

## TV PLAN " IMAGE "

											June					July					
Month																					
Mo	3	10	17	24		1	8	15	22	29											
Tu	4	11	18	25		2	9	16	23	30											
We	5	12	19	26		3	10	17	24	31											
Th	6	13	20	27		4	11	18	25												
Fr	7	14	21	28		5	12	19	26												
Sa	1	8	15	22	29	6	13	20	27												
Su	2	9	16	23	30	7	14	21	28												
Week	22	23	24	25	26	27	28	29	30	31											
Brand name	Campaign name	Month	Spot name	Spot length	Package/channel	Planning TA	Planning GRP	Date from	Date to												
Slovakia Travel	Image	6	IMAGE 30"	30"	1+ Reach package	A18-59	294	1.6.2024	30.6.2024		27	70	68	65	65						
Slovakia Travel	Image	6	IMAGE 30"	30"	Atpremium 5+	A18-59	203	1.6.2024	30.6.2024		18	48	46	45	45						
Slovakia Travel	Image	7	IMAGE 30"	30"	1+ Reach package	A18-59	207	1.7.2024	21.7.2024							72	64	70			
Slovakia Travel	Image	7	IMAGE 30"	30"	Atpremium 5+	A18-59	117	1.7.2024	21.7.2024							41	36	40			
							820			Total TRP	497					323					
											TRP	45	118	114	110	110	113	100	110	0	0

## TV PLAN " CITY BREAKS "

											June					July					
Month																					
Mo	3	10	17	24		1	8	15	22	29											
Tu	4	11	18	25		2	9	16	23	30											
We	5	12	19	26		3	10	17	24	31											
Th	6	13	20	27		4	11	18	25												
Fr	7	14	21	28		5	12	19	26												
Sa	1	8	15	22	29	6	13	20	27												
Su	2	9	16	23	30	7	14	21	28												
Week	22	23	24	25	26	27	28	29	30	31											
Brand name	Campaign name	Month	Spot name	Spot length	Package/channel	Planning TA	Planning GRP	Date from	Date to												
Slovakia Travel	CITY BREAKS	6	CITY BREAKS 30"	30"	1+ Reach package	A18-59	189	15.6.2024	30.6.2024				36	77	77						
Slovakia Travel	CITY BREAKS	6	CITY BREAKS 30"	30"	Atpremium 5+	A18-59	131	15.6.2024	30.6.2024				24	53	53						
Slovakia Travel	CITY BREAKS	7	CITY BREAKS 30"	30"	1+ Reach package	A18-59	373	1.7.2024	31.7.2024							83	83	83	83	40	
Slovakia Travel	CITY BREAKS	7	CITY BREAKS 30"	30"	Atpremium 5+	A18-59	210	1.7.2024	31.7.2024							47	47	47	47	23	
							903			Total TRP	320					583					
											TRP	0	0	60	130	130	130	130	130	130	63