

JERRA-ON-AIR

ADVERTISING GUIDE



HISTORY

Jera On Air in Ysselsteyn is het grootste punk, hardcore en metalcore festivals van de Nederland. De 31e editie in 2025 vindt plaats op 26, 27 en 28 juni. Wat in 1992 begon op een klein grasveld bij de jongerensoos van Ysselsteyn met een ingegraven kar waarop regionale bandjes hun kunnen vertoonden, is inmiddels uitgegroeid tot het grootste festival van Nederland in haar soort:

JERA-ON-AIR



DOET U MEE?

Wilt u zichtbaarheid op het grootste punk, hardcore en metalcore festival van de Nederland? Bekijk dan de opties.

De 31e editie van Jera On Air vindt plaats op **26, 27 en 28 juni 2025.**

Naar verwachting mogen we ook komende editie dagelijks **15.000 bezoekers per dag** verwelkomen.

In deze brochure vindt u een overzicht van de mogelijkheden tot reclame op Jera On Air in 2025.

FESTIVAL AWARDS

FESTILEAKS.COM

Festileaks maakt ieder jaar de winnaars van de Festileaks Festival Awards bekend. Ruim 100.000 stemmen bij de Festileaks Festival Awards 2024 beoordeelde de line-up van Jera On Air als beste. Daar zijn we natuurlijk enorm trots op!

BESTE FESTIVAL

🏆 WINNAAR - 8,2

BESTE SFEER

🏆 WINNAAR - 8,6



VNPF - ESNS DE IJZEREN PODIUMDIER

De IJzeren Podiumdieren zijn vakprijzen die sinds 1997 jaarlijks worden uitgereikt door de Vereniging Nederlandse Poppodia en -Festivals (VNPF). De IJzeren Podiumdieren zijn peer-to-peer-prijzen.

FESTIVAL VAN HET JAAR

🏆 WINNAAR

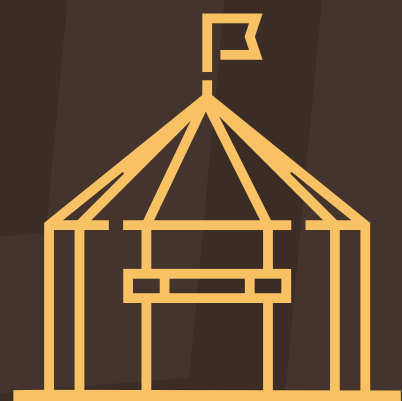
KLIK!



FACTS

In 1992 begonnen als een 1 daags festival is Jera On Air in haar huidige vorm een volwaardig weekend festival. Waar de bezoekers op donderdag de festivalweide betreden, vertrekken ze op zondag met een voldaan gevoel en een ervaring rijker.

