

CAMPAIGN ZIMA
VERSION 1

PUBLISHER	BUYING MODEL	FORMAT	PLACEMENT	GOAL	TARGETING	SHARE OF MOBILE	TIMING (DAYS)
LOCAL							
Ruutu	PROGRAMATIC	preroll+midroll	30 sec & 15 sec	floating; desktop+ mobil	awareness, reach	All 18-59 interested in travelling	15% 14
MTV Katsomo (previously C-More)	PROGRAMATIC	preroll+midroll	30 sec & 15 sec	floating; desktop+ mobil	awareness, reach	All 18-59 interested in travelling	18% 14
Leads	PROGRAMATIC	Instream	540x540	instream	awareness, reach	All 18-59 interested in travelling	100% 14
Alma	PROGRAMMATIC	preroll+midroll	15 sec	instream	awareness, reach	All 18-59 interested in travelling	80% 14
Showheroes	PROGRAMATIC	Display	980x400, 300x300	desktop + mobile	awareness, reach	All 18-59 interested in travelling	90% 14
GLOBAL							
Facebook + Instagram	PROGRAMATIC	Video ad	15 sec	story, reels	Awareness, reach	geo-demo, interests	95% 14
TikTok	PROGRAMATIC	Sparkad	15 sec	feed	Awareness, reach	GEO-demo	99% 14
TOTAL							

NOVEMBER			DECEMBER		
46.	47.	48.	50.	51.	
11.11	18.11	25.11	2.12	9.12	
17.11	24.11	1.12	8.12	15.12	
		511 500	511 500		
		668 996	668 996		
		418 060	418 060		
		766 871	766 871		
		627 565	627 565		
		824 000	824 000		

GUARANTEES	
IMPRESSIONS	VIEWS
1 023 000	X
1 023 000	X
1 337 792	X
836 120	X
1 533 742	X
1 255 130	X
1 648 000	X
8 656 784	

BUYING MODEL
CPCV
CPCV
CPM
CPM
CPM
CPM
CPM

IMPRESSIONS	REACH UU	FREQUENCY	PRICE		TOTAL
			CLIENT COST	VAT COST	CLIENT+VAT
1 023 000	341 000	3	23 000	4 600	27 600
1 023 000	341 000	3	13 000	2 600	15 600
1 337 792	445 931	3	13 000	2 600	15 600
836 120	418 060	2	18 000	3 600	21 600
1 533 742	766 871	2	18 000	3 600	21 600
1 255 130	313 783	4	9 000	1 800	10 800
1 648 000	329 600	5	3 800	760	4 560
			97 800	19 560	117 360

Total without VAT: 97 800€
Total with VAT: 117 360 €