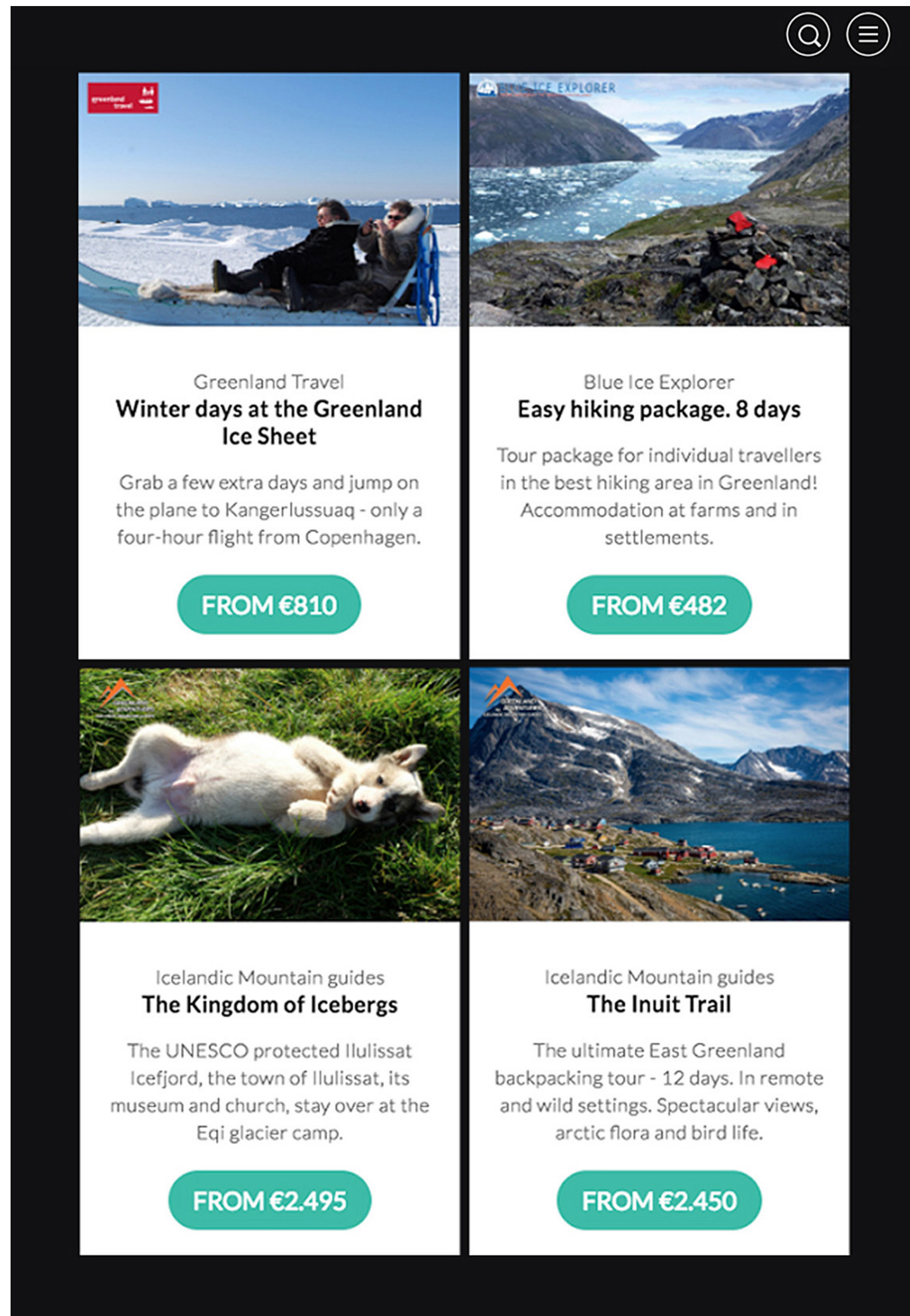




VISITGREENLAND.COM

ADVERTISING 2019

ATTRACTIVE ADVERTISING SPOTS



The screenshot displays a grid of four travel packages. Each package includes a header image, a title, a brief description, and a price button. The packages are: 1. 'Winter days at the Greenland Ice Sheet' by Greenland Travel, priced from €810. 2. 'Easy hiking package. 8 days' by Blue Ice Explorer, priced from €482. 3. 'The Kingdom of Icebergs' by Icelandic Mountain guides, priced from €2.495. 4. 'The Inuit Trail' by Icelandic Mountain guides, priced from €2.450. The website interface includes search and menu icons at the top right.