JUNE · 26 · 27 · 28



5 FESTIVAL TENTEN



6 STAGES



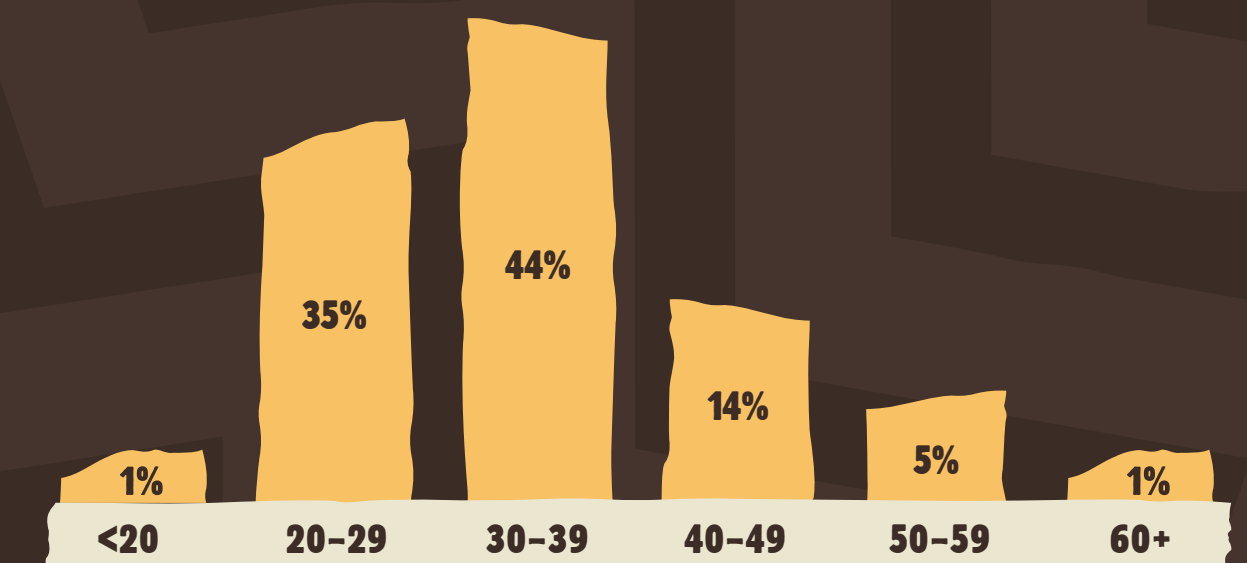
FACTS

Jera On Air draait volledig op vrijwilligers. Het grootste deel van deze vrijwilligers komt uit het dorp dat het festival een warm hart toedraagt.



