

Skiresort Banner

Attracting high attention with scope for creativity

Direct access to the target group of skiers – better than programmatic advertising

www.skiresort.de | www.skiresort.at | www.skiresort.ch | www.skiresort.info | www.skiresort.nl |
www.skiresort.be | www.skiresort.it | www.skiresort.fr | Skiresort.de App | Skiresort.info App

New : www.skiresort.pl | www.skiresort.info/cz



Advantages of Skiresort

Direct access to the target group of skiers – better than programmatic advertising:

The constant increase in anti-tracking methods and the continued prevention of third-party cookies make personalised promotions using programmatic advertising and retargeting increasingly difficult, more expensive and imprecise. High scatter losses need to be absorbed for the desired target group. This means that programmatic advertising is no longer suitable for certain target groups.

Skiresort offers you direct access to the target group of skiers!

Skiresort's target group:

- 100% skiers and snowboarders
- 100% focus on ski resorts, ski regions, ski holidays and winter sports

Effective and impactful

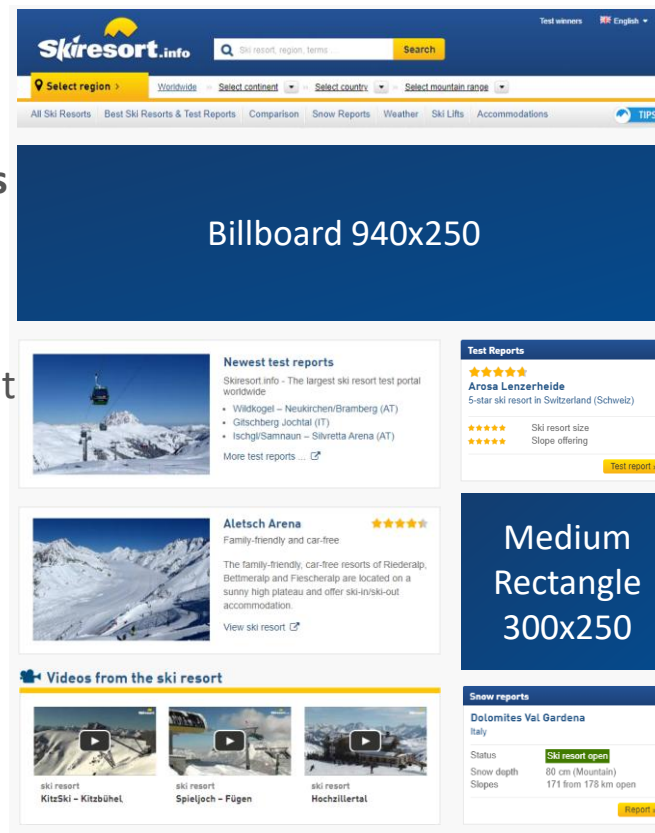
- Successful and attractive banner formats
- Direct link to your target page

Skiresort Banner Overview (1)

Attractive banner formats
for PCs/notebooks and tablets

- **Medium Rectangle 300x250 pixels**
Effective and prominent in close proximity to editorial content
- **Half-Page Ad (sticky) 300x600**
Close proximity to editorial content attracting high attention (follows mouse)
- **Billboard 940x250 pixels**
Directly below the navigation bar in the middle of the field of view
- **Monster Banner (sticky) 830x1080 pixels**
Extremely monster-sized, attention-grabbing format

Direct link to your target page

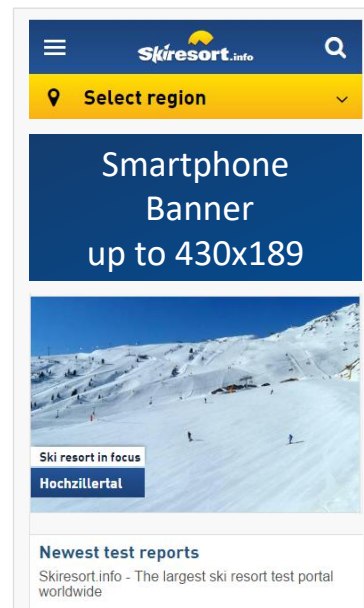


Skiresort Banner Overview (2)

