

CAMPION VERSION ZINA 1

PUBLISHER	BUYING MODEL	FORMAT	PLACEMENT	GOAL	TARGETING	SHARE OF MOBILE (DATA)	GUARANTEES		BUYING MODEL	CLICKS	IMPRESSIONS	REACH/UV	VTR	CPA/COST	PRICE	MT COST	BETA
							IMPRESSIONS	VIEWE									
LOCAL																	
Media/Field Ad Placement	PROGRAMATIC	YouTube	ROG	awareness, reach	AT: 18-59; interested in travel	based on performance	1,000,000	500,000	CPV	400	1,000,000	600,000	3.5	50,000	3.50	1,000	21,500
Media/Field Ad Placement	PROGRAMATIC	Display	ROG	awareness, reach	AT: 18-59; interested in travel	based on performance	357,143	357,143	CPH	n/a	1,000,000	600,000	3.5	n/a	3.50	1,000	21,500
Media/Field Ad Placement	PROGRAMATIC	Video	ROG	awareness, reach	AT: 18-59; interested in travel	based on performance	478,200	478,200	CPH	1,000	478,200	n/a	3.5	n/a	1,000	1,700	17,700
ScreenDemand	DIRECT BUY	Display	ROG	awareness, reach	AT: 18-59; interested in travel	based on performance	500,000	500,000	CPH	14,000	500,000	n/a	3.5	n/a	1,000	1,700	17,700
ScreenDemand	DIRECT BUY	Display	ROG	awareness, reach	AT: 18-59; interested in travel	based on performance	607,836	607,836	CPH	14,000	607,836	n/a	3.5	n/a	1,000	1,400	14,000
SOCIAL																	
Media	SOCIAL MEDIA	Video	news feed	awareness, reach, clicks	AT: 18-59; interested in travel	based on performance	2,500,000	2,500,000	CPH	3,500	2,500,000	650,000	3.5	n/a	3.50	3,500	3,500
Media	SOCIAL MEDIA	Video	news feed	awareness, reach	AT: 18-59; interested in travel	based on performance	710,000	710,000	CPV	1,428	710,000	184,000	3.5	50,000	0%	1,428	11,111
Media	SOCIAL MEDIA	Video	news feed	awareness, reach	AT: 18-59; interested in travel	based on performance	5,000,000	5,000,000	CPH	20	5,000,000	850,000	3.5	n/a	3.50	1,428	11,111

Total Viewability € 85,000
Total View Rate 114,000