

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

Publisher	Site	Placement	Formats	Target Group	Buying model	Timing	Number of Impressions	Estimated reach	Estimated clicks	CLIENT COST €	VAT €	CLIENT COST + VAT €
VIDEO												
Polsat	RON Polsat	Video Online	15 sec	All 18 - 64	CPMv	15.11 - 30.11	164 569	n/a	n/a	1 136,00 €	227,20 €	1 363,20 €
DISPLAY												
Agora	RON wyborcza.pl	Display	desktop 1170x300 + screening / mobile 300x250	All 18 - 64 and travel interest	CPM	15.11-30.11	500 000	166 667	n/a	2 552,00 €	510,40 €	3 062,40 €
Agora	RON wyborcza.pl	Display	desktop 1170x300 + screening / mobile 300x250 + app 300x200	All 18 - 64 and travel interest	FF	20.11-26.11	2 000 000	200 000	n/a	7 656,00 €	1 531,20 €	9 187,20 €
BusinessTraveller	RON BusinessTraveller	Display	Wideboard banner + FOC 15 sec. Video on Business Traveller Poland + FB	ROS BusinessTraveller	CPM	15.11-30.11	200 000	n/a	n/a	10 208,00 €	2 041,60 €	12 249,60 €
TRAFFIC												
Agora	podroze.gazeta.pl	display	940x300, 300x250	All 18 - 64 and travel interest	CPC	15.11 - 30.11	500000	n/a	15 000	3 915,00 €	783,00 €	4 698,00 €
Wirtualna Polska	every page/site on Wpartner	display	750x100; 750x200; 750x300; 970x200; 970x300; 300x250; 160x600; 300x600	All 18 - 64 and travel interest	CPC	15.11 - 30.11	n/a	n/a	31 429	7 248,00 €	1 449,60 €	8 697,60 €
Wirtualna Polska	WP: Travel Location, Hotel Paradise; Travel Preparation and Advice	display	750x100; 750x200; 750x300; 970x200; 970x300; 300x250; 160x600; 300x600	All 18 - 64 and travel interest	CPC	15.11 - 30.11	n/a	n/a	3 833	1 894,00 €	378,80 €	2 272,80 €
<b>TOTAL</b>										<b>34 609,00 €</b>	<b>6 921,80 €</b>	<b>41 530,80 €</b>