Attractive banner formats
for smartphones

- **Smartphone Banner**
up to 430x189 pixels
Directly below the navigation bar
in the middle of the field of view
- **Medium Rectangle 300x250**
pixels
Effective and prominent in close
proximity to editorial content

New from 2026:
optimized visibility



Direct link to your target page

Target Markets and Languages

The following Skiresort portals are available:

- German: www.skiresort.de | [.at](http://www.skiresort.at) | [.ch](http://www.skiresort.ch)
- English: www.skiresort.info
New: optional as a bonus in
Polish: www.skiresort.pl | Czech: www.skiresort.info/cz
Special offer: 2X the impressions
- Dutch: www.skiresort.nl | [.be](http://www.skiresort.be)
- Italian : www.skiresort.it
Special offer: 2X the impressions
- French: www.skiresort.fr
Special offer: 2X the impressions



Responsive Web Design

Optimum display on smartphones, tablets and PCs/notebooks

Display	Medium Rectangle	Smartphone Banner	Half-Page ad sticky	Billboard	Monster sticky
Smartphones	Yes	Yes	-	-	-
Tablets	Yes	-	Yes*	Yes	-
PCs/notebooks	Yes	-	Yes	Yes	-
PCs/notebooks (large monitors**)	Yes	-	Yes	Yes	Yes

* The sticky banner always remains in view during scrolling by “travelling” with the user. For tablets, the banner can also be placed even closer to the editorial content (without sticky function) for optimum visibility.

** Monitors with at least 1440 pixel width

Medium Rectangle

Effective and prominent in close proximity to editorial content

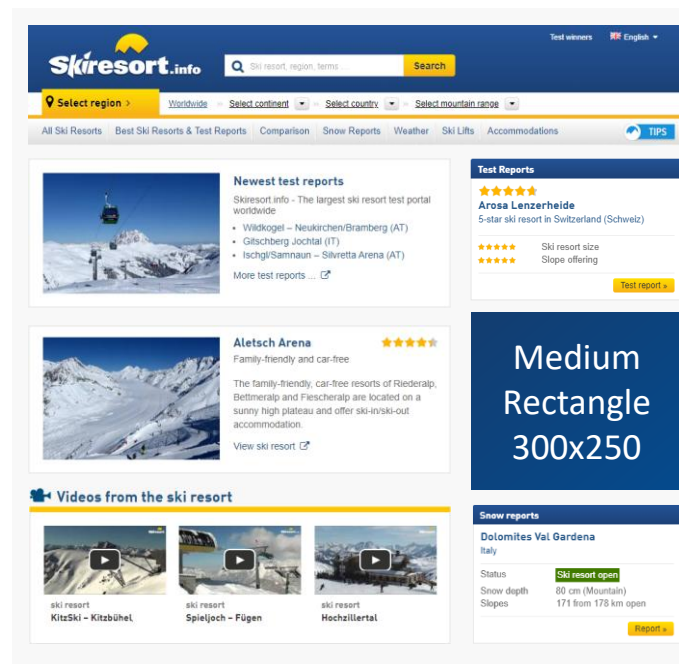
Medium Rectangle

- 300 x 250 pixels
- jpg, gif, HTML5 with max. 40 KB

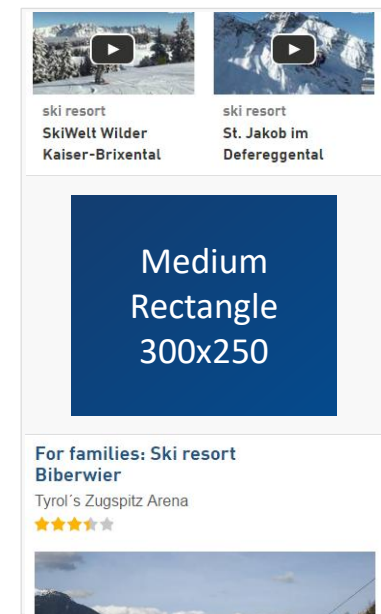
For mobile devices, i.e. tablets and smartphones, the banner can also be displayed even closer to editorial content for optimum visibility.

