

CLIENT:	Standa Travel
CAMPAIGN:	IMAGE 2024 CZ
STARTING:	01.06.2024 - 15.07.2024
TARGET AUDIENCE:	All 16-44

NETS	SECTION	FORMAT	SUPPLIER	START DATE	END DATE	IMPRESSIONS	BUYING POINT	CLIENT COST (PLN)	VALUE (PLN)	CLIENT COST (EUR)
Accuracy										
Floating (Standard Media)		Video spot	Sermax s.r.o.	01.06.2024	23.06.2024	852 273	CPM	4 217,00	844,40	5 066,40
Floating (Standard Media)		Video spot	Sermax s.r.o.	24.06.2024	15.07.2024	356 506	CPM	1 887,00	371,40	2 298,40
Novinky (Standard Media)		Hybrid Branding	Sermax s.r.o.	01.06.2024	23.06.2024	297 521	CPM	1 394,00	279,00	1 674,00
Novinky (Standard Media)		Hybrid Branding	Sermax s.r.o.	24.06.2024	15.07.2024	113 686	CPM	651,00	130,20	781,20
Sermax Zpravy (Standard Media)		Hybrid Branding	Sermax s.r.o.	01.06.2024	23.06.2024	335 664	CPM	1 748,00	349,60	2 097,60
Sermax Zpravy (Standard Media)		Hybrid Branding	Sermax s.r.o.	24.06.2024	15.07.2024	181 818	CPM	1 231,00	246,20	1 477,20
Radio (Standard Media)		branding cross-device mid season	CZECH NEWS CENTER s.a.	01.06.2024	30.06.2024	423 280	CPM	1 984,00	396,80	2 380,80
Radio (Standard Media)		branding cross-device low season	CZECH NEWS CENTER s.a.	01.07.2024	15.07.2024	149 148	CPM	694,00	138,80	832,80
Display (Standard Media)		Branding	MAFRA a.s.	01.06.2024	15.07.2024	344 154	CPM	1 833,00	346,60	2 183,60
<b>TOTAL:</b>						<b>5 055 001</b>		<b>15 880,00</b>	<b>3 116,00</b>	<b>18 996,00</b>

CLIENT:	Slovakia Travel
CAMPIGN:	IMAGE 7024 DE
START:	01.05.2024 - 15.07.2024
TARGET AUDIENCE:	All 18-64 + Travel Interest

Channel	Publisher	Placement	Format	Targeting	Duration	Purchase Type	Reach	Impressions	Clicks	client cost €	VAT €	client cost + VAT €
Digital (Awareness)	Programmatic (Via The Trade Desk)	Media libraries of premium publishers (e.g. Ad Alliance, SevenOne (Drm, RTL+...), Wajpoo, cartoon, discovery)	Pre-7 Mid (roll [15", 30"])	Total potential: 11.2 Mio (20% = 2.24 Mio) A 18-64 + Interest in Traveling FC: 2 per week	01.05.24 - 15.07.24	CPM	780 000	1 875 000		41 860 €	8 372 €	50 232 €
	Youtube	Midstreamers: CTV, Desktop, Mobile	Trueview skippable (30")	Demos: 18-64 In-market: Camping & Hiking Equipment, Travel/Air Travel, Travel/Trips by Destination/Trips, 18 Europe	01.05.24 - 15.07.24	CPM	2 016 807	7 058 824		47 900 €	9 490 €	56 400 €
	Paid Social	Mixed placement without audience network	Unlinks	Germany: Stuttgart (460 km) Baden-Württemberg; Munich (460 km) Bayern; Latitude: 53.55 Longitude: 10 Hamburg (460 km) Hamburg; Frankfurt (460 km) Hessen; Düsseldorf (460 km) Nordrhein-Westfalen; Brandenburg; Mecklenburg-Vorpommern; Sachsen; Sachsen-Anhalt; Kurfürstendamm (Berlin U-Bahn) (460 km); 18 - 64; Interests: Travel, Tourism, Adventure travel or Holiday, Behaviors: Frequent international travelers or Frequent Travelers Estimated Audience Share: 17.7M	01.05.24 - 15.07.24	varCPM	1 700 000	11 695 906		46 178 €	9 236 €	55 414 €
Digital (Traffic)	Programmatic (Via The Trade Desk)	PMP Preferred deals only (Premium inventory)	Large Display Format Mix (HPA, Billboard, Ad Bundle, Interstitial/Understitial)	Total potential: 16 Mio (20% = 3.2 Mio) A 18-64 + Interest in Traveling FC: 4 per week	01.05.24 - 15.07.24	CPC	1 914 286	7 777 727	10 000	22 225 €	4 465 €	26 790 €
	Youtube	Mixed placement without audience network	Unlinks	Germany: Stuttgart (460 km) Baden-Württemberg; Munich (460 km) Bayern; Latitude: 53.55 Longitude: 10 Hamburg (460 km) Hamburg; Frankfurt (460 km) Hessen; Düsseldorf (460 km) Nordrhein-Westfalen; Brandenburg; Mecklenburg-Vorpommern; Sachsen; Sachsen-Anhalt; Kurfürstendamm (Berlin U-Bahn) (460 km); 18 - 64; Interests: Travel, Tourism, Adventure travel or Holiday, Behaviors: Frequent international travelers or Frequent Travelers Estimated Audience Share: 17.7M Estimated Reach: 1,521,878 Estimated Frequency: 3.75 Estimated Impressions: 5.7M	01.05.24 - 15.07.24	varCPC	760 939	2 850 000	50 000	45 825 €	9 165 €	54 990 €
	Paid Social	Mixed placement without audience network	Unlinks									
<b>TOTAL</b>										203 188,00 €	40 637,60 €	243 825,60 €

