CAMPAIGN ZIMA
VERSION 1

PUBLISHER	BUYING MODEL	FORMAT	PLACEMENT	GOAL	TARGETING	SHARE OF MOBILE	TIMING (DAYS)	NOVEMBER 46. 11.11 17.11	NOVEMBER 47. 18.11 24.11	NOVEMBER 48. 25.11 1.12	DECEMBER 49. 2.12 8.12	DECEMBER 50. 9.12 15.12	GUARANTEES IMPRESSIONS	GUARANTEES VIEWS	BUYING MODEL	CLICKS	IMPRESSIONS	REACH UU	FREQUENCY	VIEWS	VTR	PRICE [illegible]	PRICE [illegible]	TOTAL [illegible]
LOCAL																								
Bus	DIRECT BUY	preroll+midroll	30 sec	Pre- and Mid- Roll CTV	Reach , VTR	18-59, High and Medium Travel Interest, Heavy travel app usage, Seen 3+ times abroad in 18 months	50%	14			[illegible]	[illegible]		377 780	X	CPM		377 780	125 927	3	264 446	70%	20 928	4 188	25 110
Bus	DIRECT BUY	Display	Rich Media Display, Mob and Desktop	Contextually Relevant	Reach, Engagement	18-59, High and Medium Travel Interest, Heavy travel app usage, Seen 3+ times abroad in 18 months	70%	14			[illegible]	[illegible]		1 127 345	X	CPM	3 000	1 127 345	375 782	3	n/a	n/a	23 460	4 692	28 152
TUBAL																								
Meta	Biddable	6,15"	In Feed Video	In-Feed and Stories (Facebook & Insta)	Reach, VTR	Travel interest, Similar tourism board followers, regular travellers	95%	14			6 498 812	6 498 812		12 997 623	X	CPM	2 600	12 997 623	5 651 140	2,3	259 952	2%	31 315	6 263	37 578
YouTube	Biddable	15, 30"	Mix of Skippable and non-skippable	15 & 30" skip and non skip on contextually relevant content	Reach, VTR	Travel interest, Specific Slovakia content research, Similar and surround country researchers, Travel affinity segments	65%	14			1 447 986	1 447 986		2 895 932	X	CPM		2 895 932	965 311	3	1 013 576	35%	12 310	2 462	14 772
TOTAL													17 [illegible]	0								1 537 874		

Total without VAT: 88 010
Total with VAT: 105 612