

Príloha č. 1 Mediálny plán

Klient: Slovakia Travel
 Kampaň: Slovakia Travel zima 2024
 Timing: 21.12. - 29.12.2024
 Trvanie: 2 kinotyždne
 Dátum: 19.12.2024
 Verzia: A



| | Počet | Formát | Počet | | Cena € | Brutto € | Pozícia | Index | Gross | | Zľava | | Net € | Ag. Provízia | | Net Net € |
|-------------------------------------|-------|-----------------|-----------------------|----------|--------|----------|---------|-------|--------------|--------|--------------|--------|----------------|--------------|-----------|-----------|
| | | | plátna | stopáž | | | | | deň / týždeň | spotov | deň / týždeň | € | | % | € | |
| ON SCREEN | | | | | | | | | | | | | | | | 44 167,55 |
| CINEMAX - Trnava MAX | 3 | Cinema spot 20" | 0 | 0 | 550 | 0 | LAST | 1,04 | 0 | 4% | 0 | 0 | 0 | 0 | 0 | 0,00 |
| CINEMAX - Trnava ARENA | 5 | Cinema spot 20" | 2 | 210 | 1 760 | 3 520 | LAST | 1,04 | 3 661 | 4% | 128 | 3 533 | 0 | 0 | 3 532,67 | |
| CINEMAX - Trenčín | 4 | Cinema spot 20" | 2 | 168 | 1 980 | 3 960 | LAST | 1,04 | 4 118 | 4% | 165 | 3 954 | 0 | 0 | 3 953,66 | |
| CINEMAX - Nitra | 4 | Cinema spot 20" | 2 | 168 | 1 100 | 2 200 | LAST | 1,04 | 2 288 | 4% | 92 | 2 196 | 0 | 0 | 2 196,48 | |
| CINEMAX - Poprad | 3 | Cinema spot 20" | 2 | 126 | 1 100 | 2 200 | LAST | 1,04 | 2 288 | 4% | 92 | 2 196 | 0 | 0 | 2 196,48 | |
| CINEMAX - Dunajská Streda | 3 | Cinema spot 20" | 0 | 0 | 550 | 0 | LAST | 1,04 | 0 | 4% | 0 | 0 | 0 | 0 | 0,00 | |
| CINEMAX - Skalica | 3 | Cinema spot 20" | 2 | 126 | 770 | 1 540 | LAST | 1,04 | 1 602 | 4% | 64 | 1 538 | 0 | 0 | 1 537,54 | |
| CINEMAX - Martin | 4 | Cinema spot 20" | 2 | 168 | 880 | 1 760 | LAST | 1,04 | 1 830 | 4% | 73 | 1 757 | 0 | 0 | 1 757,18 | |
| CINEMAX - Žilina | 6 | Cinema spot 20" | 2 | 252 | 2 200 | 4 400 | LAST | 1,04 | 4 576 | 4% | 183 | 4 393 | 0 | 0 | 4 392,96 | |
| CINEMAX - Prešov MAX | 5 | Cinema spot 20" | 0 | 0 | 550 | 0 | LAST | 1,04 | 0 | 4% | 0 | 0 | 0 | 0 | 0,00 | |
| CINEMAX - Prešov NOVUM | 8 | Cinema spot 20" | 2 | 336 | 1 430 | 2 860 | LAST | 1,04 | 2 974 | 4% | 119 | 2 855 | 0 | 0 | 2 855,42 | |
| CINEMAX - Košice | 7 | Cinema spot 20" | 2 | 294 | 2 530 | 5 060 | LAST | 1,04 | 5 262 | 4% | 210 | 5 052 | 0 | 0 | 5 051,90 | |
| CINEMAX - Banská Bystrica | 6 | Cinema spot 20" | 2 | 252 | 1 650 | 3 300 | LAST | 1,04 | 3 432 | 4% | 137 | 3 295 | 0 | 0 | 3 294,72 | |
| CINEMAX - Bratislava | 12 | Cinema spot 20" | 2 | 504 | 2 750 | 5 500 | LAST | 1,04 | 5 720 | 4% | 229 | 5 491 | 0 | 0 | 5 491,20 | |
| CINEMAX - Veranda Bukurešť Rumunsko | 12 | Cinema spot 20" | 2 | 504 | 3 300 | 6 600 | LAST | 1,04 | 6 864 | 4% | 275 | 6 589 | 0 | 0 | 6 589,44 | |
| CINEMAX - Olympia Olomouc CZ | 5 | Cinema spot 20" | 2 | 210 | 660 | 1 320 | LAST | 1,04 | 1 373 | 4% | 55 | 1 318 | 0 | 0 | 1 317,89 | |
| ON SCREEN | | | | | | | | | | | | | | | | 34 165,78 |
| CINEMAX - Trnava MAX | 3 | Cinema spot 20" | 0 | 0 | 550 | 0 | NORMAL | 0,80 | 0 | 4% | 0 | 0 | 0 | 0 | 0,00 | |
| CINEMAX - Trnava ARENA | 5 | Cinema spot 20" | 2 | 210 | 1 760 | 3 520 | NORMAL | 0,80 | 2 830 | 4% | 99 | 2 731 | 0 | 0 | 2 731,03 | |
| CINEMAX - Trenčín | 4 | Cinema spot 20" | 2 | 168 | 1 980 | 3 960 | NORMAL | 0,80 | 3 184 | 4% | 111 | 3 072 | 0 | 0 | 3 072,41 | |