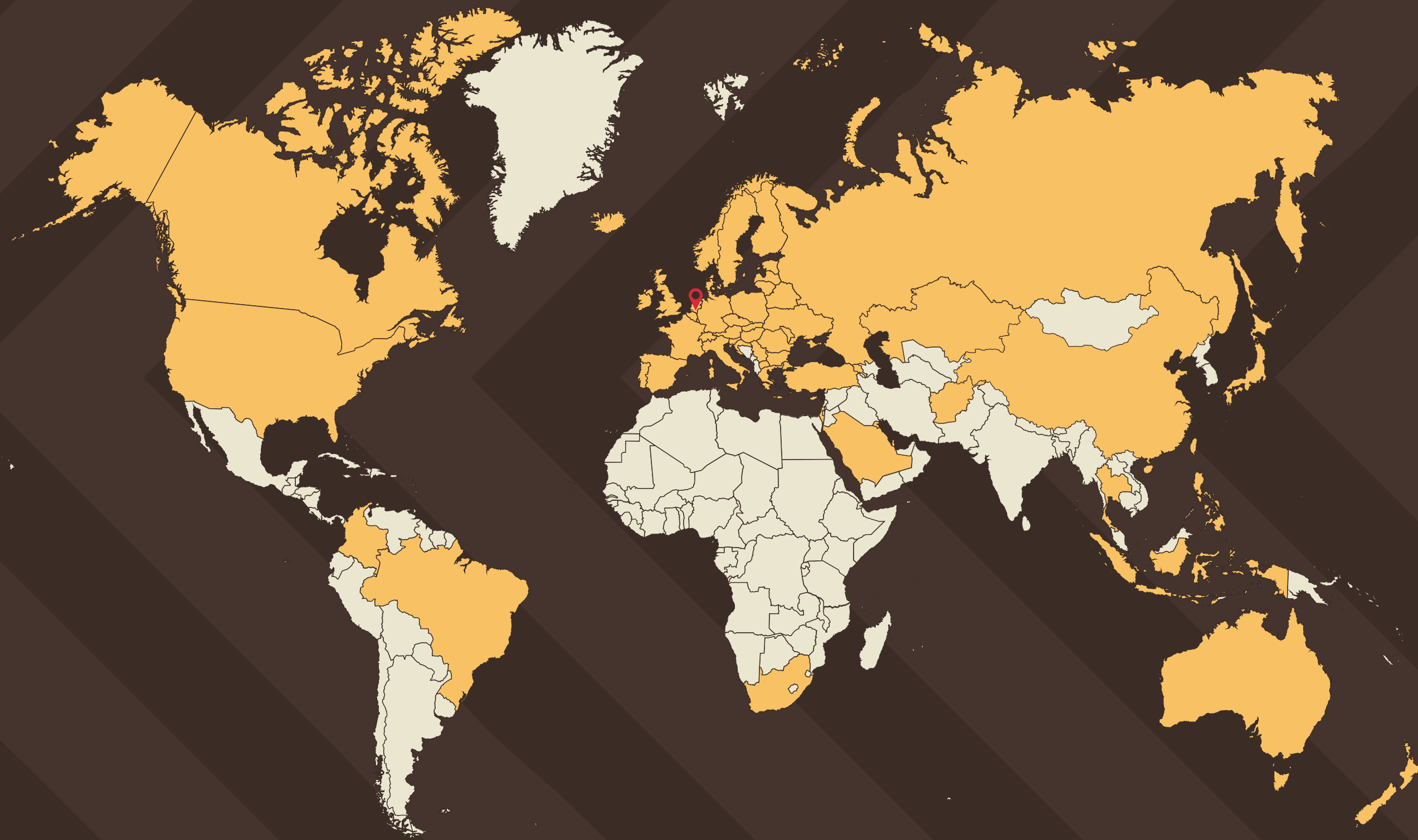
1200! VRIJWILLIGERS

BEZOEKERSLEEFTIJDEN



FACTS

Ticketverkoop over de wereld



Jera On Air



Landen waar tickets verkocht zijn



Overige landen



FOLLOWERS



341.000

WEBSITE BEZOEKERS



33.000

FACEBOOK FOLLOWERS

MET EEN TOTAAL BEREIK VAN:

3.000.000



FOLLOWERS



30.700

INSTAGRAM FOLLOWERS

MET EEN TOTAAL BEREIK VAN:

1.853.894



2.841

X FOLLOWERS



1.050

TIKTOK FOLLOWERS



JERA ON AIR APP

PLEASE NOTE: NO MENTION / LOGO'S OF YOUR OWN PARTNERS.

THE APP HELPS TO DEVELOP INTERACTIVE CAMPAIGNS WITH

- Quizzes of the festival history or bands; Sponsored by relevant brands.
- Quizzes of find it with partner products and prizes; Branded find it of quizzes directly about the brand.
- Brand integration; Partners get personalized content directly visible to users. This will recur several times during the five-month campaign.
- Market research; Business partners receive valuable analytics on festival attendee engagement.

YOUR BENEFITS

- Direct interaction with the target audience that has an affinity with the brand
- Innovative visibility without standard advertising messages
- Long-term attention for business partners
- Data insights on audience interactions
- Ongoing market research



FILE SPECIFICATIONS

- Document size: 1920 x 1080 px
- Image file: JPG

DEADLINE

The deadline to submit your files for the Jera On Air 2025 screen ends on: **May 30.**

Files that do not meet the specifications found above or fail to reach the deadline, will not be displayed on the screen on Jera On Air 2025. We are not responsible for your file resolution or fonts.

The Jera On Air organization determines the order, frequency of the commercials and the duration of the total advertising block. There will be no discussion regarding this subject.

Jera On Air and its organization is not responsible for interim adjustments or unforeseen circumstances that prevent an advertisement from being visible.



LED STAGE SCREEN

PLEASE NOTE: NO MENTION / LOGO'S OF YOUR OWN PARTNERS.

FILE SPECIFICATIONS

- Document size: 1920 x 1080 px
- Static image file: JPG (visible for 25 sec.)
- Video file: MP4 (max. 15 sec.)

