

CLIENT:	Slovakia Travel
CAMPAIGN:	SK WINTER2
TIMING:	14/12/2023 - 31/12/2023
VERSION:	1
TARGET AUDIENCE	All 18-64



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.			
sme.sk	Double square	300x600	Winter	Direct buy	450 000		1,2	375 000	All 18+			2 888,00 €	577,60 €	3 465,60 €	
aktuality.sk	Premium balik	1200x400/300x600 300x100/150	Winter	Direct buy	660 000		2	330 000	All 18+			4 870,00 €	974,00 €	5 844,00 €	
interez.sk	Double square	300x600	Winter	Direct buy	450 000		2	225 000	All 18+			2 610,00 €	522,00 €	3 132,00 €	
InClick	InArticle video + branding	15 sec	Winter	Direct buy	400 000		1,2	333 333	All 18-64 + travel			3 605,00 €	721,00 €	4 326,00 €	
TOTAL					1 960 000	-						13 973,00 €	2 794,60 €	16 767,60 €	