Implementation on-line mediaplan - confidential

ADVERTISER:	Slovakia Travel
CLIENT:	Slovakia Travel
CAMPAIGN:	2309_Slovakia Travel_HY2-IMAGE-SK-DIGITAL
PRODUCT:	Slovakia Travel
TIMING:	28/09/2023 - 28/11/2023
VERSION:	1
TARGET AUDIENCE	All 18-64 (3 106 618 RU)

WEB	FORMAT		CREATIVE	BUYING METHOD	IMPRESSIONS	FREQUENCY	REACH ESTIMATE (USERS)	TARGETING	September 2023 (IMPRESSIONS)		October 2023 (IMPRESSIONS)				November 2023 (IMPRESSIONS)					CLIENT COST (EUR)	VAT (EUR)	CLIENT COST + VAT (EUR)
									w38	w39	w40	w41	w42	w43	w44	w45	w46	w47	w48			
									18.09. 24.09	25.09 01.10.	02.10 08.10.	09.10. 15.10.	16.10. 22.10.	23.10. 29.10.	30.10. 05.11.	06.11. 12.11.	13.11. 19.11.	20.11. 26.11.	27.11. 30.11.			
Incentive Media																						
aktuality.sk	video pre roll - floating	30 sec	Image kampaň	Direct buy	450 000	1,5	300 000	All 18+		40 000	50 000	50 000	50 000	50 000	50 000	50 000	50 000	40 000	20 000	4 305,00 €	861,00 €	5 166,00 €
zoznam.sk	video pre roll - floating	30 sec	Image kampaň	Direct buy	900 000	1,5	600 000	All 18+		90 000	90 000	90 000	90 000	90 000	90 000	90 000	90 000	90 000	90 000	8 607,00 €	1 721,40 €	10 328,40 €
sme.sk	video pre roll - floating	30 sec	Image kampaň	Direct buy	496 545	1,5	331 030	All 18+		46 545	50 000	50 000	50 000	50 000	50 000	50 000	50 000	50 000	50 000	11 173,00 €	2 234,60 €	13 407,60 €
aktuality.sk	Premium bilik	1200x400/300x600 300x100/150	Image kampaň	Direct buy	1 000 000	2	500 000	All 18+		100 000	100 000	100 000	100 000	100 000	100 000	100 000	100 000	100 000	100 000	4 144,00 €	828,80 €	4 972,80 €
denniknn.sk	Double square	300x600	Image kampaň	Direct buy	500 000	1,5	333 333	All 18+		50 000	50 000	50 000	50 000	50 000	50 000	50 000	50 000	50 000	50 000	1 530,00 €	306,00 €	1 836,00 €
interez.sk	Double square	300x600	Image kampaň	Direct buy	1 000 000	2	500 000	All 18+		100 000	100 000	100 000	100 000	100 000	100 000	100 000	100 000	100 000	100 000	3 507,00 €	701,40 €	4 208,40 €
pravda.sk	Screen / Top square / Doublesquare	1200x200/300x300/300x600	Image kampaň	Direct buy	1 000 000	2	500 000	All 18+		100 000	100 000	100 000	100 000	100 000	100 000	100 000	100 000	100 000	100 000	2 040,00 €	408,00 €	2 448,00 €
pluska.sk	Leaderboard / Double square	300x600/970x250	Image kampaň	Direct buy	1 000 000	2	500 000	All 18+		100 000	100 000	100 000	100 000	100 000	100 000	100 000	100 000	100 000	100 000	2 737,00 €	547,40 €	3 284,40 €
Performance Media																						
InClick	InArticle video + branding	15 sec	Image kampaň	Direct buy	720 000	1,5	480 000	All 18-64 + travel		72 000	72 000	72 000	72 000	72 000	72 000	72 000	72 000	72 000	72 000	4 407,00 €	881,40 €	5 288,40 €
Tracking					7 066 545	2,30	3 074 325															
																				42 450,00 €	8 490,00 €	50 940,00 €

Export (from NEW instalace)