

ADVERTISER:	Slovakia Travel
CAMPAIGN:	WINTER.PL.2024
TIMING:	19. 01. 2024 - 31. 03. 2024
Target Group:	18-64 travel interests

Winter 1-3/2024													
Publisher	Site	Placement	Formats	Production/ Technical	Target Group	Buying model	Timing	Number of impressions	Estimated Reach	Estimated Clicks	PRICE €	VAT €	PRICE + VAT €
Video													
Gazeta.pl	ROS Gazeta.pl	Preroll Video	preroll 15 sec	All creative components, including broadcast or serving codes must work after https	All 18 – 64 and travel interest	CPM	19.01. - 31.03.	1 920 000	640 000	n/a	14 000,00 €	2 800,00 €	16 800,00 €
Wirtualna Polska	WMP sites	Video Online	15 sec	1920x1080 / 16:9, 1024x576 / 16:9, 1280x720 / 16:9	All 18 – 64 and travel interest	vCPM	19.01. - 31.03.	3 461 538	1 153 846	n/a	11 859,00 €	2 371,80 €	14 230,80 €
Agora	ROS Wyborcza.pl	Preroll Video	preroll up to 30 sec	Format: mp4 (h.264/aac) Minimum resolution: 640x360 px for 16:9 or 640x480 px for 4:3 (higher resolutions while maintaining the the indicated aspect ratios) Maximum weight: 5.5 MB	All 18 – 64 and travel interest	vCPM	19.01. - 31.03.	200 000	70 000	n/a	916,63 €	183,33 €	1 099,96 €
Príloha 1B cenová špecifikácia													
WP	sportowefakty.pl + turystyka.wp.pl	Display	Desktop:Megadbb 970x300 Mobile:rectangle 300x250	Megadbb size 970x300 Jpeg/png/gif 70 kB HTML5 150 kB rectangle mobile 300x250 Jpeg/png/gif 40 kB	All 18 – 64 and travel interest	vCPM	19.01. - 31.03.	1 458 333	486 111	n/a	6 016,00 €	1 203,20 €	7 219,20 €
Agora	RON Wyborcza	Display	940x300, 750x300, 300x600, 300x250	940x300, 750x300, 300x600, 300x250	All 18 – 64 and travel interest	CPM	19.01. - 31.03.	3 000 000	1 000 000	n/a	13 291,17 €	2 658,23 €	15 949,40 €
Onet	RON Onet	Display	Audience Impact Multiscreen 1260x300 px desktop, 600x500 px mobil	Desktop 1260x300 px JPG/PNG 110kB, HTML5 200kB, mobile 600x500 px JPG/PNG 100 kB HTML5 150 kB	Travel, Skiing, Family and relationships, Families with children, ctive time with children	CPM	19.01. - 31.03.	1 513 623	504 541	n/a	7 745,00 €	1 549,00 €	9 294,00 €
Native articles													
Agora	Weekend.Gazeta.pl, Gazeta.pl	PR material	Contentboard oraz Halfpage/Rectangle (desktop) >> 750x300 Rectangle mobi (mobile) >> 300x250	HALFPAGE Format: gif / jpg / png / html5	The duration of the promotion is up to 14 days. After promotional period the article can stay in the service archive for 13 months	FF	19.01. - 31.03.	n/a	20 000	n/a	4 200,00 €	840,00 €	5 040,00 €
WP	turystyka.wp.pl, pogoda.wp.pl	PR material	PR articles online			FF	19.01. - 31.03.	n/a	20 000	n/a	5 511,20 €	1 102,24 €	6 613,44 €
TRAFFIC													
Wirtualna Polska	wp.pl	Display	750x100 40 kB/150 kB (HTML5) 750x200 50 kB/150 kB (HTML5)	750x100 40 kB/150 kB (HTML5) 750x200 50 kB/150 kB (HTML5)	Travel Locations , Travel Preparation and Advice, Hotel Properties	CPC	19.01. - 31.03.	n/a	n/a	10 000	2 771,00 €	554,20 €	3 325,20 €
Gazeta.pl	RON gazeta.pl	Display	Graphics size: 1200x628px [no copy, not including CTAs/logos, aspect ratio:1.9:1]. File format: jpeg	Graphics size: 1200x628px [no copy, not including CTAs/logos, aspect ratio:1.9:1]. File format: jpeg	All 18 – 64 and travel interest	CPC	19.01. - 31.03.	n/a	n/a	20 000	5 000,00 €	1 000,00 €	6 000,00 €
Onet	onet.pl	Display	300x250, 300x600, 750x200, 750x300	Graphics sizes: 300x250, 300x600, 750x200, 750x300	All18-64, Travel, Holidays, shopping intentions: travel, users active in competitor campaigns, special offers, travel bargains, smart shoppers.	CPC	19.01. - 31.03.	n/a	n/a	20 000	3 690,00 €	738,00 €	4 428,00 €
<b>TOTAL</b>								<b>11 553 494</b>	<b>-</b>	<b>50 000</b>	<b>75 000,00 €</b>	<b>15 000,00 €</b>	<b>90 000,00 €</b>