

City Break 15.10.-15.11.2023

Publisher	Site	Placement	Formats	Target Group	Buying model	Timing	Number of impressions	Estimated reach	Estimated clicks/visits	CLIENT COST EUR	VAT (EUR)	CLIENT COST + VAT (EUR)
Video												
Polsat	RON Polsat	Video Online	15 sec	All 25 - 64	CPMv	15.10-15.11	329 138	n/a	n/a	1 965,00 €	393,00 €	2 358,00 €
DISPLAY												
BusinessTraveller	RON BusinessTraveller	Display	Wideboard banner + FOC 15 sec. Video on Business Traveller Poland	ROS BusinessTraveller	CPMv	1 month	500 000	n/a	n/a	13 028,00 €	2 605,60 €	15 633,60 €
BusinessTraveller	RON BusinessTraveller	Display	PR articles online	ROS BusinessTraveller	FF	2 weeks	300 000	n/a	n/a	6 514,00 €	1 302,80 €	7 816,80 €
Wirtualna Polska	wp turystyka, wp pogoda	Display	Screenign lub Gigaboard 1xuu + megadb 2xuu: mobile banner 600x400 1xuu + banner 600x200 2xuu	All 25 - 54 and travel interest	FF	18.10.2023	700 000	500 000	n/a	5 105,00 €	1 021,00 €	6 126,00 €
TRAFFIC												
Agora	podroze.gazeta.pl	display	940x300, 300x250	All 25 - 54 and travel interest	CPC	15.10-15.11	n/a	n/a	30 000	7 328,00 €	1 465,60 €	8 793,60 €
ZPR Group	podroze.se.pl, podrozezantena.pl, blogtravel.pl, eskarock.pl, voxfm.pl, runners-world.pl, przeglad-turystyczny.pl, traso.pl, portaltatrzański.pl, e-gony.pl, climbs.pl, outdoormagazyn.pl, e-gony.pl, skyscanner.pl, gdziewyjechac.pl, podroze.onet.pl, podrozepoeurople.pl	display	300x250, 300x600, 750x300 320x180, 728x90, 160x600	All 25 - 54 and travel interest, sport and active lifestyle	CPC	15.10-15.11	n/a	n/a	10 000	3 257,00 €	651,40 €	3 908,40 €
Wirtualna Polska	every page/site on Wpartner	display	750x100; 750x200; 750x300; 970x200; 970x300; 300x250; 160x600; 300x600	All 25 - 54 and travel interest	CPC	15.10-15.11	n/a	n,a	30 000	12 621,00 €	2 524,20 €	15 145,20 €
Wirtualna Polska	SG WP, SG Pudelek, Poczta WP, SG Money, WP Aurokult, WP Gadżetomania, WP Komórkomania, WP Fotoblogia, WP abcdzrowie, WP Parenting	display	1920x360; 140x40; 667x325	All 25 - 54	CPC	15.10-15.11	n/a	n,a	8 000	5 754,00 €	1 150,80 €	6 904,80 €
Wirtualna Polska	banners mix on mail Wp and o2	display	585x455; 600x464; 880x560x 750x200; 600x200; 300x600; 300x250; 160x600; 970x300	All 25 - 54	CPC	15.10-15.11	n/a	n,a	10 000	4 344,00 €	868,80 €	5 212,80 €
TOTAL							1 829 138	-	88 000	59 916,00 €	11 983,20 €	71 899,20 €