CLIENT:	Slovakia Travel
CAMPAIGN:	IMAGE 2024 HU
TIMING:	01. 05. 2024 - 15. 07. 2024
TARGET AUDIENCE:	All 18-64

Site	Placement	Publisher	Client format	Comment	Buying method	Plan unit	Unit type	Client price (EUR)	VAT (EUR)	Client price incl. VAT (EUR)	
Femina	ROS	Indamedia	970x250,300x250,300x600,640x360	Femina.hu, Mobil tartalmak / Femina.hu Egyedi mitk	CPM based	300 000	AV	1 358	271,6	1 629,6	
NLCafe	Szabadido	Central Media	640x360,300x250-mobile		Time based	1	Week(s)	2 526	505,2	3 031,2	
AV package-Interest targeting	RON	Central Media	300x250-mobile,640x360,970x250,300x600	TA: Interest in travel	CPM based	275 000	AV	2 156	431,2	2 587,2	
Utazomajom	All pages	Infinity	FilterFlower-300x600,FilterGarden-300x600,Video Olimpesz Simple (300x600) Filter Wave 300x600,FilterFlower-300x250-mobile,FilterGarden-300x250-mobile,Filter Wave 300x250-mobile,Video Olimpesz Simple Mobile (300x250)		Time based	1	Week(s)	4 507	901,4	5 408,4	
AV package-Travel	RON	Infinity	FilterFlower-300x600,FilterGarden-300x600,Video Olimpesz Simple (300x600) Filter Wave 300x600,FilterFlower-300x250-mobile,FilterGarden-300x250-mobile,Filter Wave 300x250-mobile,Video Olimpesz Simple Mobile (300x250),Filter Wave 640x360,Filter Wave 300x250,Filter Wave 970x250,FilterGarden-970x250,FilterGarden-640x360,FilterGarden-300x250,FilterFlower-970x250,FilterFlower-640x360,FilterFlower-300x250		CPM based	150 000	AV	0,0	0,0	0,0	
RTL Digital	RON	R-time	FullVideo+	RTL Digital / Full site rotation City break	CPM based	100 000	AV	1 906	381,2	2 287,2	
AtReach+	RON	AtMedia	Preroll,Midroll	TG: 18-64, Travel - Abroad, Light TV Viewers bringasz.hu, csodalatosbalaton.hu, csodalatosbalaton.hu, csodalatosborok.hu, csodalatosbudapest.hu, csodalatosmagyarország.hu, eurosport.hu, hajozas.hu, idekep.hu, ifet.hu, liner.hu, mab.hu, motor1.com, hu.motorport.com, net4.network4.hu, ozonetv.hu, radio1.hu, tenyek.hu, tv2play.hu, mediaklikk.hu, m4sport.hu, hirado.hu www.mediaklikk.hu, www.m4sport.hu, www.hirado.hu	CPM based	59 500	AV	700	140,0	840,0	
AtReach+	RON	MSC	Preroll,Midroll	Atmedia 30%	CPM based	25 500	AV	300	60,0	360,0	
									13 453,00	2 690,60	16 143,60

