example, sightseeing, events or sights.

Fee: depending on type of page €50 or €75 per week plus VAT, minimum of 4 weeks

The following content is required:

- 1 x image: 465 x 351 px, 72 dpi

- **Headline:** 30-40 characters incl. spaces
- **Text:** 140 characters incl. spaces
- **URL:** Link to your services / products

* Special case homepage of visitBerlin.de: Just headline, no text. Price on request.

Teaser on subpages

Teasers are image-text advertisements appealingly integrated in the page to relate to editorial content and containing a prominent link to your own webpage. You can book a teaser on subpages such as, for example, restaurants, attractions or city tours.

Price: €500 per year plus VAT, minimum of 1 year

To insert a subpage teaser, we need the following content:

- 1 x image: 465 x 351 px, 72 dpi
- **Headline:** 35 characters incl. spaces
- **Text:** 450 characters incl. spaces
- **URL:** Link to your services / products

Teaser in Event Calendar

Make your event stand out by booking a teaser in our event calendar on visitBerlin.

Price: €100 per week plus VAT

To insert a teaser in our Events Calendar, we need the following content:

- 1 x image: 465 x 351 px, 72 dpi
- **Headline:** 35 Zeichen inkl. Leerzeichen
- **Text:** 450 characters incl. spaces
- **URL:** Link to your services / products

An editorial entry in the visitBerlin event calendar is 100% free of charge for you. However, there is no general right to have your event included automatically. Since we receive many enquiries every day, we can only consider those where the information required is provided in full. The full information should reach us at least 15 working days before the start of your event. Simply send your email to events@visitBerlin.de.

Microsite

Microsites are a webpage or webpages appealingly related to editorial content with commercial advertising in the visitBerlin.de look and feel. You can see an example of a microsite [here](#).

Price: €50 per week plus VAT, minimum of 12 weeks

The following content is required:

- Background image: 1440 x 780 px
- Gallery images: 792 x 400 px (variable height)
- Image in continuous text: 792 x 315 px (variable height)
- Headline: 30-45 characters
- Subheadline: approx. 70 characters
- Text: Length of text unlimited
- Video: Youtube / Vimeo URL
- URL: Link to your services / products

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