If desired and **free of charge**:

- Creation of banner
- Translation



New from 2026:
optimized visibility



Smartphone Banner

Directly below the navigation bar in the middle of the field of view

Smartphone Banner

- 430 x 189 pixels (maximum)
- jpg, gif with max. 60 KB (other data types on request)

New: larger display on modern smartphones

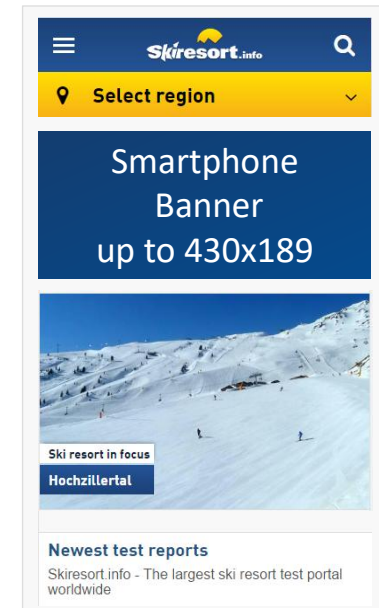
Automatic size adjustment depending on resolution

- From iPhone 12/Max: 390 x 172 to 430 x 189 pixels
- Previous iPhone models: 375 x 165 pixels
- Modern Android phones: 412 x 181 pixels

Based on a banner with 500 x 220 pixels.

If desired and **free of charge**:

- Creation of banner
- Translation



Half-Page Ad

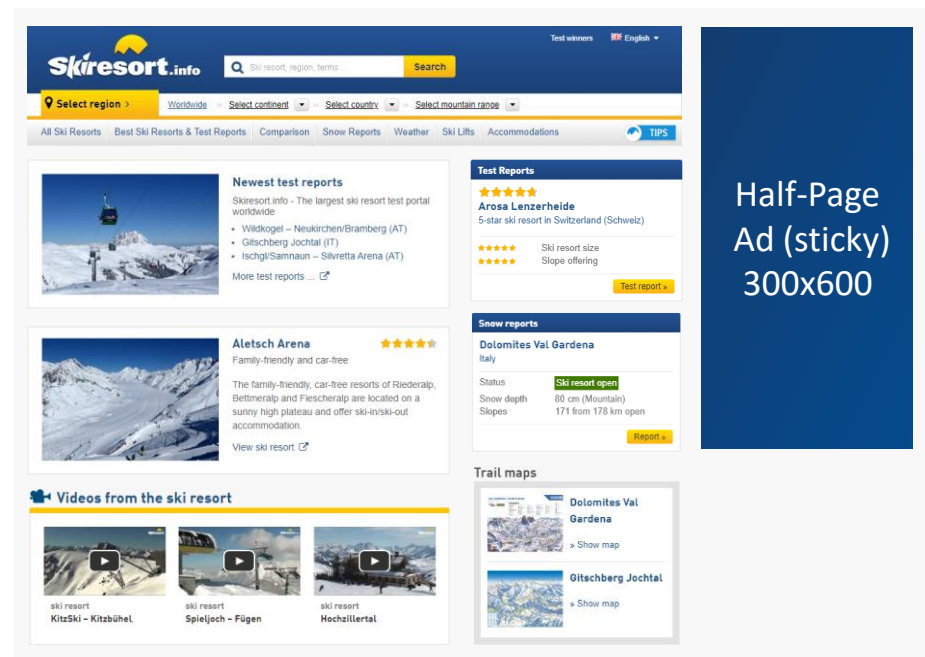
Attracting high attention and in close proximity to editorial content (sticky)

Half-Page Ad (sticky)

- In a size that can't be missed.
300 x 600 pixels incl. sticky function*
- jpg, gif, HTML5 with max. 70 KB

If desired and **free of charge**:

- Creation of banner
- Translation



* The sticky banner always remains in view during scrolling by “travelling” with the user. For tablets, the banner can also be placed even closer to the editorial content (without sticky function) for optimum visibility.

