

CITY Break Campaign (15.10.-15.11.)											
Awareness											
							Impressions	Clicks	CLIENT COST (EUR)	VAT (EUR)	CLIENT COST + VAT (EUR)
Programmatic (Via The Trade Desk)	Run of Network	Media libraries of premium publishers (e.g. AdAlliance, SevenOne (Joyn, RTL +...), waipoo, zattoo, discovery) Multiscreen: CTV, Desktop, Mobile	Pre-/ Mid Roll (15", 30")	Total potential: 11.2 Mio (20% = 2,24 Mio) A 25-59 + Geo (Stuttgart, Munich, Frankfurt, Berlin, Hamburg, Leipzig, Düsseldorf + 60km Radius, Focus on eastern federal states) + Interest In Traveling and urban tourism FC: 2 per week	max 6 weeks	CPM	1 837 500		45 386,00 €	9 077,20 €	54 463,20 €
YouTube	Youtube		Non skip	Demo: 25-59 Affinity: Sports & Fitness/ excl. Sports Fans; Travel Buffs; Outdoor Enthusiasts In-market: Camping & Hiking Equipment, Travel/Air Travel, Travel/Trips by Destination/Trips to Europe	max 6 weeks	CPM	7 407 407		46 222,00 €	9 244,40 €	55 466,40 €
Programmatic (Via The Trade Desk)	Run of Network	PMP Preferred deals only (Premium Inventory)	Large Display Format Mix (HPA, Billboard, Ad Bundle, Interstitial/Understitial)	Total potential: 16 Mio (20% = 3,2 Mio) A 25-59 + Geo (Stuttgart, Munich, Frankfurt, Berlin, Hamburg, Leipzig, Düsseldorf + 60km Radius, Focus on eastern federal states) + Interest In Traveling and urban tourism FC: 4 per week	max 6 weeks	CPM	4 581 818		16 797,00 €	3 359,40 €	20 156,40 €
Paid Social	Facebook & Instagram	Mixed placement without audience network	Ad Bundle	Germany: Stuttgart (+60 km) Baden-Württemberg; Munich (+60 km) Bayern; Hamburg (+60 km) ; Frankfurt (+60 km) Hessen; Düsseldorf (+60 km) Nordrhein-Westfalen; Brandenburg; Mecklenburg-Vorpommern; Sachsen; Saxony-Anhalt; Kurfürstendamm (Berlin U-Bahn) (+60 km), 18-64 Interests: Travel, Tourism, Adventure travel or Holiday, Behaviours: Frequent travellers or Frequent international travellers	max 6 weeks	varCPM	15 000 000		54 600,00 €	10 920,00 €	65 520,00 €
Performance											
Programmatic (via The Trade Desk oder DV360) Display Ads	Run of Network	Open Exchange + PMP Deals (Outbrain, Triplelift, Taboola) Buying type CPM - Optimization on CPC. Goal: 0,70 €	Native Ads	Total potential: 16 Mio A 25-59 + Geo (Stuttgart, Munich, Frankfurt, Berlin, Hamburg, Leipzig, Düsseldorf + 60km Radius, Focus on eastern federal states) + Interests: Travel, mountain hiking equipment, biking, paragliding, glamping, sport & fitness holidays, adventure holidays, hiking, holidays in the mountains and nature etc. + First Party Lookalike Audience (if we are allowed to place a pixel on the publisher website possible)	max 6 weeks	CPM	93 333 333	80 000	52 000,00 €	10 400,00 €	62 400,00 €
Paid Social	Facebook & Instagram	Mixed placement without audience network	Ad Bundle	Germany: Stuttgart (+60 km) Baden-Württemberg; Munich (+60 km) Bayern; Hamburg (+60 km) ; Frankfurt (+60 km) Hessen; Düsseldorf (+60 km) Nordrhein-Westfalen; Brandenburg; Mecklenburg-Vorpommern; Sachsen; Saxony-Anhalt; Kurfürstendamm (Berlin U-Bahn) (+60 km), 18-64, Interests: Travel, Tourism, Adventure travel or Holiday, Behaviours: Frequent travellers or Frequent international travellers + Retargeting Videoviewer & LAL dieser aus der Awareness Phase	max 9 weeks	VarCPC	1 904 733	28 571	24 143,00 €	4 828,60 €	28 971,60 €
TOTAL										47 829,60 €	286 977,60 €

70%

30%