Package Name	Price
Winter days at the Greenland Ice Sheet	FROM €810
Easy hiking package. 8 days	FROM €482
The Kingdom of Icebergs	FROM €2.495
The Inuit Trail	FROM €2.450

ATTRACTIVE ADVERTISING SPOTS

ADVERTISE ON VISITGREENLAND.COM TO REACH YOUR TARGET CLIENTS:

Choose between four packages – Silver, Gold, Premium or Flex - whichever suits your marketing needs the best. Competitive package prices help suit your budget the best. Ads are available in three languages: Danish, German and English. Be where your market is.

PRICES

NEW PRICE STRUCTURE

PAY PER CLICK MEANS VALUE FOR YOUR MONEY

Besides a base monthly price, the only thing you pay for is a click through fee, depending on whether website visitors open your particular advertisement or whether they continue further and click through to your own website.

With this system, you are able to quantify the attractiveness and success of your advertisement on greenland.com.

MAXIMUM CLICK-THROUGH CEILING ENSURES YOU STAY WITHIN YOUR BUDGET

A quarterly click through ceiling means you never pay more than a certain amount per quarter for click throughs related to your advertisement. Once you hit the ceiling, all additional click throughs are free of charge so you maintain full control of your costs and never have any surprises. The ceiling depends on your selected package.

Package	Number of Ads	Price per month	Quarterly Click Through Ceiling
Silver *	6**	DKK 650,- Approx. € 87,-	DKK 4.000,- Approx. € 538,-
Gold *	12**	DKK 1.000,- Approx. € 134,-	DKK 7.000,- Approx. € 941,-
Premium *	21**	DKK 1.500,- Approx. € 200,-	DKK 12.000,- Approx. € 1.610,-
Flex *	30 **	DKK 5.000,- Approx. € 672,- ****	N/A ***
Front page: Sponsored content – "In The Spotlight"	1	DKK 5.000,- / 14 days Approx. € 667,- DKK 7.500,- / Month Approx. € 1.000,-	N/A

*
A three-month minimum contract applies.

**
The number of ads divided in languages: 6 ads could for example be 2 ads in each language 6 ads in one language, etc.

There is no quarterly ceiling available with the Flex package and the Spotlight Content on Front Page. You pay for every single click through.

Intro price
The Spotlight Content on Front Page does not carry a three-month minimum contract. This option is available to any given company for a maximum of 1 quarterly per year.

PAYMENT

Visit Greenland sends a quarterly invoice. The monthly package price is billed in advance while the click through fees are charged at the end of the quarter.

Clicks	Fee (in DKK)
Website click through	4

WEBSITE FEATURES

UNLIMITED AMOUNT OF PAGES

With the new website comes more user-friendliness. This time, we go with the easiest access possible! Your ad will be in absolutely every page that is relevant, without extra cost for you.

DIRECT LINK TO YOUR WEBSITE

Your ads will also be leading directly to your website – no detour! One click is all that's needed to access the offer on your website.

IN THE SPOTLIGHT

ADVERTISING ON THE E-NEWSLETTER

IN THE SPOTLIGHT



Best ways to get around Greenland

Find out how to trek across Greenland's tundra, watch out for wildlife and explore its rugged coastlines for yourself.

Your Guide to Greenland

There is so much to experience in Greenland but where to go and when? This easy guide to Greenland list the opportunities.

