



## Advertising with Crew United



### Crew United is the film industry

If you work in the film or TV industry, there is quite simply no alternative to Crew United. Our network is the largest and most essential in the German-speaking regions. We have been offering this platform to all people who work behind or in front of the camera, to production companies, service providers, agencies and all others as well for over 27 years now. More than 50,000 professional filmmakers and companies with a detailed profile currently use Crew United - and over 2 million different visitors get information on Crew United every month. The Crew United Europe project started with Crew United France at the end of 2019. Crew United Poland followed in 2021. Crew United Spain, Italy, Lithuania,

Romania and Greece were launched in June 2023. With information on more than 450,000 filmmakers and actors/actresses, 60,000 companies and 250,000 film projects, Crew United is in Germany, Austria and Switzerland the biggest and most current database for German-language audio-visual creations already.

## **Crew United in social media**

<https://facebook.com/crewunited>

Crew United's Facebook page is managed intensively and with a passion for its ever-growing fan-base of currently more than 44,000 subscribers, many of whom are very active on the page.



[https://www.instagram.com/crew\\_united/](https://www.instagram.com/crew_united/)

The Crew United Instagram page is also rapidly growing in popularity and currently has over 20,600 followers.



<https://www.linkedin.com/company/crewunited>

Crew United currently has 8,230 followers on LinkedIn



## Crew Call – the Crew United event brand

in Berlin, Munich, Hamburg, Cologne and Frankfurt



Crew Call – the inimitable networking event for the whole film industry. In 2006, the idea came up of taking Crew United »offline« and promoting the interconnection of filmmakers in the real world as well as in the virtual one. And so, since 2007, in excess of 36,000 guests have now attended 29 Crew Calls held in Berlin, Munich, Hamburg and Frankfurt. Since 2010, the Crew Call has traditionally been held at the opening of the Berlinale, and for many it represents the true start of the Berlinale. The essence of Crew Call is to bring the protagonists in the film industry together, with a 3-course dinner for 120 guests. Networking, dancing and partying till the wee hours.

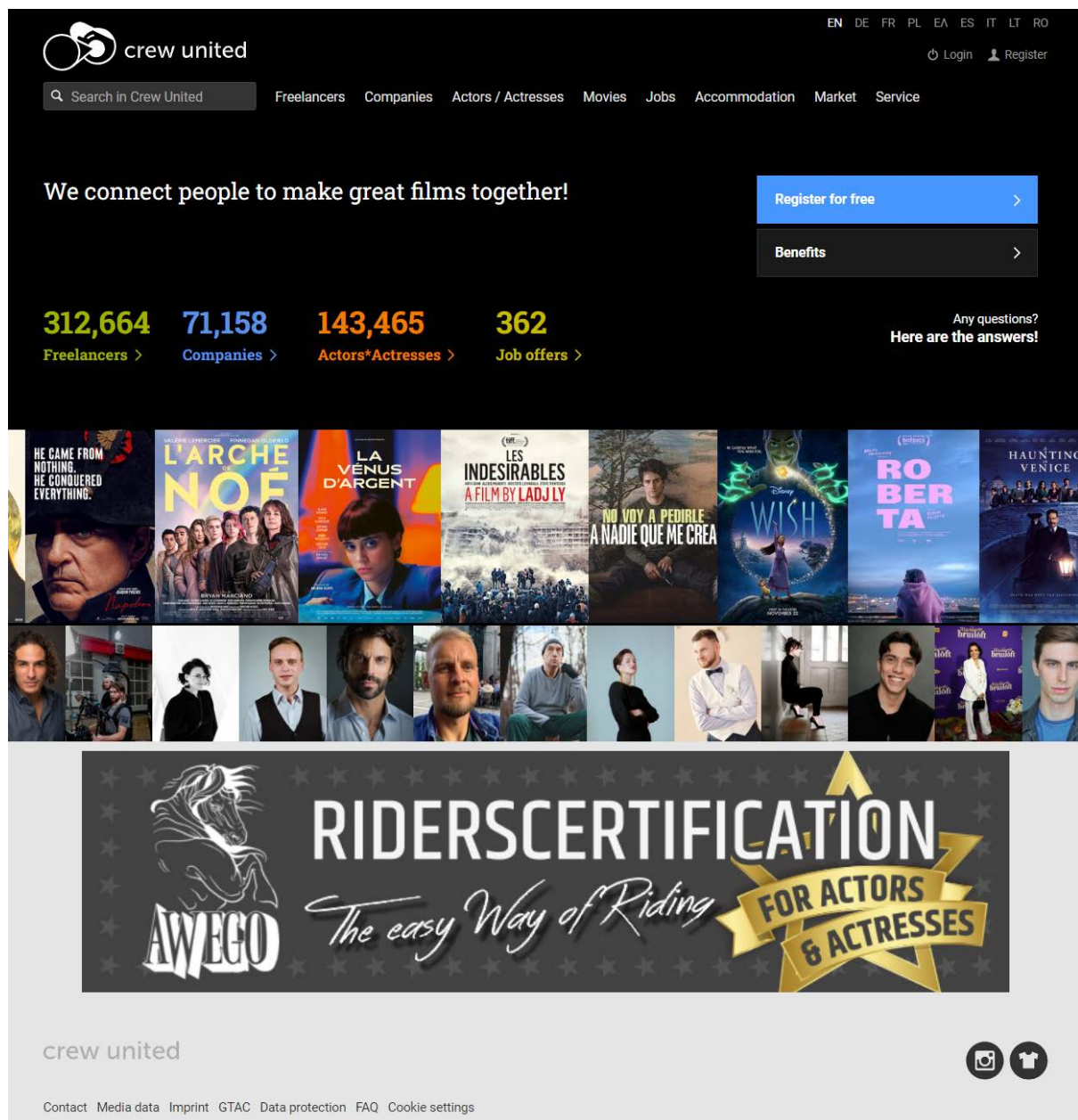
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# The prices for Crew United