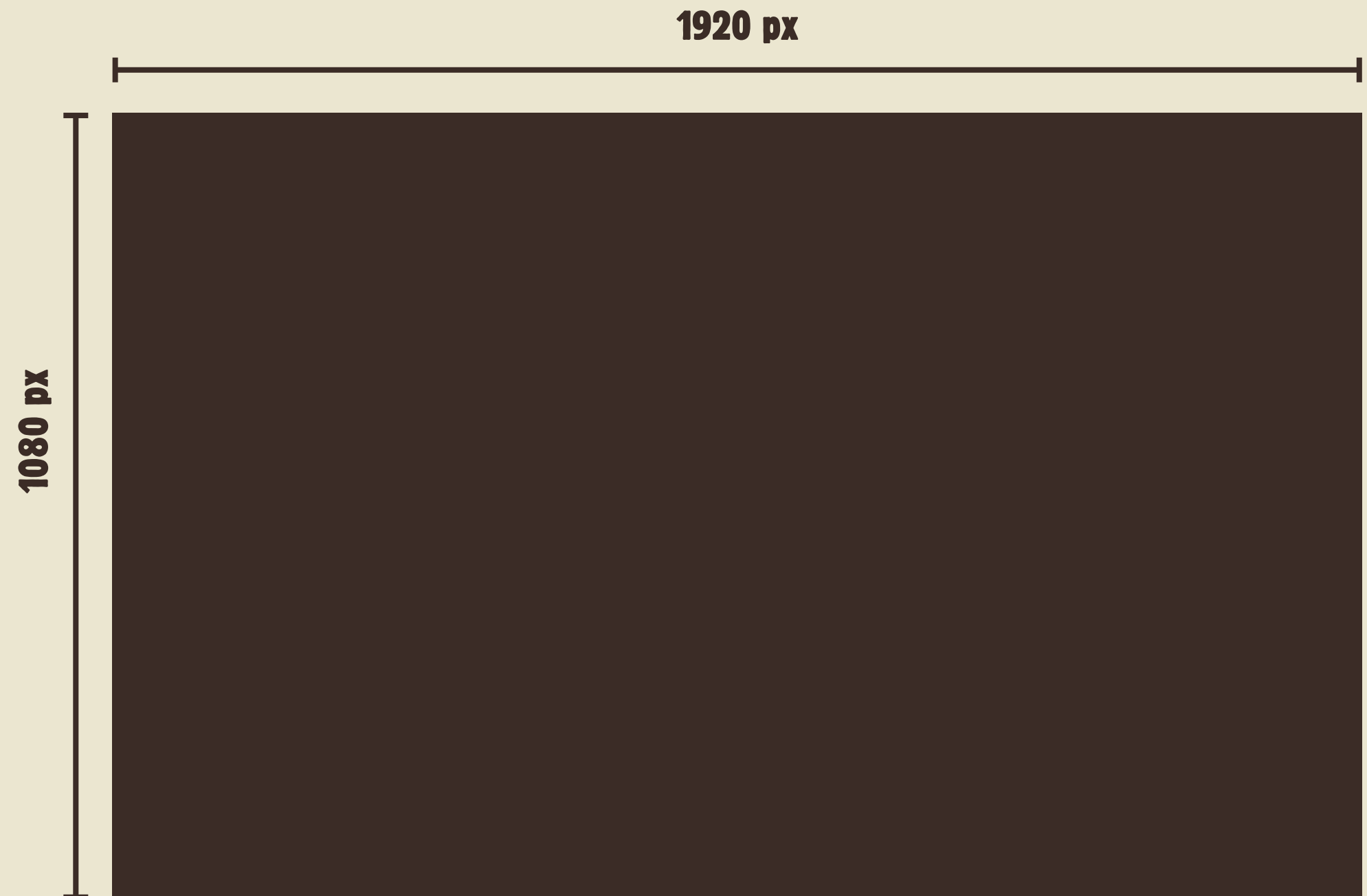
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300 EURO



LED BAR SCREEN

PLEASE NOTE: NO MENTION / LOGO'S OF YOUR OWN PARTNERS.

FILE SPECIFICATIONS

- Document size: 1080 x 614 px
- Static image file: JPG (visible for 15 sec.)
- Video file: MP4 (max. 15 sec.)

