

# Overview PRICES

## Die Goldene Sonne 2021

### ▪ **Package „Silver“**

- Logo integration in the announcement trailer on air (starting two weeks before the event with five broadcasts per day = 70 broadcasts in total)
- Social media (one facebook post with logo integration and name tagging- fans: 165.000 – range: approx. 4 mio.)
- Complementary tickets for the gala weekend incl. overnight stay for 2 persons (single oder double room) in one of the hotels referred in the invitation
- Participation in the travel fair on Friday, April 30th 2021
- Personal contact with up to 900 sonnenklar.TV guests
- Logo integration on two roll ups in the entry area (your exhibitors on the fair)
- During the event on May, 1st 2021: Mention in the credits of the LIVE broadcast with your Logo

### ▪ **Package „Gold“**

- Gold partners receive all the benefits from the „SILVER“ package on the left side plus the following:
- Participation in the talkshow (several partners) during the travel fair
- Logo integration on the press wall on the red carpet at the gala evening
- One-time logo integration on stage (expected on the final image)
- One 3 minute interview during the LIVE TV
- Access to the red carpet at the gala evening
- Exclusiv shuttle transfer to the gala on saturday evening

Partner price

Media value

5.000,-

40.000,-

12.000,-

100.000,-



## Nächste Ausfahrt Urlaub

- **TV**
  - sonnenklar.TV live broadcast
  - sonnenklar.TV trailer
- **Social media & online**
  - sonnenklar.TV facebook post on the starting day
  - sonnenklar.TV HP teaser (3 days)
  - NL integration (one-time)
- **Film crew**

<i>Partner price</i>	<i>Media value</i>
<i>on demand</i>	min. <b>58.150,-</b>
	<b>36.000,-</b>
	<b>5.850,-</b>
	<b>3.700,-</b>
	<b>3.600,-</b>
	<b>9.000,-</b>
	<i>per day /</i> <b>1.000,-</b>

## Online Packages

- **Classic**  
Single teaser homepage, landing page, 1 x single teaser standard newsletter
- **Plus**  
Revolving teaser homepage, landing page, 1 x single teaser standard newsletter, 1 x web push notification
- **Premium**  
Campaign header, landing page, 1 x single teaser homepage, 1 x single teaser standard newsletter

<i>on demand</i>	<b>25.000,-</b>
<i>on demand</i>	<b>27.000,-</b>
<i>on demand</i>	<b>40.000,-</b>

## Schlagerwoche in El Gouna

- *Spots*
- *Integration live broadcast*
- *Product placement on site*
- *Package "Silver"*
- *Package "Gold"*

*on demand*  
*on demand*  
*on demand*  
*on demand*



## TV Specials

For detailed information visit

[www.sonnenklar-media.tv/specials](http://www.sonnenklar-media.tv/specials)

- Daily Offer
- Weekly Offer
- Product special
- Theme special
- Vacation for everyone

## Spots & image

- 30 second TV spot
- Film shooting on site with film crew
- Post production of the recordings

## Informative talk

- LIVE broadcast (3 X 5 minutes)

## Radio

- The "Reiseshow„ (132.000 listeners/h)
- Das sonnenklar.TV Reisemagazin (120.000 listeners/h)

## Mein TV-Magazin (run every 14 days 200.000)

- 1 page(1/1)

Partner price

Media value

*on demand* 17.556,-  
*on demand* 68.380,-  
*on demand* starting from 1.933,-  
*on demand* 105.000,-  
*on demand* starting from 25.000,-

*on demand* starting from € 650,-  
*on demand* starting from € 5.000,-  
*on demand* starting from € 2.000,-

*on demand* starting from € 5.000,-

€ 5.000,- € 10.000,-  
€ 5.000,- € 10.000,-

*on demand* € 9.500,-





## Social Media

- Facebook post
- Commercial campaign
- Blog article
- Instagram native post
- Instagram stories

## Influencer Packages

- **Basic**  
Acquisition of matching influencers, announcement of the campaign on the sonnenklar.TV instagram channel, reposts of story elements and posts, post report live on air on socialklar.TV
- **Plus**  
Acquisition of matching influencers, announcement of the campaign on the sonnenklar.TV instagram channel, reposts of story elements and posts, post report live on air on socialklar.TV + link integration, benefits via influencer (coupon code & link integration in stories)
- **Premium**  
Acquisition of matching influencers, announcement of the campaign on the sonnenklar.TV instagram channel, reposts of story elements and posts, post report live on air on socialklar.TV + link integration, FB livestream with live integration in the TV program, afterwards guest appearance on air on sonnenklar.TV, benefits via influencer (coupon code & link integration in stories)

Partner price      Media value

on demand      € 3.700  
on demand      € 2.000  
on demand      € 2.300  
on demand      € 600  
on demand      € 400

on demand      € 7.500,-

on demand      € 10.500,-

on demand      € 16.500,-

