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| ADVERTISER: | Slovakia Travel |
| CAMPAIGN: | SPA CZ |
| TIMING: | 14. 12. 2023 - 31. 12. 2023 |
| Targeting | All 25-64 |

| WEB | SECTION | FORMAT | DESCRIPTION | SUPPLIER | TIMING FROM | TIMING TO | IMPRESSIONS | BUYING UNIT | PRICE PER UNIT € | CLIENT COST € | VAT € | CLIENT COST + VAT € |
|--------------------------------------|---------------------|--|---|------------------------|--------------|--------------|-------------|-------------|---------------------|---------------|------------|------------------------|
| Novinky (Standard Media) | Novinky | Hybrid Branding (behav.cílení) | | Seznam.cz, a.s. | 14. 12. 2023 | 31. 12. 2023 | 363 636 | CPM | | 4 990,00 € | 998,00 € | 5 988,00 € |
| Floating (Standard Media) | Floating | Videospot (behav.cílení) | | Seznam.cz, a.s. | 14. 12. 2023 | 31. 12. 2023 | 250 784 | CPM | | 2 751,00 € | 550,20 € | 3 301,20 € |
| Mafra Videospot ALL (Standard Media) | Mafra Videospot All | Videospot/Bumper behaviorální cílení | 6sec přeskočitelný, zaměřeno na zásah, autoplay | MAFRA, a.s. | 14. 12. 2023 | 31. 12. 2023 | 171 429 | CPM | | 1 411,00 € | 282,20 € | 1 693,20 € |
| CNC floating (Standard Media) | celý web | cílený branding cross-device high season | | CZECH NEWS CENTER a.s. | 14. 12. 2023 | 31. 12. 2023 | 370 370 | CPM | | 2 845,00 € | 569,00 € | 3 414,00 € |
| TOTAL | | | | | - | - | 2 756 219 | - | - | 11 997,00 € | 2 399,40 € | 14 396,40 € |