CAMPAIGN ZIMA
VERSION 1

PUBLISHER	BUYING MODEL	FORMAT		PLACEMENT	GOAL	TARGETING	SHARE OF PROFILE	TIMING (DAYS)	NOVEMBER 46 (11.11–17.11)	47 (18.11–24.11)	48 (25.11–1.12)	DECEMBER 50 (2.12–8.12)	51 (9.12–15.12)	GUARANTEES IMPRESSIONS	GUARANTEES VIEWS	BUYING MODEL	CLICKS	IMPRESSIONS	REACH (AF)	FREQUENCY	VIEWS	VTR	PRICE CLICK BASE	PRICE BY GOAL	TOTAL € CONTRACT
LOCAL																									
Schibsted	DIRECT BUY	Impact	Multipage, Takeover	Impact desktop+mobile	awareness, reach	AU 18-60	22%	14			451 171	451 171		902 342	-	CPM	8 345	902 342	327 447	3	n/a	n/a	[illegible]	[illegible]	[illegible]
Schibsted	DIRECT BUY	Standard Ads	980x240, 980x120, 250x600, 300x600, 140x320, 320x320	Scaling desktop+mobile	awareness, reach	Travel interest (data targeting)	75%	14			1 351 078	1 351 078		2 702 156	-	CPM	6 487	2 702 156	676 539	4	n/a	n/a	[illegible]	[illegible]	[illegible]
Schibsted	DIRECT BUY	Video	15 s	Web TV	awareness, reach	A18-65	75%	14			436 122	436 122		872 243	287 794	CPM	3 381	872 243	289 748	3	n/a	n/a	11 700	2 250	13 500
GLOBAL																									
YouTube	Programmatic	Video	15 s & 30 s	Preroll, non-stop and skippable	awareness, reach	Travel interest (data targeting)	30%	14			1 445 280	1 445 280		2 890 560	1 234 181	CPM	1 234	2 890 560	1 445 280	2	1 234 181	41%	41 300	4 700	46 000
TOTAL														7 340 521	1 831 985		17 368	7 340 521							

Total without VAT:€ 91 000
Total with VAT:€ 109 200