

Príloha 1B: Cenová špecifikácia

CLIENT:	Slovakia Travel
CAMPAIGN:	DE WINTER 2
TIMING:	15.02. - 31.03.2024
VERSION:	2
TARGET AUDIENCE	All 18-64

Channel	Publisher	Placement	Format	Targeting	Duration	Purchase Type	Reach	Clicks	Impressions	CLIENT COST €	VAT €	CLIENT COST + VAT €
Digital Campaign (15.02. - 31.03.2024)												
<i>Awareness</i>												
Paid Social	Facebook & Instagram	Mixed placement without audience network	LinkAds	Germany: Stuttgart (+60 km) Baden-Württemberg; Munich (+60 km) Bayern; Hamburg (+60 km); Frankfurt (+60 km) Hessen; Düsseldorf (+60 km) Nordrhein-Westfalen; Brandenburg; Mecklenburg-Vorpommern; Sachsen; Saxony-Anhalt; Kurfürstendamm (Berlin U-Bahn) (+60 km), 18-64 Interests: Travel, Tourism, Adventure travel or Holiday, Behaviours: Frequent travellers or Frequent international travellers	15.02.-31.03.	varCPM	2 698 247		10 000 000	30 100,00 €	6 020,00 €	36 120,00 €
Programmatic (Via The Trade Desk)	Run of Network	Media libraries of premium publishers (e.g. AdAlliance, SevenOne (Joyn, RTL +...) waipoo, zatoo, discovery) Multiscreen: CTV, Desktop, Mobile	Pre-/ Mid Roll (15", 30")	A 18-64 + Geo (Stuttgart, Munich, Frankfurt, Berlin, Hamburg, Leipzig, Düsseldorf + 60km Radius, Focus on eastern federal states) + Interest In Traveling FC: 2 per week	15.02.-31.03.	CPM	239 583		718 750	14 680,00 €	2 936,00 €	17 616,00 €
YouTube	Youtube		Non skip	Demo: 18-64 Affinity: Sports & Fitness/ excl. Sports Fans; Travel Buffs; Outdoor Enthusiasts In-market: Camping & Hiking Equipment, Travel/Air Travel, Travel/Trips by Destination/Trips to Europe	15.02.-31.03.	CPM	705 882		2 117 647	11 382,00 €	2 276,40 €	13 658,40 €
<i>Performance</i>												
Paid Social	Facebook & Instagram	Mixed placement without audience network	LinkAds	Germany: Stuttgart (+60 km) Baden-Württemberg; Munich (+60 km) Bayern; Hamburg (+60 km); Frankfurt (+60 km) Hessen; Düsseldorf (+60 km) Nordrhein-Westfalen; Brandenburg; Mecklenburg-Vorpommern; Sachsen; Saxony-Anhalt; Kurfürstendamm (Berlin U-Bahn) (+60 km), 18-64, Interests: Travel, Tourism, Adventure travel or Holiday, Behaviours: Frequent travellers or Frequent international travellers + Retargeting Videoviewer & LAL dieser aus der Awareness Phase Total potential: 16 Mio	22.2.-31.03.	VarCPC	1 521 878	10 000	4 139 508	6 988,00 €	1 397,60 €	8 385,60 €
Programmatic (via The Trade Desk oder DV360) Display Ads	Run of Network	Open Exchange + PMP Deals (Outbrain, Triplelift, Taboola) Buying type CPM - Optimization on CPC Goal: 0,70 €	Native Ads	A 18-64 + Geo (Stuttgart, Munich, Frankfurt, Berlin, Hamburg, Leipzig, Düsseldorf + 60km Radius, Focus on eastern federal states) + Interests: Travel, mountain hiking equipment, biking, paragliding, glamping, sport & fitness holidays, adventure holidays, hiking, holidays in the mountains and nature etc. + First Party Lookalike Audience (if we are allowed to place a pixel on the publisher website possible)	22.2.-31.03.	CPC		12 000		6 450,00 €	1 290,00 €	7 740,00 €
TOTAL										69 600,00 €	13 920,00 €	83 520,00 €