

OPENAIRGUIDE

Werbeformate: Display-Ads

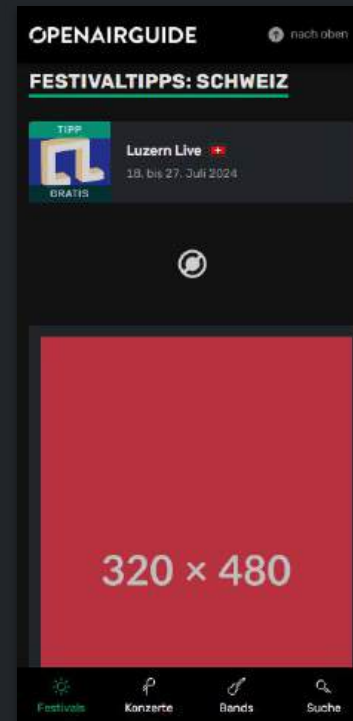
Stand: Oktober 2024

Display-Ads: Mobile

- Rectangle 300 x 250 px
- Poster Ad 320 x 480 px

Dateigrösse max. 150kb

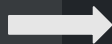
Mobile-Anteil Traffic = 77 %



Display-Ads: Desktop

- Sticky Halfpage Ad

300 x 600 px



- Wideboard

994 x 250 px

- Maxiboard

994 x 118 px

Dateigrösse max. 150kb

Desktop-Anteil Traffic = 21 %

The screenshot shows the Openairguide website interface. At the top, there is a navigation bar with the logo 'OPENAIRGUIDE', a 'Jetzt supported' button, and menu items for 'Festivals', 'Konzerte', 'Bands', and 'Suche'. The main content area features a large image of three people sitting outdoors. Below the image, the text reads: 'Tickets ab Donnerstag um 16:00 erhältlich', 'Apache 207 am Freitag, 24. Mai 2024 im Hallenstadion in Zürich'. Below this, there are two smaller promotional cards. The first card is titled 'Überraschend frühe Ankündigung' and lists '1. Bandpaket fürs Highfield im August 2024: Peter Fox, Rise Against, Cro & Co'. The second card is titled 'LETZTE UPDATES' and shows 'UPDATES VOM 04.01.24' with a sub-header 'Arosa Lenzerheide' and the text '4 Bands bestätigt • Dada • Digitalism'. On the right side of the page, there is a large red rectangular area with the text '300 x 600' and a small 'Werbung' label at the bottom, representing a sticky halfpage ad.

Display-Ads: Desktop

- Sticky Halfpage Ad
300 x 600 px
- Wideboard
994 x 250 px
- Maxiboard
994 x 118 px

Dateigrösse max. 150kb
Desktop-Anteil Traffic = 21 %



A screenshot of the Openairguide website. The page title is 'FESTIVALS IN DER SCHWEIZ' with a Swiss flag icon. Below the title is a search bar with the placeholder text 'Suche nach Festivalname' and a button 'alle Festivals in der Schweiz anzeigen'. There are also sorting options: 'nach Datum' and 'nach Bands/Genres'. A large red rectangular area is overlaid on the page, containing the text '994 x 250' in white, indicating the dimensions of a wideboard ad. The website header includes 'OPENAIRGUIDE' and navigation links for 'Festivals', 'Konzerte', 'Bands', and 'Suche'. The footer includes 'Kontakt' and 'Impressum'.

Display-Ads: Desktop

- Sticky Halfpage Ad
300 x 600 px
- Wideboard
994 x 250 px
- Maxiboard
994 x 118 px

Dateigrösse max. 150kb
Desktop-Anteil Traffic = 21 %



The screenshot shows the Open Air Guide website interface. At the top, there is a navigation bar with the logo 'OPENAIRGUIDE' and a search bar. Below the navigation bar, there is a breadcrumb trail: 'STARTSEITE / FESTIVALS / SCHWEIZ / OPEN AIR ST. GALLEN / OPEN AIR ST. GALLEN 2024 LINE-UP'. The main content area features a green header for 'OPEN AIR ST. GALLEN' with a date 'Samstag, 21. bis Sonntag, 23. Juni 2024' and a location 'in St. Gallen, CH'. Below the header, there is a navigation menu with categories: 'BANDS', 'FESTIVAL', and 'ARCHIV'. Under 'BANDS', there is a sub-menu with 'LINE-UP' and 'WER SPIELT WANN?'. Under 'FESTIVAL', there is a sub-menu with 'ÜBERBLICK' and 'TICKETS'. Under 'ARCHIV', there is a sub-menu with 'FRÜHERE AUSGABEN' and 'BAND-ARCHIV'. The main content area is titled 'LINE-UP' and contains a message: 'Das Line-Up fürs Open Air St. Gallen 2024 ist noch nicht bekannt. Es sind bis jetzt keine Bands bestätigt. In der Gerüchteküche sind 46 Bands erfasst - darunter Nina Chuba, Paula Hartmann und Ennio. Über wichtige Band-Updates zum Open Air St. Gallen per E-Mail informiert werden?'. At the bottom of the page, there is a red Maxiboard ad with the text '994 x 118' and the logo 'WEBBUREAU'.

OPENAIRGUIDE

Kontakt

Elio Bucher, werbung@openairguide.net