



Client	European Travel Commission
Campaign	ETC x German Express UK & US (Co-Op)
Markets	USA & UK - Partner to determine split
Start Date	10/23
End Date	11/23
Total Guaranteed Impressions	5,246,669
Estimated CTR Target	0.09% - 0.1%
Total Investment	£ 309,650
Media Fee	£ 1,322,564
Asset build	£ 1,000,000
Ad serving	£ 226,679
Total Media Budget	£ 2,266,790

Item	Description	Budget
Asset Build	Design and Build based off previous ad units Display (970x250, 300x250) & Retargeting (300x250)	€t 600,00

[illegible]

Campaign KPIs CTR - 0.08 - 0.1% Primarily KPIs: Clicks/CTR, Impressions & Reach

[illegible]

Standard Terms & Conditions

agreed on behalf of ETC

Agreed on behalf of MNG

Agreed on behalf of Partner

5 246 983 6 28 450 79

45079



Client	European Travel Commission
Campaign	ETC x Eastern Europe UK & US (Co-Op)
Markets	USA & UK - partner to determine split
Start Date	3rd October 2023
End Date	10.23
Plan Code	11.23
Total Guaranteed Impressions	5 246 983
Estimated Campaign Reach	1 311 740
Estimated CTR Target	0.08% - 0.1%
Total Investment	€ 30 000,00
Media Fee	€ 1 322,54
Asset build	€ 1 000,00
Ad serving	€ 1 226,67
Total Media Budget	€ 26 450,79

Campaign KPIs
CTR - 0.08 - 0.1%
Primary KPIs: Clicks/CTR, Impressions & Reach

PRODUCTION		
Item	Description	Budget
Asset Build	Design and Build based off previous ad units Display (970x250, 300x250) & Retargeting (300x250)	€1 000,00

