

## Slovakia Travel 14.12.2023 - 31.12.2023

Client: Slovakia Travel  
Brand: HU WINTER2  
Timing: 14.12.-31.12.2023  
Target group: A 18-64

Site	Placement	Publisher	Client format	Comment	Billing method	Ratecard Unit price	Plan unit	Unit type	Format	Period	Est impression	S0			S1							S2							CLIENT COST €	VAT €	CLIENT COST + VAT €				
												11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27				28	29	30	31
Femina.hu	Femina.hu, Mobil tartalmak / Femina.hu	Infamedia	Half page, RoadBlock, Billboard, Mobil banner top	travel section	CPM		300 000	AV	300x600px, 640x360px, 970x250px, 300x250px	14.12.2023 - 31.12.2023	300 000																						2 729,00 €	545,80 €	3 274,80 €
Quinty Placement_multiscreen BDN mix	Index (excluding cover page), Diviny, Femina, Sokoros, Totalcar, Econom.hu	Infamedia	Half page, RoadBlock, Billboard, Mobil banner top		CPM		580 000	AV	300x600px, 640x360px, 970x250px, 300x250px	14.12.2023 - 31.12.2023	580 000																						1 426,00 €	285,20 €	1 711,20 €
HL.hu	Leisure time section	Centríál Média	roadblock + mobile banner		Time based		1	week	desktop: 640x360 mobile: 300x250	18.12.2023 - 24.12.2023	300 000																					2 367,00 €	473,40 €	2 840,40 €	
locality.hu	Travel section	Centríál Média	roadblock + mobile banner		Time based		1	week	desktop: 640x360 mobile: 300x250	18.12.2023 - 24.12.2023	100 000																					739,00 €	147,80 €	886,80 €	
Central AV package	BDS	Centríál Média	standard banners	Dataflow > Interest light - Target: Travel	CPM		200 000	AV	300x600px, 640x360px, 970x250px, 300x250px	25.12.2023 - 31.12.2023	200 000																					1 481,00 €	296,20 €	1 777,20 €	
utazomajon.hu	all pages	infinity	billboard + mobile banner		Time based		1	week	desktop: 970x250 mobil: 300x250	18.12.2023 - 24.12.2023	200 000																								
kirandulostippek.hu	all pages	infinity	roadblock + mobile banner		Time based		1	week	desktop: (640x360) mobil: 300x250	18.12.2023 - 24.12.2023	30 000																					4 656,00 €	931,20 €	5 587,20 €	
infinity - travel + family szektor	see worksheet infinity szektor	infinity	banners + mobile banner	infinity banner package with gratis, in case of booking utazomajon.hu (gratis 240.000 AV), kirandulostippek.hu (gratis 280.000 AV)	CPM		470 000	AV	desktop: 300x250 (640x360) 970x250, 300x600, 300x250 mobil: inspiration 30 (300x250) 14.12.2023 - 31.12.2023	14.12.2023 - 31.12.2023	470 000																								
At Reach =		Armedia	multisatform	interest target: Hikers, Lifestyle - Outdoor, Light TV Viewers	CPM		180 000	AV	Pre-roll / mid-roll, Max 30 sec	14.12.2023 - 31.12.2023	180 000																					2 206,00 €	441,20 €	2 647,20 €	
RTL Digital	RTL Digital / Full site rotation	RTL	Fullscreen (max 30 sec, pre- de, midroll, endroll)		CPM		120 000	AV	Pre-roll / mid-roll, Max 30 sec	14.12.2023 - 31.12.2023	200 000																								
												17 980,00 €			3 959,00 €							21 939,00 €													