

ADVERTISER:	Slovakia Travel
CAMPAIGN:	WINTER SK 2024
TIMING:	19. 01. 2024 - 31. 03. 2024
Target Group:	18-64, travel interests

WEB	FORMAT	CREATIVE	BUYING METHOD	IMPRESSIONS / READS	FREQUENCY	REACH ESTIMATE (USERS)	TARGETING
Awareness Media							
soznam.sk	video pre roll - floating	30 sec	Winter	Direct buy	1 300 000	3	433 333
smo.sk	video pre roll - floating	30 sec	Winter	Direct buy	400 000	1,2	333 333
aktuality.sk	video pre roll - floating	30 sec	Winter	Direct buy	800 000	3	266 667
denik.sk	Double square	300x600	Winter	Direct buy	650 000	2	325 000
hnonline.sk	Double square	300x600	Winter	Direct buy	786 000	2	393 000
previda.sk	Screen / Top square / Doublesquare	1200x200/300x300/300x600	Winter	Direct buy	650 000	2	325 000
pluza.sk	Leaderboard / Double square	300x600/970x250	Winter	Direct buy	650 000	3	216 667
interez.sk	Native article	text + image	Winter	Direct buy	6 000	1	6 000
startup.sk	Native article	text + image	Winter	Direct buy	10 000	1	10 000
Performance Media							
InClick	InArticle video + branding	15 sec	Winter	Direct buy	650 000	1,2	541 667
TOTAL					5 902 000	4,76	1 239 300

January 2024	February 2024	March 2024
19.01 - 31.03.2024		
Awareness Media		
1 300 000		
400 000		
800 000		
650 000		
786 000		
650 000		
650 000		
x		
x		
Performance Media		
650 000		

PRICE €	VAT €	PRICE + VAT €
Awareness Media		
17 404,00 €	3 480,80 €	20 884,80 €
9 000,00 €	1 800,00 €	10 800,00 €
7 650,00 €	1 530,00 €	9 180,00 €
1 989,00 €	397,80 €	2 386,80 €
4 543,00 €	908,60 €	5 451,60 €
2 694,00 €	538,80 €	3 232,80 €
2 920,00 €	584,00 €	3 504,00 €
3 920,00 €	784,00 €	4 704,00 €
5 920,00 €	1 184,00 €	7 104,00 €
Performance Media		
3 730,00 €	746,00 €	4 476,00 €
59 770,00 €	11 954,00 €	71 724,00 €