IMAGE Campaign 13.10.-28.11.2023

Channel	Publisher	Placement	Format	Targeting	Duration	Purchase Type	OTS	Reach	Clicks	Impressions	Client cost €	VAT €	Client cost + VAT €
Awareness - optimization CPM													
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 8 weeks	varCPM	6,50	4 534 413	x	29 473 684	105 634,00 €	21 126,80 €	126 760,80
Programmatic (via The Trade Desk)	Run of Network	Media libraries of premium publishers (e.g. AdAlliance, SevenOne (Joyn, RTL +...) walpoo, zattoo, discovery) Multiscreen: CTV, Desktop, Mobile	Pre-/ Mid Roll (15", 30")	Total potential: 11.2 Mio (20% = 2,24 Mio) A 18-64 + Geo (Stuttgart, Munich, Frankfurt, Berlin, Hamburg, Leipzig, Düsseldorf + 60km Radius, Focus on eastern federal states) + Interest in Traveling FC: 2 per week	max 8 weeks	CPM	2,40	1 196 000	x	2 870 000	69 798,00 €	13 959,60 €	83 757,60
YouTube	Youtube		Non skip	Demo: 18-64 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 8 weeks	CPM	3,58	2 898 229	x	10 389 610	63 834,00 €	12 766,80 €	76 600,80
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 18-64 + Geo (Stuttgart, Munich, Frankfurt, Berlin, Hamburg, Leipzig, Düsseldorf + 60km Radius, Focus on eastern federal states) + Interest in Traveling FC: 4 per week	max 8 weeks	CPM	3,80	1 883 253	x	7 156 364	16 633,00 €	3 326,60 €	19 959,60
Performance - optimization CPC													
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 8 weeks	VarCPC	6,50 €	205 128	20000	1 333 333	16 640,00 €	3 328,00 €	19 968,00
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 18-64 + 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 8 weeks	CPC	11,80	7 457 627	75 400	88 000 000	48 256,00 €	9 651,20 €	57 907,20
TOTAL awareness + performance											320 795,00 €	64 159,00 €	384 954,00 €