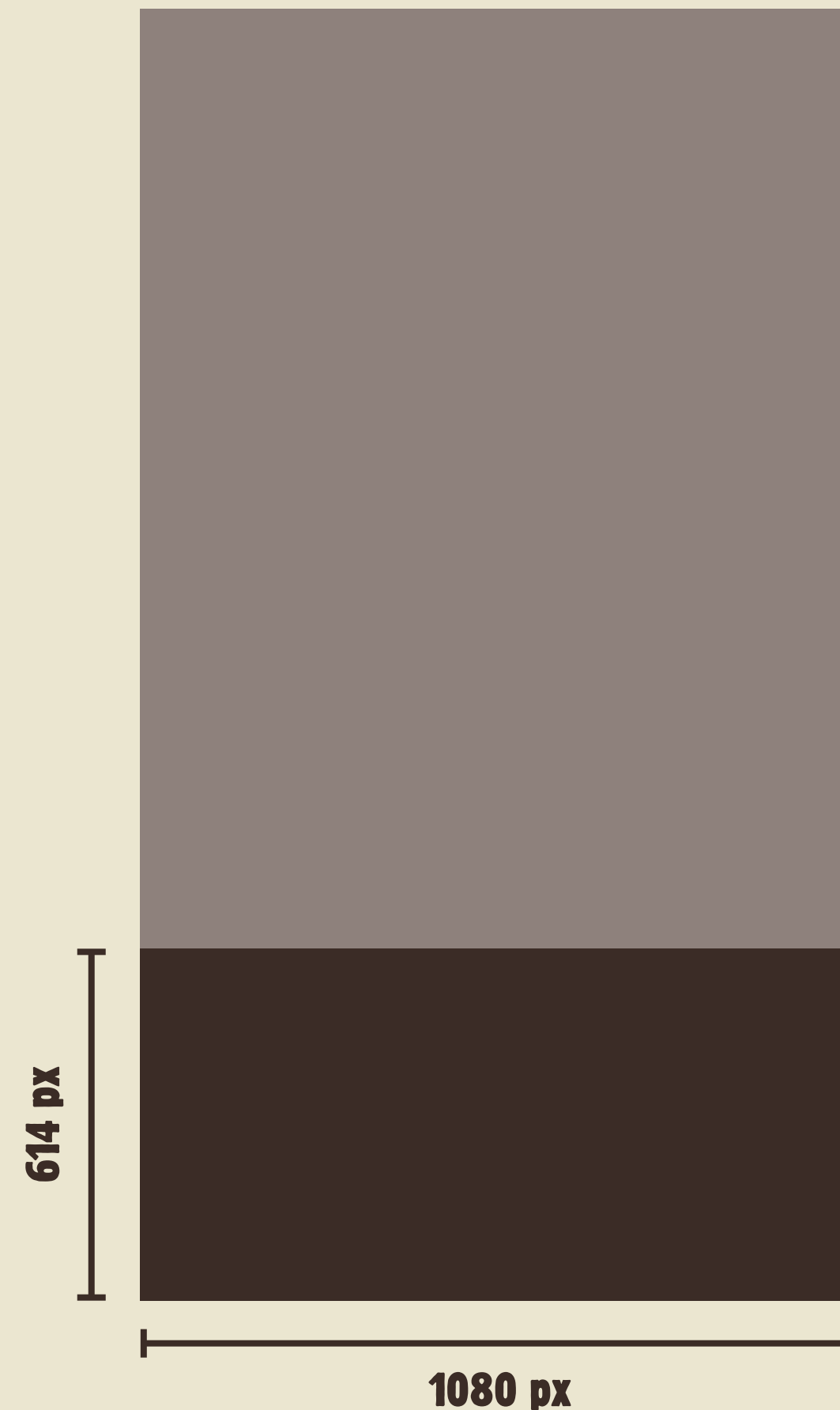
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300 EURO



HUP
JOKE
HUP!!

JERR-ON-AIRE

ROY VERSTAPPEN
METAAL

VAKGARAGE
MIDDENPEEL

MONTAIR
ENVIRONMENTAL
SOLUTIONS

expert.nl

coop

Peter Caessens

MOOYST

exper.nl

MONTAIR

AB&V

FENCE BANNER

PLEASE NOTE: NO MENTION / LOGO'S OF YOUR OWN PARTNERS.

FILE SPECIFICATIONS

- Document size: 1:1 = 3380 x 1740 mm
1:10 = 338 x 174 mm
- Image file: PDF
- Make sure you create outlines of your text when you deliver PDF files
- Your banner will contain metal rings (every 30 cm) on all edges

