

Client: SLOVAKIA TRAVEL
 Campaign: ZIMNÁ KAMPAŇ

ONLINE in POLAND														
Publisher	Site	Placement	Targeting	Ad format	XI	XII	Buy type	Impressions	Viewability	Views	Frequency	Reach	Unit net	Total NET +VAT
								Estimations	Estimations	Estimations	Estimations	Estimations	Euro	Euro
VIDEO														
WP	WP.pl	Video Online	All 18-64 with an interest in travel	RON Instream Video Ad 20"	11.11	8.12	CPM	6 400 000	74%	-	2,00	3 200 000	25 613 EUR	30 736 EUR
HPH	Youtube	Video Online	Desk/Mob; Demography: All18-54; Google Audience: Travel; Google Categories: Travel	YouTube Trueview 20"	11.11	8.12	CPV	1 600 000	90%	800 000	2,00	800 000	9 148 EUR	10 977 EUR
HPH	Youtube	Video Online	Desk/Mob; Demography: All18-54; Google Audience: Travel; Google Categories: Travel	Video Reach Campaign: Skippable+Bumper+In-feed+Shorts 20"	11.11	8.12	CPM	1 000 000	90%	-	2,00	500 000	4 288 EUR	5 145 EUR
DISPLAY														
HPH	Meaningful Digital Marketplace	Display Online	Desk/Mob; Demography: All18-54; Google Audience: Travel; Google Custom Audience: users visiting sites on travel and leisure; Google Categories: Travel; White List: sites on travel and leisure	160x600, 300x250, 300x600, 320x50, 320x100, 336x280, 728x90, 750x100, 750x200, 750x300, 970x250, 320x480, 480x320 + native	11.11	8.12	CPM	15 580 000	80%	-	3,00	5 193 333	16 701 EUR	20 042 EUR
TOTAL								24 580 000	-	-	-	-	55 750,00 €	66 900,00 €

TOTAL NET: 55 750,00 €
TOTAL +VAT: 66 900,00 €