

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



WEB	FORMAT	CREATIVE	BUYING METHOD	IMPRESSIONS	FREQUENCY	REACH ESTIMATE (USERS)	TARGETING	November 2023 (IMPRESSIONS)					CLIENT COST €	VAT €	CLIENT COST + VAT €	
								w 44	w 45	w 46	w 47	w 48				
								01. 11. 05. 11.	06. 11. 12. 11.	13. 11. 19. 11.	20. 11. 26. 11.	27. 11. 30. 11.				
Awareness Media								Awareness Media								
zoznam.sk	video pre roll - floating	30 sec	Image kampaň	Direct buy	600 000	1,2	500 000	All 18 - 64			200 000	200 000	200 000	12 318,00 €	2 463,60 €	14 781,60 €
sme.sk	Double square	300x600	Image kampaň	Direct buy	300 000	1,2	250 000	All 18 - 64			100 000	100 000	100 000	3 509,00 €	701,80 €	4 210,80 €
aktuality.sk	Premium balk	1200x400/300x600 300x100/150	Image kampaň	Direct buy	670 000	2	335 000	All 18 - 64			250 000	220 000	200 000	4 505,00 €	901,00 €	5 406,00 €
dennikn.sk	Double square	300x600	Image kampaň	Direct buy	450 000	1,5	300 000	All 18 - 64			150 000	150 000	150 000	2 053,00 €	410,60 €	2 463,60 €
interez.sk	Double square	300x600	Image kampaň	Direct buy	450 000	2	225 000	All 18 - 64			150 000	150 000	150 000	2 810,00 €	562,00 €	3 372,00 €
pravda.sk	Screen / Top square / Doublesquare	1200x200/300x300/300x600	Image kampaň	Direct buy	300 000	2	150 000	All 18 - 64			100 000	100 000	100 000	1 945,00 €	389,00 €	2 334,00 €
pluska.sk	Leaderboard / Double square	300x600/970x250	Image kampaň	Direct buy	300 000	2	150 000	All 18 - 64			100 000	100 000	100 000	1 815,00 €	363,00 €	2 178,00 €
Performance Media								Performance Media								
InClick	InArticle video + branding	15 sec	Image kampaň	Direct buy	500 000	1,2	416 667	All 18-64 + travel			166 666	166 667	166 667	4 106,00 €	821,20 €	4 927,20 €
TOTAL					3 570 000		2 517 250							33 061,00	6 612,20	39 673,20