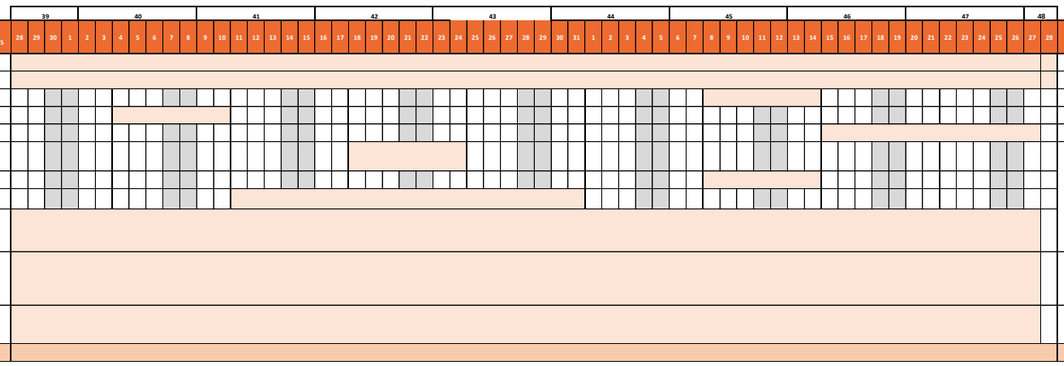
Client: Slovakia Travel
Brand: Slovakia Travel - Image Campaign

SITE	PLACEMENT	PUBLISHER	CLIENT FORMAT	COMMENT	BUYING METHOD	PLAN UNIT	UNIT TYPE	FORMAT	Period	ESTE IMPRESSIONS	CLIENT COST €	VAT €	CLIENT COST + VAT €
Femina.hu	Femina.hu, Mobil tartalmak / Femina.hu	Indamedia	Half page, Roadblock, Billboard, Mobil banner top	travel section	CPM	200 000	AV	300x600px, 640x360px, 970x250px, 300x250px	28.09.2023 - 28.11.2023	200 000	1 385,00	277,00	1 662,00
Quality Placement_multiscreen RON mix	Index (excluding cover page), Divány, Femina, SóBors, Totalcar, Nagi.hu	Indamedia	Half page, Roadblock, Billboard, Mobil banner top		CPM	500 000	AV	300x600px, 640x360px, 970x250px, 300x250px	28.09.2023 - 28.11.2023	500 000	3 397,00	679,40	4 076,40
nlc.hu	Leisure time section	Centrál Média	roadblock + mobile banner		Time based	1	week	desktop: 640x360 mobile: 300x250	23.10.2023 - 29.10.2023	300 000	3 453,00	690,60	4 143,60
Kiderül.hu	ROS	Centrál Média	leaderboard + mobile banner		Time based	1	week	desktop: 970x250 mobil: 300x250	04.10.2023 - 10.10.2023	565 000	3 297,00	659,40	3 956,40
Central AV package	ROS	Centrál Média	Roadblock	Dataflow > Interst light - Target: Travel	CPM	400 000	AV	300x600px, 640x360px, 970x250px, 300x250px	30.10.2023 - 11.11.2023	400 000	4 278,00	855,60	5 133,60
utazomajom.hu	all pages	Infinety	leaderboard + mobile banner		Time based	1	week	desktop: 970x250 mobil: 300x250	02.10.2023 - 08.10.2023	220 000			
kirandulastippek.hu	all pages	Infinety	roadblock + mobile banner		Time based	1	week	desktop: (640x360) mobil: 300x250	23.10.2023 - 29.10.2023	70 000			
colore.hu	all pages	Infinety	roadblock + mobile banner	near travel and family thematic content	Time based	3	week	desktop: (640x360) mobil: 300x250	11.10.2023 - 15.10.2023	450 000	9 878,00	1 975,60	11 853,60
Infinety - travel + family sitemix	see worksheet Infinety sitelist	Infinety	banners + mobile banner	Intinety banner package with gratis, in case of booking utazomajom.hu (gratis 180.000 AV), kirandulastippek.hu (gratis 230.000 AV), colore.hu (gratis 60.000 AV)	CPM	470 000	AV	desktop: Spotlight (640x360, 970x250, 300x600, 300x250) mobil: Inspiration 3D (300x250) Mayon (320x160)	28.09.2023 - 28.11.2023	470 000			
At Reach +	At Reach + Fixed: interest target: Hikers, Lifestyle - Outdoor, Light TV Viewers tv2play.hu, eurosport.hu,evamagazin.hu, instyle.hu, joy.hu, lifetv.hu,liner.hu, mafab.hu, motor1.com, motorsport.com, otthonokesmegoldasok.hu, ozonetv.hu, radio1.hu, runnerworld.hu	Atmedia	multiplatform	interest target: Hikers, Lifestyle - Outdoor, Light TV Viewers	CPM	255 000	AV	Pre-roll / mid-roll, Max 30 sec	28.09.2023 - 28.11.2023	255 000	4 584,00	916,80	5 500,80
RTL Digital	RTL Digital / Full site rotation	RTL	multiplatform Fullvideo+ (max 30 sec, pre- és midroll, multiplatform)		CPM	220 000	AV	Pre-roll / mid-roll, Max 30 sec	28.09.2023 - 28.11.2023	200 000	5 422,00	1 084,40	6 506,40
TOTAL											**35 694,00**	**7 138,80**	**42 832,80**