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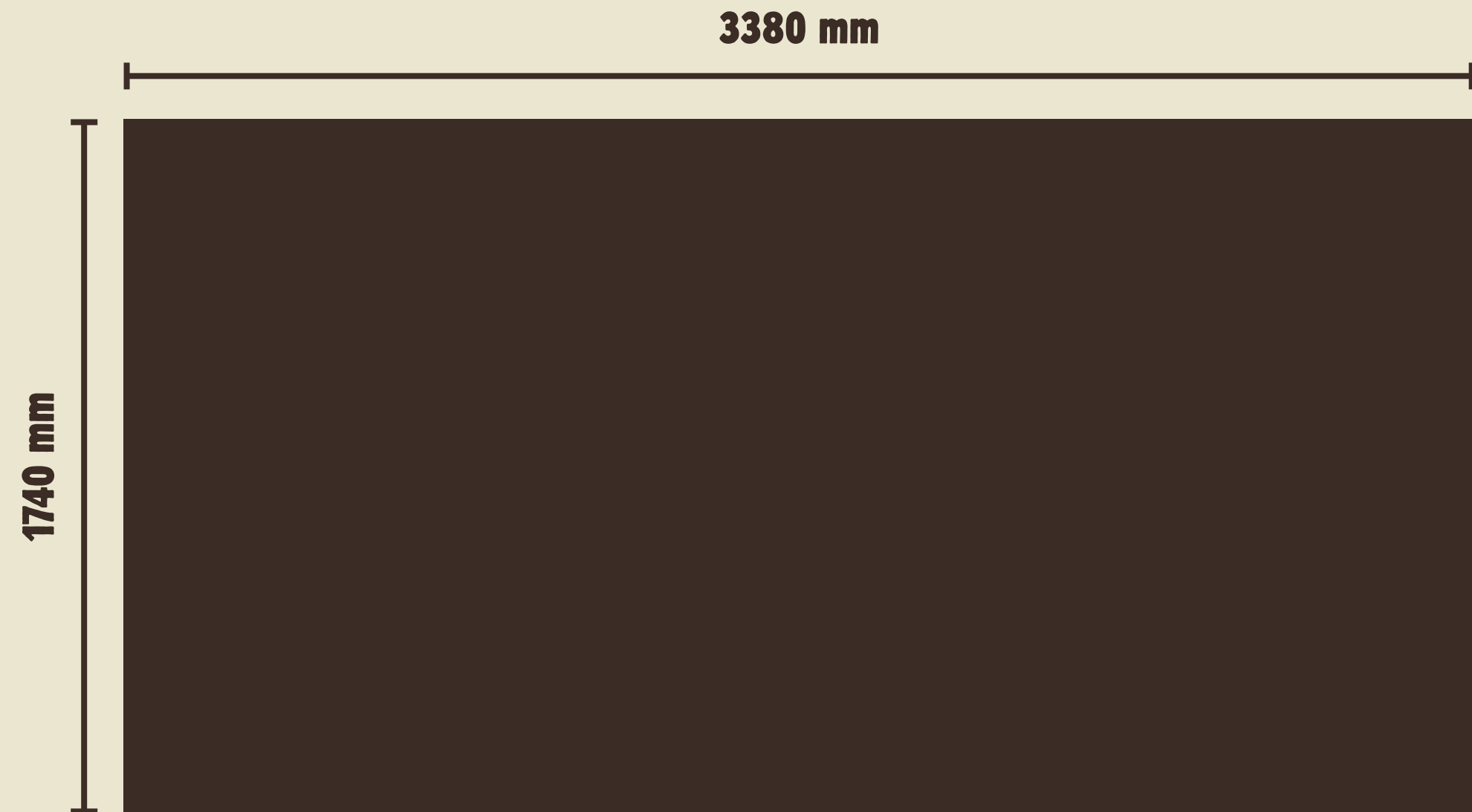
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The Jera On Air organization determines the placement of the banners on our festival. There will be no discussion regarding this subject.

Jera On Air and its organization is not responsible for interim adjustments or unforeseen circumstances that prevent an advertisement from being visible.

AFTER THE FESTIVAL

You are able to pick up your banner(s) after the festival to use elsewhere. This will be able on **July 1**. Please do so in consultation with your Jera On Air contact.



300 EURO

excl. printer costs



CONTACT

For information about sponsorship or customized sponsorship opportunities, please contact:

SPONSORING

sponsoring@jeraonair.nl

GENERAL

info@jeraonair.nl

CONTACTS

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