MEDIA											
Strategy	Line Item	Formats	Audience Targeting	Geo Targeting	Start Date	End Date	Impressions	Media CPM	Total Media Cost	Performance Benchmark/ KPI	
Display Prospecting (US)	TravelDesk Prospecting Display	870x250, 300x250	Festivals and Events: Affinity, Interest, 3rdP, Contextual: Nightlife, Local Culture, Shopping & Fashion, Food & Wine, Sports Events, Live Events, Live Music Intenders, Festival Intenders Demographic: 25 - 54 YO, HHl \$100K- \$200K Historical Sites: Affinity, Interest, 3rdP, Contextual: Arts & Heritage sites, Historical sites/ Homes/ Buildings, Religious Sites and Landmarks, Architecture & History, Documentaries (Heavy Viewers) Demographic: 35 - 54, 65+ YO, HHl \$75K- \$150K Nature: Affinity, Interest, 3rdP, Contextual: Outdoor Enthusiasts, Adventure Travel, Green Living Enthusiasts, Hiking, Biking, Walking LAL of campaign engagers	US				866 667	€ 7,50	€ 8 500,00	0.08% - 0.10% CTR
	Travel Intent Powered by Trivago Display	In-Market Travel Intent: Eastern Europe Travel Intent + Partner Location Travel Intent + Competitor Destination Travel Intent (Western Europe, Southern Europe, Northern Europe, Mediterranean, Nordic Countries) + Long Haul Travel, from US + Data targeting focused on users actively showing signals of intent (searching for hotels/accommodations) for Eastern Europe & Competitor locations/Long Haul Travel + Ability to include search data from specific time periods (i.e., shoulder season, etc.) Affinity/ Interest, Contextual & 3rd P Targeting: City Break Intenders, Music & Festival Enthusiasts, Art & Culture, Foodies, Active Travel Intender, Adventure Travel									
Display Retargeting (US)	TravelDesk Display RT - Tactical ads Driving users to Partner landing page to drive engagement and bookings	300x250	Re-targeting Engagers of Prospecting Stage + Retargeting of Partner Website + LAL of Above + Previous Campaign engagers (from US + UK ETC x Eastern Europe Campaign)					466 667	€ 7,50	€ 3 500,00	Click through 0.08-0.1%
Paid Social Media (US)	Paid Social Media - Boosting Organic Posts	Boosted Post	Contextual, behavioural and interests based on the above		10.23	11.23	1 280 140	€ 2,50	€ 3 225,35	Click through 0.08-0.1%	
Display Prospecting (UK)	TravelDesk Prospecting Display	870x250, 300x250	Festivals and Events: Affinity, Interest, 3rdP, Contextual: Nightlife, Local Culture, Shopping & Fashion, Food & Wine, Sports Events, Live Events, Live Music Intenders, Festival Intenders Demographic: 25 - 54 YO, HHl \$100K- \$200K Historical Sites: Affinity, Interest, 3rdP, Contextual: Arts & Heritage sites, Historical sites/ Homes/ Buildings, Religious Sites and Landmarks, Architecture & History, Documentaries (Heavy Viewers) Demographic: 35 - 54, 65+ YO, HHl \$75K- \$150K Nature: Affinity, Interest, 3rdP, Contextual: Outdoor Enthusiasts, Adventure Travel, Green Living Enthusiasts, Hiking, Biking, Walking LAL of campaign engagers	UK				866 667	€ 7,50	€ 8 500,00	Click through 0.08-0.1%
	Travel Intent Powered by Trivago Display	In-Market Travel Intent: Eastern Europe Travel Intent + Partner Location Travel Intent + Competitor Destination Travel Intent (Western Europe, Southern Europe, Northern Europe, Mediterranean, Nordic Countries) + Long Haul Travel, from US + Data targeting focused on users actively showing signals of intent (searching for hotels/accommodations) for Eastern Europe & Competitor locations/Long Haul Travel + Ability to include search data from specific time periods (i.e., shoulder season, etc.) Affinity/ Interest, Contextual & 3rd P Targeting: City Break Intenders, Music & Festival Enthusiasts, Art & Culture, Foodies, Active Travel Intender, Adventure Travel	Click through 0.08-0.1%								
Display Retargeting (UK)	TravelDesk Display RT - Tactical ads Driving users to Partner landing page to drive engagement and bookings	300x250	Re-targeting Engagers of Prospecting Stage + Retargeting of Partner Website + LAL of Above + Previous Campaign engagers (from US + UK ETC x Eastern Europe Campaign)					466 667	€ 7,50	€ 3 500,00	Click through 0.08-0.1%
Paid Social Media (UK)	Paid Social Media - Boosting Organic Posts	Boosted Post	Contextual, behavioural and interests based on the above				1 280 176	€ 2,50	€ 3 226,44	Click through 0.08-0.1%	
							6 246 983		€ 26 450,79		

Agreed on behalf of ETC

Agreed on behalf of MMGY

Agreed on behalf of Partner

Standard Terms & Conditions

This media plan is subject to 30 Day pro rata cancellation terms

The rates set out within this plan are package rates and include data costs, planning costs and ad-serving costs

The campaign will be invoiced monthly and payment is due within 30 days. In the event of cancellation, the client will be responsible for any non-cancelable media placed by us on their behalf.

In order to carry out the Services, the Client shall be required to provide third-party material which has been produced or sourced by the Client (the "Client Materials"). The Client understands and agrees that it shall be solely responsible for the Client Materials and the contents thereof. Furthermore, the Client shall ensure that the Client Materials do not violate or infringe upon the intellectual property rights

Client agrees to assume full financial liability for properly authorized insertions for advertising space and/or time placed on its behalf by Supplier. In the event that a publication, station, online medium, or other media outlet elects not to accept Supplier's standard insertion order which disallows liability for unpaid media charges, Client agrees to provide the medium with written confirmation of acceptance of Client agrees to hold Supplier harmless for the failure of media or suppliers to properly execute their commitments, including without limitation, any delays in the placement of such media.