centrepoint basel

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.-	

3.2 Technical Specifications

Elements	Details
File Formats	JPG, PNG
Pixels	760*428
Maximum File Size	150 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
- Number of cards on carousel: 3 to maximum 6
- 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	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	CHF 40 per week
Flyers (Notice board)	B4 (25 x 35.3 cm)	CHF 60 for 1 month

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

5 Digital Ad Banner Template (example)

Individual Card Layout Medium rectangle landscape ad template (example)
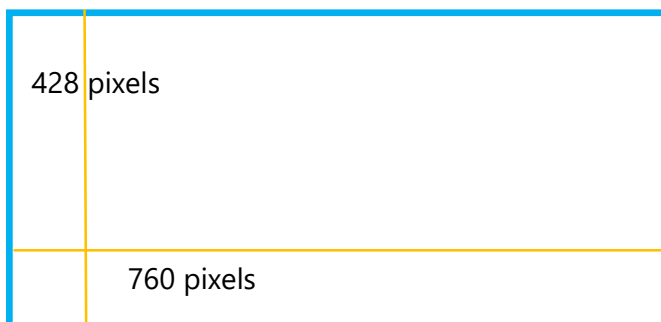
Best Practices for Digital Ad Design

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.