Priloha č.1B

ADVERTISER:	Slovakia Travel
CAMPAIGN:	PL-IMAGE 2
TIMING:	15. 02. 2024 - 31. 03. 2024

ImageV4/2024

Publisher	Site	Placement	Formats	Production/ Technical	Target Group	Buying model	Timing	Number of impressions	Estimated reach	Estimated clicks	CLIENT COST (EUR)	VAT (EUR)	CLIENT COST + VAT (EUR)
Awarness													
Gazeta.pl	ROS Gazeta.pl	Display	TOPBOARD WIDEBOARD:	TOPBOARD WIDEBOARD: 940x300 gif / jpg / png / html5 150 KB Product requires gif/jpg/png replacement creative in size 600x300 pixels (scaled to 300x150) or 300x250 for broadcast on mobile screens (all screen) Maximum of 3 creations in rotation	All 18 – 64 and travel interest	CPM	15.02-31.03	1 500 000	500 000	n/a	4 586,00 €	917,20 €	5 503,20 €
Onet	RON Onet	Display	Audience Impact Multiscreen 1260x300 px desktop, 600x500 px mobil	Desktop 1260x300 px JPG/PNG 110kB, HTML5 200kB, mobile 600x500 px JPG/PNG 100 kB HTML5 150 kB	Travel, Skiing, Family and relationships, Families with children, ctive time with children	CPM	15.02-31.03	756 811	252 270	n/a	2 165,00 €	433,00 €	2 598,00 €
TRAFFIC													
Wirtualna Polska	wp.pl	Display	750x100 40 kB/150 kB (HTML5) 750x200 50 kB/150 kB (HTML5) 750x300 60 kB/150 kB (HTML5) 970x200 60 kB/150 kB (HTML5) 970x300 70 kB/150 kB (HTML5) 300x250 40 kB/150 kB (HTML5) 160x600 40 kB/150 kB (HTML5) 300x600 60 kB/150 kB (HTML5) 640x480 60 kB/150 kB (HTML5)	750x100 40 kB/150 kB (HTML5) 750x200 50 kB/150 kB (HTML5) 750x300 60 kB/150 kB (HTML5) 970x200 60 kB/150 kB (HTML5) 970x300 70 kB/150 kB (HTML5) 300x250 40 kB/150 kB (HTML5) 160x600 40 kB/150 kB (HTML5) 300x600 60 kB/150 kB (HTML5) 640x480 60 kB/150 kB (HTML5)	Travel Locations , Travel Preparation and Advice, Hotel Properties	CPC	15.02-31.03	n/a	n/a	8 000	3 299,00 €	659,80 €	3 958,80 €
TOTAL								**2 256 811**			**10 050,00 €**	**2 010,00 €**	**12 060,00 €**