# WEBSITE # BANNER - 2 sizes:

Billboard: 960 x 250 pixel

sample desktop



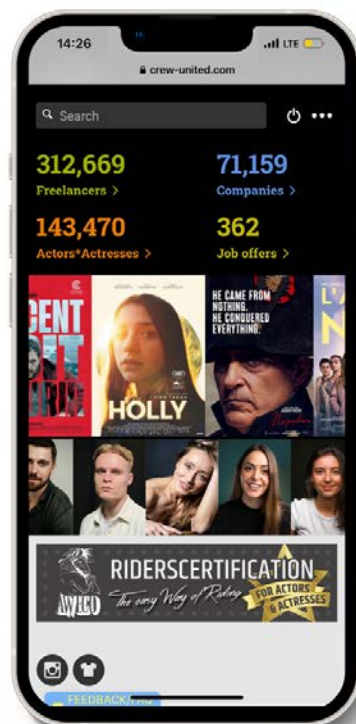
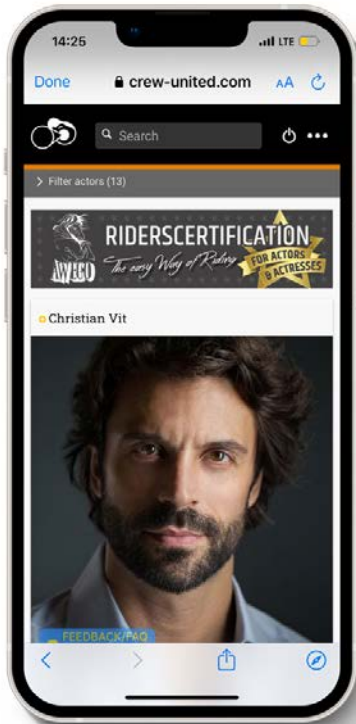


Leaderboard: 960 x 90 Pixel

sample desktop

The screenshot displays the Crew United website interface. At the top, there is a navigation bar with the Crew United logo and various menu items: Freelancers, Companies, Actors / Actresses (highlighted), Movies, Jobs, Accommodation, Market, and Service. A search bar is located on the left, and language and login/register options are on the right. Below the navigation bar, there is a filter section with fields for Gender (OR), Actor's age approx. (a slider from 1 to 100), Country (OR), and City (0 km). There is also a Language (AND) dropdown and an Add filter button. The main content area shows a grid of actor and actress portraits. Above the grid is a large banner for 'RIDERSCERTIFICATION' by AWEGO, with the tagline 'The easy Way of Riding' and 'FOR ACTORS & ACTRESSES'. The grid contains 12 portraits, each with a name and a small circular icon. The names are: Natalie Alison, Derya Ay, Mohamat Amine Benrachid Ou..., Julia Goldberg, Lukas Stöger, Thomas Gerber, Anton Pampushnyy, Moritz Gabriel, Stacy Thunes Krieger, Cheyenne Demont, Christian Wolff, and Renate Regel. The bottom of the page shows the page number 5 of 11 and the status 'November 2023'.

