

Priloha č. 1B: Cenová špecifikácia

Publisher	Placement	Channel	Targeting & Details	Format	Format Details	TIMING	Buying Unit	AdImpressions	Price without VAT	VAT 20%	Total price including VAT
Goldbach Audience	Goldbach Display Network	Targeting	18-59, Interests: types of vacation (Adventure, Beach, Culture, Relax, Family, Sport, Citytrip, Hiking, Wellness)	Sitebar	Desktop Sitebar // Mobile Understitial	15.06.-15.07.2023	CPM	500 000	€ 8 053,00	€ 1 610,60	€ 9 663,60
Content Garden	Native Article, Slider Ad, Linkbox Ad	Targeting	18-59, Interests: types of vacation (Adventure, Beach, Culture, Relax, Family, Sport, Citytrip, Hiking, Wellness)	Native Ad	Native Article, Slider Ad, Linkbox	15.06.-15.07.2023	CPV	2 700	€ 7 755,00	€ 1 551,00	€ 9 306,00
ProSiebenSat.1 PULS 4	P751P4 Network	RoN	SpotOn Data Targeting: Adventurer & Travelers, Green Living & Health Conscious, Sport Enthusiasts, Winter Travel, Sports, Action travel	Halfpage Ad+ Understitial	Half Page Ad	15.06.-15.07.2023	CPM	750 000	€ 8 270,00	€ 1 654,00	€ 9 924,00
TOTAL								1 252 700	€ 24 078,00	€ 4 815,60	€ 28 893,60