CLIENT:	Slovakia Travel
CAMPAIGN:	MP-2310_Slovakia Travel_HY2-CITY-BREAK-SK-DIGITAL
TIMING:	15/10/2023 - 15/11/2023
TARGET AUDIENCE	All 25-59 (2 318 521 RU)

WEB	FORMAT		CREATIVE	BUYING METHOD	IMPRESSIONS	FREQUENCY	REACH ESTIMATE (USERS)	TARGETING	October 2023 (IMPRESSIONS)					November 2023 (IMPRESSIONS)					CLIENT COST (EUR)	VAT (EUR)	CLIENT COST + VAT (EUR)
									w 39	w 40	w 41	w 42	w 43	w 44	w 45	w 46	w 47	w 48			
									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.			
Performance Media																					
zomam.sk	video pre roll - floating	30 sec	CITY BREAK	Direct buy	615 000	1,5	410 000	All 18+				150 000	150 000	115 000	100 000	100 000			5 881,00 €	1 176,20 €	7 057,20 €
sme.sk	Double square	300x600	CITY BREAK	Direct buy	500 000	1,2	416 667	All 18+				100 000	100 000	100 000	100 000	100 000			4 275,00 €	855,00 €	5 130,00 €
aktuality.sk	Premium balik	1200x400/300x600 300x100/150	CITY BREAK	Direct buy	750 000	2	375 000	All 18+				150 000	150 000	150 000	150 000	150 000			3 108,00 €	621,60 €	3 729,60 €
interez.sk	Interscroller	500x800	CITY BREAK	Direct buy	750 000	2	375 000	All 18+				150 000	150 000	150 000	150 000	150 000			2 989,00 €	597,80 €	3 586,80 €
pluska.sk	Leaderboard / Double square	300x600/970x250	CITY BREAK	Direct buy	300 000	2	150 000	All 18+				150 000	150 000	150 000	150 000	150 000			821,00 €	164,20 €	985,20 €
aktuality.sk	PR článek s garancou	text + image	CITY BREAK	Direct buy	8 000	1	8 000	All 18+				1							2 000,00 €	400,00 €	2 400,00 €
topky.sk	PR článek s garancou	text + image	CITY BREAK	Direct buy	10 000	1	10 000	All 18+						1					332,00 €	66,40 €	398,40 €
startitup.sk	PR článek s garancou	text + image	CITY BREAK	Direct buy	10 000	1	10 000	All 18+								1			4 435,00 €	887,00 €	5 322,00 €
Performance Media									Performance Media												
InClick	InArticle video + branding	15 sec	CITY BREAK	Direct buy	750 000	1,2	625 000	All 25-59 + travel				150 000	150 000	150 000	150 000	150 000			4 590,00 €	918,00 €	5 508,00 €
Tracking					3 693 000	1,95	1 880 600														
TOTAL (Client cost):																			28 431,00 €	5 686,20 €	34 117,20 €

Export (from NEW instalace)