Billboard

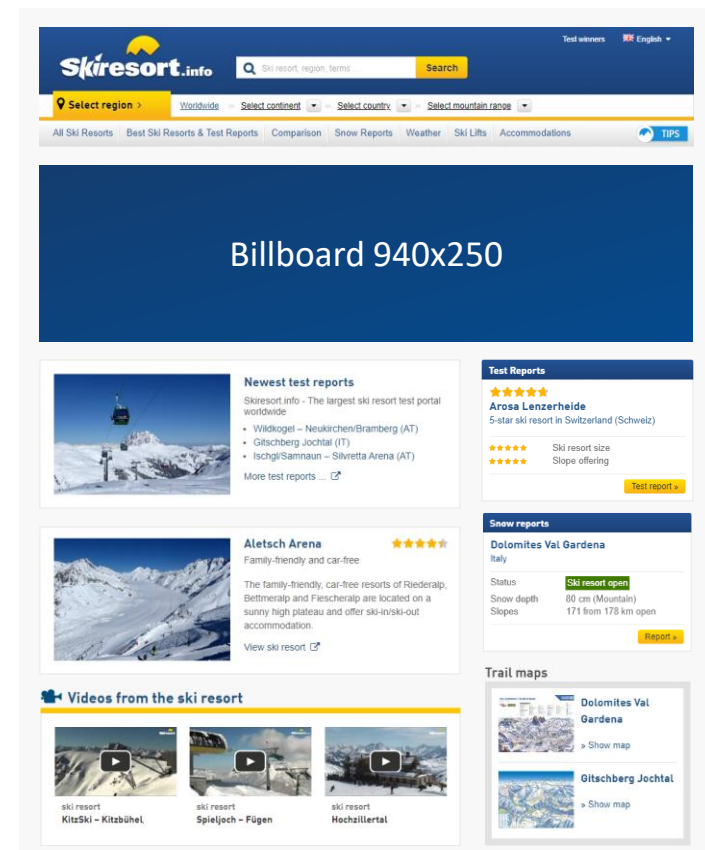
Directly below the navigation bar in the middle of the field of view

Billboard banner

- 940 x 250 pixels
- jpg, gif (static) with max. 80 KB
- Design guidelines:
a large winter/ski photo over the entire format (940 X 250 px), logo, offer or highlight

If desired and **free of charge**:

- Creation of banner
- Translation



Monster Banner

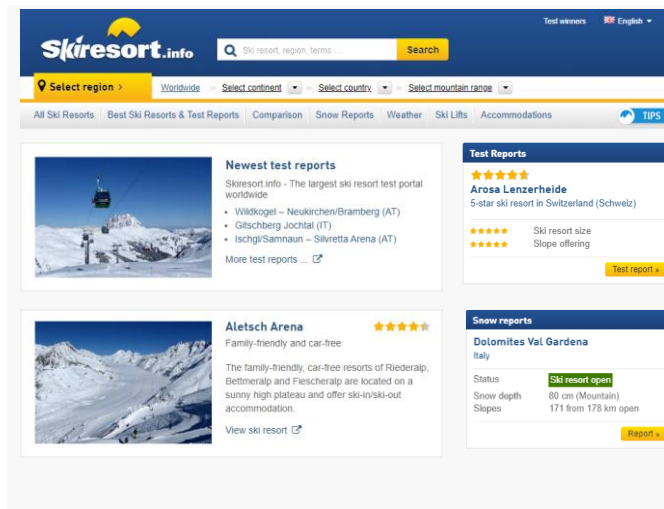
If desired and **free of charge**:

