

Príloha č. 1B: Cenová špecifikácia

Nosič	Vydavateľ/médium	Formát	Cielenie	Termín	Počet impresíí	Suma bez DPH	DPH 20 %	Cena celkom vrátane DPH
Digital Video	SevenOne	Pre-/ Mid Roll (15", 30")	Multiscreen, Travel Interest and Geo: Stuttgart, Munich, Frankfurt, Berlin, Hamburg, Leipzig, Dusseldorf + 60km	1. 9. - 30. 9. 2022	925 000	26 825,46	5 365,09	32 190,55
Digital Video	AdAlliance	Pre-/ Mid Roll (15", 30")	Multiscreen, Travel Interest and Geo: Stuttgart, Munich, Frankfurt, Berlin, Hamburg, Leipzig, Dusseldorf + 60km	1. 9. - 30. 9. 2022	830 000	22 897,56	4 579,51	27 477,08
ATV	SevenOne	ATV Spot (15")	Geo: Stuttgart, Munich, Frankfurt, Berlin, Hamburg, Leipzig, Dusseldorf + 60km AND Travel Interest	1. 9. - 30. 9. 2022	660 000	24 176,50	4 835,30	29 011,80
ATV	AdAlliance	ATV Spot (15")	Geo: Stuttgart, Munich, Frankfurt, Berlin, Hamburg, Leipzig, Dusseldorf + 60km AND Travel Interest	1. 9. - 30. 9. 2022	660 000	24 965,64	4 993,13	29 958,77
Digital Video	ShowHeroes	Instream Video (15")	Matched Content and Geo: Stuttgart, Munich, Frankfurt, Berlin, Hamburg, Leipzig, Dusseldorf + 60km, focus on eastern Bundesländer	1. 9. - 18. 9. 2022	105 000	1 015,78	203,16	1 218,93
Digital Display	Screen on Demand	Desktop Skin Ad	1. Interest in travelling in Europe, Hiking, Holidays in the Mountains and Nature, adventures holidays, sport and fitness holidays and Geo: Stuttgart, Munich, Frankfurt, Berlin, Hamburg, Leipzig, Dusseldorf + 60km, focus on eastern Bundesländer 2. Run of special sitelist (travel)	1. 9. - 11. 9. 2022	500 000	9 674,08	1 934,82	11 608,89
Digital Display	Permodo	Mobile Rich Media	Interest in travelling in Europe, Hiking, Holidays in the Mountains and Nature, adventures holidays, sport and fitness holidays and Geo: Stuttgart, Munich, Frankfurt, Berlin, Hamburg, Leipzig, Dusseldorf + 60km, focus on eastern Bundesländer	1. 9. - 18. 9. 2022	745 000	8 016,98	1 603,40	9 620,38
Spolu:						117 572,00	23 514,40	141 086,40