CLIENT:	Slovakia Travel
CAMPAIGN:	WINTER HU
TIMING:	15/11/2023 - 30/11/2023
TARGET AUDIENCE	All 18-64

SITE	PLACEMENT	PUBLISHER	CLIENT FORMAT	COMMENT	BUYING METHOD	PLAN UNIT	UNIT TYPE	FORMAT	Period	Est impression	2023																			CLIENT PRICE €	VAT €	CLIENT PRICE + VAT €
											46							47							48								
											13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	1	2			
Quality Placement_multiscreen RON mix	Index (excluding cover page), Divány, Femina, SóBors, Totalcar, Napi.hu	Indamedia	Half page, Roadblock, Billboard, Mobil banner top		CPM	209 000	AV	300x600px, 640x360px, 970x250px, 300x250px	15.11.2023 - 30.11.2023	209 000																					1 293,00	258,60	1 552
Central AV package	ROS	Centrál Média	Half page, Roadblock, Billboard, Mobil banner top	Dataflow > Interst light - Target: Travel	CPM	231 300	AV	300x600px, 640x360px, 970x250px, 300x250px	15.11.2023 - 26.11.2023	231 300																					2 330,00	466,00	2 796
At Reach +	At Reach + Fixed: interest target: Hikers, Lifestyle - Outdoor, Light TV Viewers tv2play.hu, eurosport.hu,evamagazin.hu, instyle.hu, joy.hu, lifetv.hu,liner.hu, mafab.hu, motor1.com, motorsport.com, otthonokesmegoldasok.hu, ozonetv.hu, radio1.hu, runnersworld.hu	Atmedia	multiplatform	interest target: Hikers, Lifestyle - Outdoor, Light TV Viewers	CPM	150 000	AV	Pre-roll / mid-roll, Max 30 sec	15.11.2023 - 30.11.2023	150 000																					2 355,00	471,00	2 826
RTL Digital	RTL Digital / Full site rotation	RTL	multiplatform Fullvideo+ (max 30 sec, pre- és midroll, multiplatform)		CPM	150 000	AV	Pre-roll / mid-roll, Max 30 sec	15.11.2023 - 30.11.2023	200 000																					5 105,00	1 021,00	6 126
TOTAL																															11 083,00	2 216,60	13 299,60