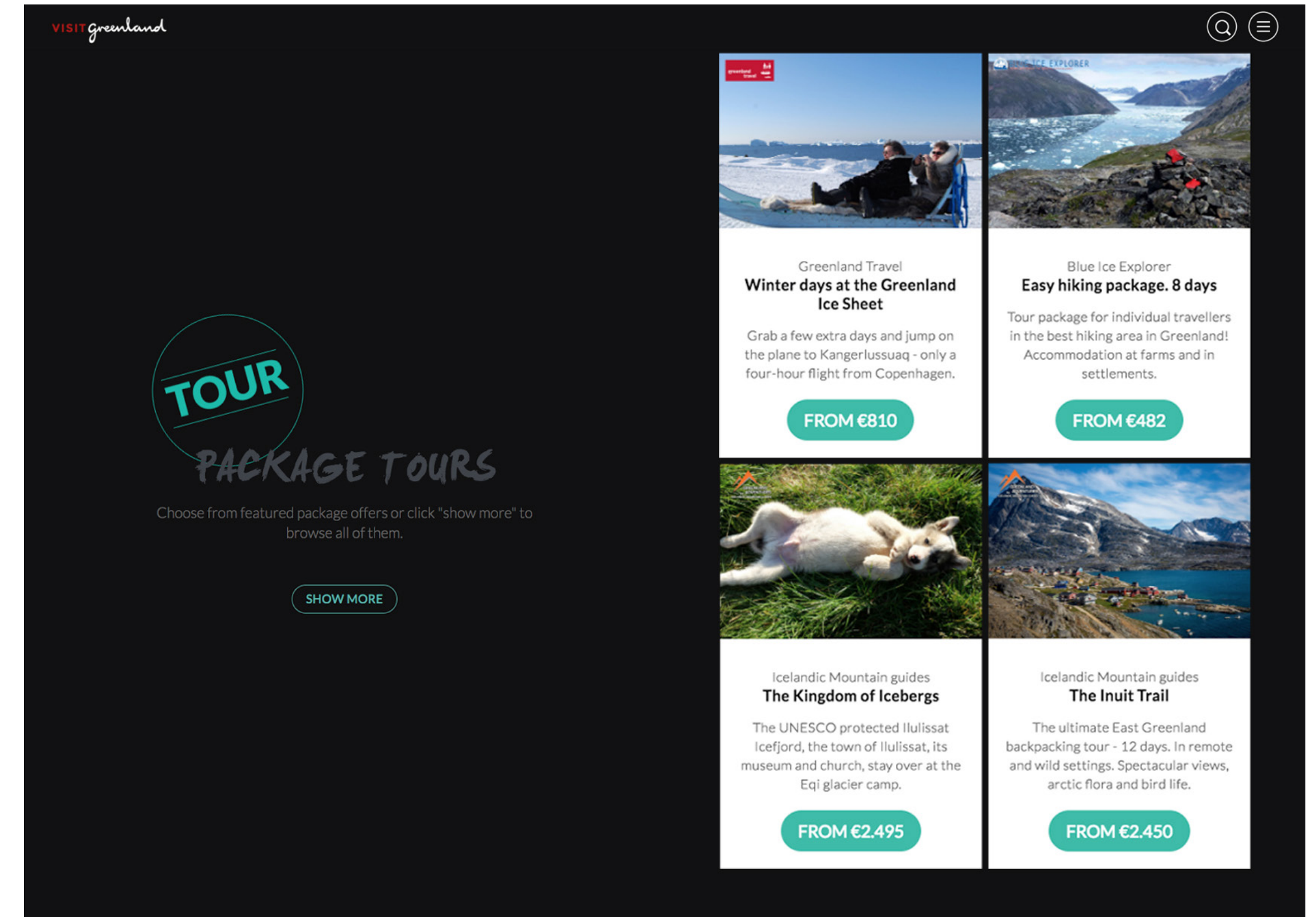
A Traveler's Guide to Great Souvenir Shopping in Greenland

Make your shopping experience a breeze with this quick rundown of fabulous products from right here in Greenland.

SPOTLIGHT CONTENT ON FRONT PAGE

Spotlight content takes advertising on visitgreenland.com to a whole new level. As a customer, you create stories tailored to the visitgreenland.com look, with a unique front page placement linking to an all-new custom story template.

This new template adds maximum exposure to your message in a clean environment free of competing ads and stories. You work directly with Visit Greenland staff to shape the content into exactly the right story for you and your clients. You decide where the story leads to – whether it is your website, a booking platform, a partner site, etc.



WE TAKE CARE OF YOUR ADS

Visit Greenland is happy to assist you with your ads. All you need to do is send us the content needed, in correct format, and we'll set them up. You will be provided with specifications once you have signed the advertisement contract.

ADVERTISING ON THE E-NEWSLETTER

RELATED EXPERIENCES ADVERTISEMENTS



FROM CANADA TO GREENLAND - CROSSING BAFFIN BAY

Join an expedition to explore the unspoiled regions on both sides of Baffin Bay.

HURTIGRUTEN
15 days. Full board.

from
9128 €



ISLAND HOPPING IN THE NORTH ATLANTIC

An exclusive expedition to Greenland, Iceland, the Faroe Islands, the Shetland Islands and Norway.

HURTIGRUTEN
14 days. Full board.

from
7748 €



ADVERTISING IN E-NEWSLETTERS

Visit Greenland distributes news, travel tips and special offers on an ongoing basis to those who actively subscribe to our e-newsletter. It is available in three different languages (Danish, German and English) and is published 10 times a year. You have the chance to make your product particularly visible to this highly-motivated audience by purchasing an advertisement in the newsletter.

Advertisement in Newsletter	Advertiser on Greenland.com	Non-advertiser on Greenland.com
One language	DKK 1.500,- Approx. € 201,-	DKK 2.000,- Approx. € 268,-
Two languages	DKK 2.500,- Approx. € 335,-	DKK 3.500,- Approx. € 469,-
Three languages	DKK 3.500,- Approx. € 469,-	DKK 4.500,- Approx. € 603,-