

CLIENT:	Slovakia Travel
CAMPAIGN:	SPA SK
PRODUCT:	Slovakia Travel
TIMING:	14/12/2023 - 31/12/2023
TARGET AUDIENCE	All 25-64 + travel (1 097 709 RU)



WEB	FORMAT		CREATIVE	BUYING METHOD	IMPRESSIONS	CPM (GROSS)	FREQUENCY	REACH ESTIMATE (USERS)	TARGETING	DECEMBER 2023 (impressions)			CLIENT COST €	VAT €	CLIENT COST + VAT €
										w 50	w 51	w 52			
										11. 12. 17. 12.	18. 12. 24. 12.	25. 12. 31. 12.			
zoznam.sk - floating KON	Double square	300x600	SPA	Direct buy	500 000		1,2		All 18+			2 245,00 €	449,00 €	2 694,00 €	
pluska.sk - Spravodajstvo	Leaderboard / Double square	300x600/970x250	SPA	Direct buy	500 000		1,2		All 18+			3 310,00 €	662,00 €	3 972,00 €	
pravda.sk	Screen / Top square / Doublesquare	1200x200/300x300/300x600	SPA	Direct buy	500 000		1,2		All 18+			3 071,00 €	614,20 €	3 685,20 €	
InClick	InArticle video + branding	15 sec	SPA	Direct buy	150 000		1,2		All 25-64 + travel			1 346,00 €	269,20 €	1 615,20 €	
TOTAL					1 650 000	-						9 972,00 €	1 994,40 €	11 966,40 €	