On the smartphone



Overall in rotation\*

	Size (in pixel)	TCP**
Billboard	960 x 250	34,00 €
Leaderboard	960 x 90	20,00 €

\* The banner can be seen everywhere, except in areas where there is an exclusive booking. Nor is the banner displayed in Premium Member profiles or the login screen of Premium Members.

\*\* Minimum booking: 10 TKP, Minimum consumption per day 1 TCP

## Exklusive placements in areas\*

HOME	Size	Day	Week	4 weeks
Billboard	960 x 250	165,00 €	1.090,00 €	3.130,00 €
Leaderboard	960 x 90	130,00 €	900,00 €	2.500,00 €
JOBBS		Day	Week	4 weeks
Billboard	960 x 250	165,00 €	1.090,00 €	3.130,00 €
Leaderboard	960 x 90	130,00 €	900,00 €	2.500,00 €
PROJEKTE		Day	Week	4 weeks
Billboard	960 x 250	100,00 €	700,00 €	1.900,00 €
Leaderboard	960 x 90	80,00 €	570,00 €	1.500,00 €
FREELANCER		Day	Week	4 weeks
Billboard	960 x 250	100,00 €	700,00 €	1.900,00 €
Leaderboard	960 x 90	80,00 €	570,00 €	1.500,00 €
ACTORS		Day	Week	4 weeks
Billboard	960 x 250	100,00 €	700,00 €	1.900,00 €
Leaderboard	960 x 90	80,00 €	570,00 €	1.500,00 €
COMPANIES		Day	Week	4 weeks
Billboard	960 x 250	100,00 €	700,00 €	1.900,00 €
Leaderboard	960 x 90	80,00 €	570,00 €	1.500,00 €
LOGOUT		Day	Week	4 weeks
Billboard	960 x 250	100,00 €	700,00 €	1.900,00 €
Leaderboard	960 x 90	80,00 €	570,00 €	1.500,00 €

