

Príloha č. 1B

CLIENT:	Slovakia Travel
CAMPAIGN:	SK-IMAGE 2
TIMING:	15/02/2024 - 31/03/2024
TARGET AUDIENCE	All 18-64 + travel interest

WEB	FORMAT	CREATIVE	BUYING METHOD	IMPRESSIONS / READS	FREQUENCY	REACH ESTIMATE (USERS)	TARGETING	CLIENT COST (EUR)	VAT (EUR)	CLIENT COST + VAT (EUR)	
Awareness Media											
interez.sk	Mobile Interscroller	500x800px	IMAGE V4	Direct buy	210 000	1,2	175 000	All 18+	1 718,00 €	343,60 €	2 061,60 €
Performance Media											
InClick	InArticle video + branding	15 sec	IMAGE V4	Direct buy	300 000	1,2	250 000	All 18-64 + travel	3 270,00 €	654,00 €	3 924,00 €
TOTAL (Client cost):					510 000				4 988,00 €	997,60 €	5 985,60 €