

IMAGE KAMPAŃ PL

Publisher	Site	Placement	Formats	Target Group	Buying model	Timing	Number of impressions	Estimated reach	Estimated clicks/views	CLIENT COST €	VAT €	CLIENT COST + VAT €
VIDEO												
DISPLAY												
gazeta.pl	pedroze.gazeta.pl	Display	desktop: 1020x420, mobile: 1920x400	All 18 - 64 and travel interest	FF	15.10.2023	600 000	350 000	n/a	1 650,00 €	311,60 €	1 961,60 €
Wirtualna Polska	wp.turystyka.wp.pogoda	Display	Screening or digboard take - megaboard 200x banner desktop / banner 600x200 zoom	All 18 - 64 and travel interest	FF	after 28.11.2023	300 000	210 000	n/a	1 650,00 €	330,00 €	1 980,00 €
Agora	RON wyborcza.pl	Display	desktop 1170x300 - screening / mobile 300x250	All 18 - 64 and travel interest	CPM	28.09 - 28.11.2023	2 250 000	750 000	n/a	10 064,09 €	2 012,30 €	12 076,39 €
Agora	HP wyborcza.pl	Display	desktop 1170x300 - screening / mobile 300x250	HP wyborcza.pl	FF	28.09.2023, 02.10.2023, 05.11.2023	3 600 000	650 000 (each flight)	n/a	11 903,09 €	2 380,60 €	14 283,69 €
BusinessTraveler	RON BusinessTraveler	Display	Wideboard banner + FCC 15 sec. Video on Business Traveler Poland	RON BusinessTraveler	FF	28.09 - 28.11.2023	1 000 000	n/a	n/a	22 952,09 €	4 592,40 €	27 544,49 €
Wirtualna Polska	spontowefakty.pl + turystyka.wp.pl - cross-device	Display	Halfpage cross-device	All 18 - 64 and travel interest	VCPM	10.10.2023-27.2023	3 333 333	952 281	n/a	14 363,22 €	2 876,64 €	17 239,87 €
TRAFFIC												
Agora	pedroze.gazeta.pl	display	best offers (https://reklama.gazeta.pl/specyfika/pl/formaty/best-offers) mobile (https://reklama.gazeta.pl/specyfika/pl/formaty/mobile)	All 18 - 64 and travel interest	CPC	28.09 - 28.11.2023	3 000 000	1 000 000	30 000	7 104,00 €	1 420,80 €	8 524,80 €
ZPR Group	pedroze.se.pl, pedrozemenua.pl, migracja.pl, eskarda.pl, vomim.pl, numbers-world.pl, prapjal.turystycznapt, traseo.pl, porahairtrans.pl, esport.pl, wirtualna.pl, wirtualna.pl, gabczytschapl, podrozemec.pl, podrozecourtop.pl	display	300x250, 300x600, 720x300, 320x160, 720x90, 1080x90	All 18 - 64 and travel interest, sport and active lifestyle	CPC	28.09 - 28.11.2023	n/a	n/a	25 385	8 015,00 €	1 603,00 €	9 618,00 €
TOTAL										77 739,22 €	15 547,84 €	93 287,07 €