

CAMPAIGN ZIMA  
VERSION 1

PUBLISHER	BUYING MODEL	FORMAT	PLACEMENT	GOAL	TARGETING	SHARE OF MOBILE	TIMING (DAYS)
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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	

GUARANTEES	
IMPRESSIONS	VIEWS

BUYING MODEL
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CLICKS	IMPRESSIONS	REACH UU	FREQUENCY	PRICE		TOTAL
				CLIENT COST	VAT COST	CLIENT+VAT

AWARENESS								
Programmatic (Via The Trade Desk)	PROGRAMATIC	Ad Bundle	Run of Network - DV360	multiscreen	awareness, reach	3/Woche DE 18-59J   DSP: DV360   Inventory: Open & Private Market Places (Google Brand Safety Settings + Blocklist)   Device: Desktop, Mobile & Tablet/WebApp   Targeting: Travel, winter sports, mountain hiking equipment, biking, paragliding, glamping, sport & fitness holidays, adventure holidays, hiking, holidays in the mountains and nature etc.	-	14
Programmatic (Via The Trade Desk)	PROGRAMATIC	Pre-Roll	Run of Channel   15 sec or 30 sec.	multiscreen	awareness, reach	3/Woche DE 18-59J   Reisen, Sport   Spot 15" od. 30"   Mediatheken CTV   Device: Mobile und Desktop	-	14
Programmatic (Via The Trade Desk)	PROGRAMATIC	Pre-Roll	Run of Channel   15 sec or 30 sec.	multiscreen	awareness, reach	3/Woche DE 18-59J   Reisen, Sport   Spot 15" od. 30"	-	14
YouTube		Trueview skippable & Bumper	30 sec. & 6 sec.	multiscreen	awareness, reach	3/Woche DE 18-64J   Outdoor Enthusiasts, Travel, Travel Buffs, Sport & Fitness, Trips to Europe, Air Travel, Camping & Hiking Equipment, Health & Fitness Burfs	-	14


4 000 000	-
1 300 000	-
1 000 000	-
7 142 857	-

CPM
CPM
CPM
CPM

-	4 000 000	-	3	12 536	2 507	15 043
-	1 300 000	-	3	27 451	5 490	32 941
-	1 000 000	-	3	21 116	4 223	25 339
-	7 142 857	-	3	22 227	4 445	26 673

TRAFFIC								
Programmatic (Via The Trade Desk)		Native Ads	Rotation	multiscreen	website clicks	A 18-64 + Interests: Travel, mountain hiking equipment, biking, paragliding, glamping, sport & fitness holidays, adventure holidays, hiking, holidays in the mountains and nature etc.	-	14


-	30 000
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CPC
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30 000	-	-	3	16 670	3 334	20 004
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TOTAL							
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13 442 857	30 000
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Total without VAT: 100 000,00 €  
Total with VAT: 120 000,00 €