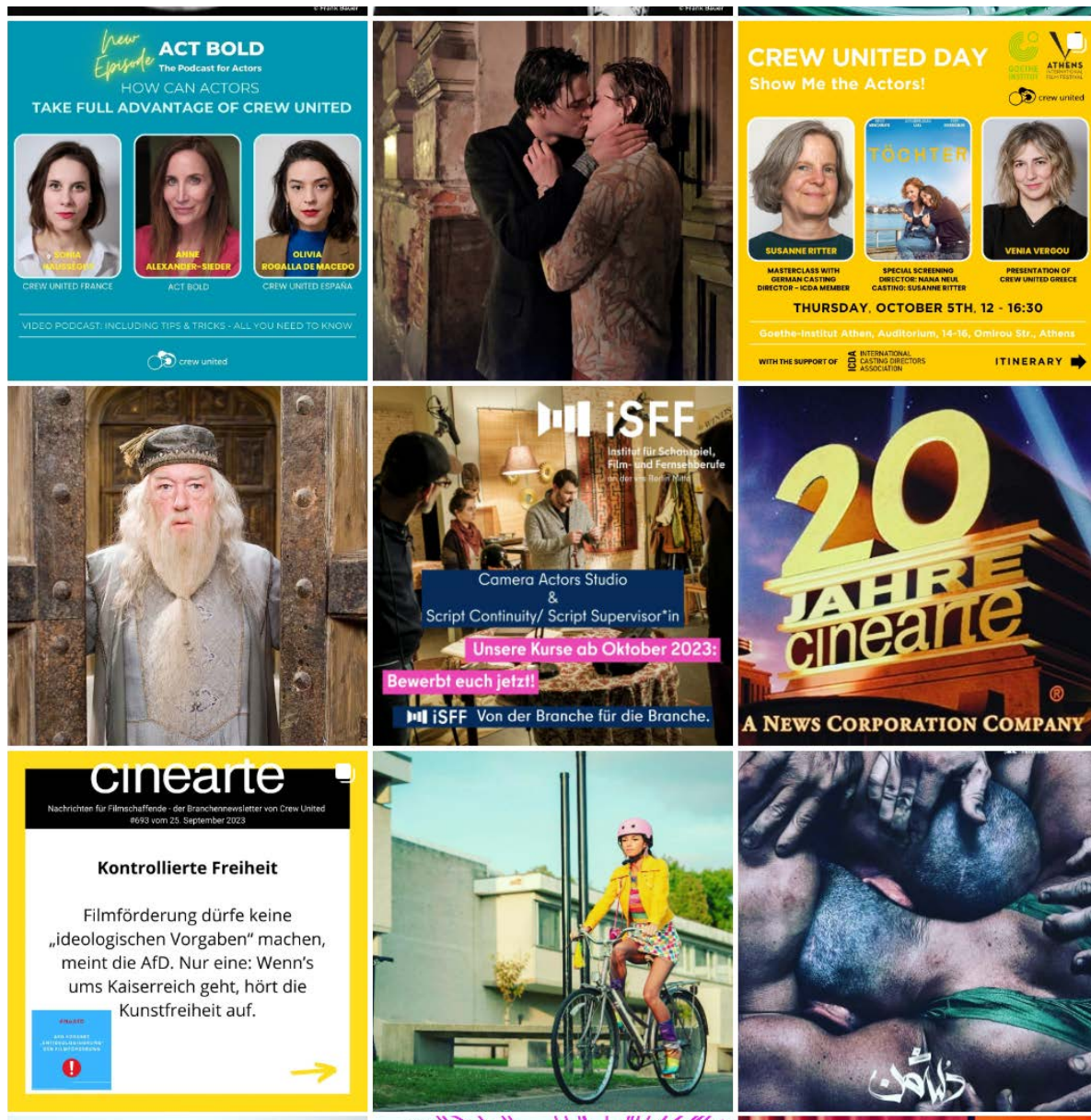


## Ad placement on Facebook, Instagram and/or LinkedIn

Facebook: 44 K follower

Instagram: 20,5 K follower

LinkedIn: 8 K follower



## Prices per post/story/reel/video plus VAT

	post	reel/video	story
Facebook	300 €	350 €	150 €
Instagram	350 €	400 €	200 €
LinkedIn	250 €	300 €	-
Kombi all 3	750 €	950 €	-
Kombi FG and IG	600 €	700 €	300 €

	post & story	reel/video & story
Facebook	400 €	450 €
Instagram	500 €	550 €
Kombi FG and IG	800 €	900 €

## Prices for Crew United Europe

Overall in rotation and exclusive bookings are also possible for the individual country-specific Crew United websites. Exact prices are available on request.

**All prices are net of VAT and applicable from November 2023.**

## Contact

We will be happy to make you an individually tailored offer



You can contact Andrea Düren at

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Among our advertising clients are: AIDA Cruises, animago AWARD & CONFERENCE, Annette Seggert Catering, Bavaria Film GmbH, Bayerische Akademie für Fernsehen e.V. (BAF), bloc inc. filmservice GmbH, Celebrity News AG /Promiflash, cineflight, Cinegy GmbH, ClipDealer GmbH, CMS - Car Motion Service GmbH, DFG Dt. Filmversicherungsgemeinschaft, Digicopter, Dramaqueen-Akademie GbR, Fidor Bank, Filmarche Berlin e.V., FilmFernsehFonds Bayern, Filmhaus Babelsberg, Filmkulisse Bayern, FTA - Film- und Theater-Ausstattung, German Film Comissions, HD-Videoshop, Highspeedrental, Ifs Köln, Isff Berlin, Jola Rent, Kunsthochschule für Medien Köln, Künstler Kanzlei Steffen Schmidt-Hug, Lightpower, MAT - Mad About Technology, Media Hub, Münchner Filmwerkstatt, Panther GmbH, Pensionskasse Rundfunk, Presseversorgung Weber, Production Value, Red Bull, Rent4Event, SAE Institute GmbH, Schnitt-Akademie Berlin, Schwebepark, Sixt Mov(i)e, Skynamic, SONOTON Music GmbH & Co. KG, THEBLACKDRONE GMBH, Tischlein deck ich Catering, UFO Filmgerät GmbH, UVK Verlagsgesellschaft, ZAV-Künstlervermittlung, Zündts Filmgeräte Verleih