| CINEMAX - Nitra | 4 | Cinema spot 20" | 2 | 168 | 1 100 | 2 200 | NORMAL | 0,80 | 1 764 | 4% | 62 | 1 703 | 0 | 0 | 1 702,65 | |
| CINEMAX - Poprad | 3 | Cinema spot 20" | 2 | 126 | 1 100 | 2 200 | NORMAL | 0,80 | 1 756 | 4% | 61 | 1 694 | 0 | 0 | 1 694,37 | |
| CINEMAX - Dunajská Streda | 3 | Cinema spot 20" | 0 | 0 | 550 | 0 | NORMAL | 0,80 | 0 | 4% | 0 | 0 | 0 | 0 | 0,00 | |
| CINEMAX - Skalica | 3 | Cinema spot 20" | 2 | 126 | 770 | 1 540 | NORMAL | 0,80 | 1 231 | 4% | 43 | 1 188 | 0 | 0 | 1 187,74 | |
| CINEMAX - Martin | 4 | Cinema spot 20" | 2 | 168 | 880 | 1 760 | NORMAL | 0,80 | 1 408 | 4% | 49 | 1 359 | 0 | 0 | 1 358,72 | |
| CINEMAX - Žilina | 6 | Cinema spot 20" | 2 | 252 | 2 200 | 4 400 | NORMAL | 0,80 | 3 520 | 4% | 123 | 3 397 | 0 | 0 | 3 396,80 | |
| CINEMAX - Prešov MAX | 5 | Cinema spot 20" | 0 | 0 | 550 | 0 | NORMAL | 0,80 | 0 | 4% | 0 | 0 | 0 | 0 | 0,00 | |
| CINEMAX - Prešov NOVUM | 8 | Cinema spot 20" | 2 | 336 | 1 430 | 2 860 | NORMAL | 0,80 | 2 288 | 4% | 80 | 2 208 | 0 | 0 | 2 207,92 | |
| CINEMAX - Košice | 7 | Cinema spot 20" | 2 | 294 | 2 530 | 5 060 | NORMAL | 0,80 | 4 048 | 4% | 142 | 3 906 | 0 | 0 | 3 906,32 | |
| CINEMAX - Banská Bystrica | 6 | Cinema spot 20" | 2 | 252 | 1 650 | 3 300 | NORMAL | 0,80 | 2 640 | 4% | 92 | 2 548 | 0 | 0 | 2 547,60 | |
| CINEMAX - Bratislava | 12 | Cinema spot 20" | 2 | 504 | 2 750 | 5 500 | NORMAL | 0,80 | 4 400 | 4% | 154 | 4 246 | 0 | 0 | 4 246,00 | |
| CINEMAX - Veranda Bukurešť Rumunsko | 12 | Cinema spot 20" | 2 | 504 | 3 300 | 6 600 | NORMAL | 0,80 | 5 280 | 4% | 185 | 5 095 | 0 | 0 | 5 095,20 | |
| CINEMAX - Olympia Olomouc CZ | 5 | Cinema spot 20" | 2 | 210 | 660 | 1 320 | NORMAL | 0,80 | 1 056 | 4% | 37 | 1 019 | 0 | 0 | 1 019,04 | |
| OFF SCREEN | | Popis | Trvanie | Počet | Cena € | Brutto € | | | Gross € | % | Zľava € | Net € | Ag. Provízia % | € | Net Net € | |
| INTERACTIVE | | | deň / týždeň / mesiac | ks / kln | | | | | | | | | | | 0,00 | |
| Sampling | | | | | | 0 | | | 0 | | 0 | 0 | 0 | 0 | 0,00 | |
| Promo akcia | | | | | | 0 | | | 0 | | 0 | 0 | 0 | 0 | 0,00 | |
| VISIBILITY & BRANDING | | | | | | 0 | | | 0 | | 0 | 0 | 0 | 0 | 0,00 | |
| Nálepky | | | | | | 0 | | | 0 | | 0 | 0 | 0 | 0 | 0,00 | |
| Digital signage | | | | | | 0 | | | 0 | | 0 | 0 | 0 | 0 | 0,00 | |
| 3D objekty | | | | | | 0 | | | 0 | | 0 | 0 | 0 | 0 | 0,00 | |
| Branding | | | | | | 0 | | | 0 | | 0 | 0 | 0 | 0 | 0,00 | |
| Wobblers | | | | | | 0 | | | 0 | | 0 | 0 | 0 | 0 | 0,00 | |
| Vystavenie auta | | | | | | 0 | | | 0 | | 0 | 0 | 0 | 0 | 0,00 | |
| Babská jazda | | | | | | 0 | | | 0 | | 0 | 0 | 0 | 0 | 0,00 | |
| Rodinná nedela | | | | | | 0 | | | 0 | | 0 | 0 | 0 | 0 | 0,00 | |
| Friends Movie Night | | | | | | 0 | | | 0 | | 0 | 0 | 0 | 0 | 0,00 | |
| Súkromná filmová projekcia | | | | | | 0 | | | 0 | | 0 | 0 | 0 | 0 | 0,00 | |
| Iné ATYP formáty | | | | | | 0 | | | 0 | | 0 | 0 | 0 | 0 | 0,00 | |
| FREE vstupenky do CINEMAX | | | | | | 0 | | | 0 | | 0 | 0 | 0 | 0 | 0,00 | |
| Produkcia | | | | | | 0 | | | 0 | | 0 | 0 | 0 | 0 | 0,00 | |
| Produkcia | | DCP + IMAX | 0 | 0 | 0,00 | 0 | | | 0 | 100% | 0 | 0 | 0 | 0 | 0,00 | |
| TOTAL | | | | | | 88 440 | | | 81 394 | | 3 060 | 78 333 | 0 | 0 | 78 333,33 | |

* minimálny garantovaný počet spotov

Ceny sú bez DPH