CLIENT:	Swire's Travel
CAMPAIGN:	IMAGE 2024 PL
START DATE:	15.07.2024
TARGET AUDIENCE:	18-34

Image/2024

Pubcode	Site	Placement	Formats	Production/Technical	Target Group	Bidding model	Trailing	Number of Impressions	Estimated reach	Estimated clicks	CLIENT COST (EUR)	VAT (EUR)	CLIENT COST + VAT (EUR)
<b>Video</b>													
wp.pl	RON WWP wp.pl	Video Online	Instream Video Ad 30"	Parameter Recommended: Video: 1080x1080 (Acceptable above 200 kbps/s) Audio: AAC (Acceptable: 128, 192, 256, 320, 384 kbps/s) Video bitrate: 2500 kbps (Acceptable: 2000-3000 kbps/s) Loading level: from 3 to 4 (UFS/Acceptable: 2-3) (UFS) Dimensions / aspect ratio: 16:9 (Acceptable: 16:9, 4:5) Mobile dimensions: 1080x1920 px Interstitial: NONE (for progress bar) Frame rate: 25	AT 18-34 with an interest in travel DP Tourism / Tourism (General) DP Tourism / Family trips	CPM	01.05-31.07	502,381	317,460	n/a	4,655,000 €	911,100 €	5,566,100 €
<b>Display</b>													
WP.pl	RON wp.pl	Display	Mergable: 300x250, banner: 300x250, halfpage: 300x600 Desktop: 300x250, banner: 300x250, halfpage: 300x600	Mergable: 300x250 (per pixel) / 750x100 (HTML5 150x150) Halfpage: 300x600 (per pixel) / 750x150 (HTML5 150x150)	DP Tourism / Europe DP Tourism / Family trips	VCPM	01.05-31.07	2,666,667	888,889	n/a	13,000,000 €	2,700,000 €	15,700,000 €
Grupa.pl	ROS Grupa.pl	Display	TOPBOARD WIDEBOARD:	TOPBOARD WIDEBOARD: 960x100 px / 1px / PNG / HTML5 150x150 Minimum of 3 creatives in rotation	AT 18-34 and travel interest	CPM	01.05-31.07	3,000,000	1,000,000	n/a	6,210,000 €	1,242,000 €	7,452,000 €
Onet	RON Onet	Display	Audience Impact Multiscreen 1200x300 px desktop, 600x300 px mobile	Desktop: 1200x300 px (PC/PNG 1100x1100, HTML5 300x150) mobile: 600x300 px (PC/PNG 100x100, HTML5 150x150)	Travel Interest	CPM	01.05-31.07	874,874	291,625	n/a	2,364,000 €	492,800 €	2,856,800 €
<b>TOTAL</b>											<b>26,920,000 €</b>	<b>5,365,800 €</b>	<b>32,285,800 €</b>

CLIENT:	Slovakia Travel
INTEREST:	IMAGE 2024 SK
TIMING:	01/05/2024 - 14/07/2024
TARGET AUDIENCE:	All 18-64+ travel interest (1,279,981 RU)

WEB	FORMAT	CREATIVE	BUYING METHOD	IMPRESSIONS / READS	FREQUENCY	REACH ESTIMATE	TARGETING	CLIENT COST (EUR)	VAT (EUR)	CLIENT COST + VAT (EUR)
Awareness Media										
interzsk	Video v slonku - Outstream (16:9)	IMAGE	Direct buy	400 000	1,2	333 333	All 18+	5 907,00 €	1 181,40 €	7 088,40 €
pravda.sk	Instream video do 30s	IMAGE	Direct buy	300 000	1,2	250 000	All 18+	4 363,00 €	872,60 €	5 235,60 €
InClick	InArticle video + branding	IMAGE	Direct buy	400 000	1,2	333 333	All 18+	2 685,00 €	537,00 €	3 222,00 €
aktuality.sk	floating	[Desktop] Square:300x200/600 + [Mobile] Square:300x200/250	Direct buy	629 269	2	314 635	All 18+	4 255,00 €	851,00 €	5 106,00 €
Total				1 729 269	1,6	1 099 118	-	17 210,00 €	3 442,00 €	20 652,00 €