- Creation of banner
- Translation

Extremely monster-sized, attention-grabbing format

Monster Banner (sticky)

- 830 x 1080 pixels – Display only on large monitors with a minimum 1440 pixel width
- First-class performance in the placement of the message in the 410 x 700 pixel area
- Including sticky function (travels with the user during scrolling)
- jpg, gif (static) with max. 150 KB
- Design guidelines: a large winter/ski photo, logo, offer or highlight



Prices

Offer: 2X the impressions
on Skiresort.info (English),
Skiresort.it (Italian) & Skiresort.fr (French)

If desired and **free of charge**:

- Creation of banner
- Translation

Number of impressions (CPM=cost per mille)

Price in € CHF = €	Medium Rectangle	Smartphone Banner	Half-Page Ad sticky	Billboard*	Monster sticky*
€ 990	315,000 (€ 3.14)	105,000 (€ 9.43)	105,000 (€ 9.43)	80,000 (€ 12.38)	70,000 (€ 14.14)
€ 1,990	660,000 (€ 3.02)	220,000 (€ 9.05)	220,000 (€ 9.05)	165,000 (€ 12.06)	150,000 (€ 13.27)
€ 2,990	1,000,000 (€ 2.99)	340,000 (€ 8.79)	340,000 (€ 8.79)	250,000 (€ 11.96)	230,000 (€ 13.00)
€ 3,990	1,370,000 (€ 2.91)	460,000 (€ 8.67)	460,000 (€ 8.67)	340,000 (€ 11.74)	310,000 (€ 12.87)
€ 4,990	1,750,000 (€ 2.85)	580,000 (€ 8.60)	580,000 (€ 8.60)	430,000 (€ 11.60)	400,000 (€ 12.48)
€ 5,990	2,150,000 (€ 2.79)	710,000 (€ 8.44)	710,000 (€ 8.44)	530,000 (€ 11.30)	490,000 (€ 12.22)
€ 7,990	2,950,000 (€ 2.71)	980,000 (€ 8.15)	980,000 (€ 8.15)	730,000 (€ 10.95)	680,000 (€ 11.75)
€ 9,990	3,800,000 (€ 2.63)	1,270,000 (€ 7.87)	1,270,000 (€ 7.87)	950,000 (€ 10.52)	880,000 (€ 11.35)

Additional prices provided on request. Combinations of different banner formats possible.

Example **offer** calculation: order 500,000 impressions on Skiresort.info (English), get 1,000,000.

*Banner according to guidelines: a large winter/ski photo, logo, offer or highlight

Order Form

Email to: sales@skiresort.info

I hereby order the following Skiresort banner (please select):

- Price in €/CHF:

☐ € 990	☐ € 1,990	☐ € 2,990	☐ € 3,990	☐ € 4,990	☐ € 5,990	☐ € 7,990	☐ € 9,990
CHF 990	CHF € 1,990	CHF € 2,990	CHF € 3,990	CHF € 4,990	CHF € 5,990	CHF € 7,990	CHF € 9,990
- Banner format (multiple selections possible):

☐ Medium Rectangle	☐ Smartphone Banner	☐ Half-Page Ad (sticky)	☐ Billboard	☐ Monster (sticky)
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- Skiresort portal (multiple selections possible):

☐ Skiresort.de .at .ch (German)	☐ .info (English Special offer)	☐ I choose the bonus.pl (Polish) & .info/cz (Czech)
☐ .nl .be (Dutch)	☐ .it (Italian Special offer)	☐ .fr (French Special offer)
- Term: from until
- Skiresort bonus – free of charge if available: additional impressions in free advertising spaces**

Billing address:

Company:
 Street:
 Postal code, city:
 VAT Reg. No.:

Contact:

Name:
 Tel.:
 Mobile:
 Email:

.....
 Date, city

.....
 Signature, company stamp

We would be pleased to advise you.

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