

Annex No.2 - Media Plan

Tender title	"Discover Central Europe" data driven
Tender reference no.	V/L/2025/S14/89
Tender system no. in NEA	N/006/25/V00034209

Country	Budget w/o VAT	Media	Note	Target Group	Unit	Timing	Maximal Campaign Length (months)	Media type	Price/Unit w/o VAT	Minimal Number of Units (x1)*	Total minimum Number of Units	Number of Units Guaranteed (x1)
USA and Canada	50.00	Supplier's media mix	15sec video	Residents of the U.S. (LA/NY/Chicago/Philadelphia/Boston and surroundings and Florida) and Canada (Toronto/Montreal and surroundings), primarily in major metropolitan areas, with high disposable income (household 150,000 USD plus/ year), interested in culture, heritage, culinary travel, and authentic European experiences, have a history of traveling internationally at least once per year, Likely to travel independently or through FIT (Fully Independent Traveler) arrangements.	CPT (impression, non-skippable videos)	mid OCT/2025 - DEC 12th /2025	1	CPT (impression) non-skippable videos	\$15.00	1,050,000	1,050,000	1,333,333
		Supplier's media mix	Excluding Social Media (Meta, X, TikTok, YouTube)		CPT (Impressions)			CPT (impression) excluding Social Media	\$7.50	1,000,000	1,333,333	
			Supplier's preferred online media placement		CPT (Impressions)			CPT (impression) supplier's preferred online media placement	\$8.50		2,450,000	1,588,235
Total	\$43,500.00	-	-		-	-	-	-	-		1,500,000	4,254,901

Yellow fields to be filled in by the supplier

Quality of campaign monitoring and reporting

Data included in the Report	Data guaranteed	Points
CPT impressions, non skipabble videos ads	Mandatory	0
CPT impressions excluding Social media	Mandatory	0
CPT impressions supplier's preferred online media placement	Mandatory	0
Flight and accommodation searches for each participating country individually	Mandatory	0
Flight and accommodation bookings for each participating country individually	Mandatory	0
Return on advertising spend for each participating country individually	Mandatory	0
TOP 10 origin cities for searching and booking by country	YES	40
Average length of stay by country	YES	30
Searched and booked departure months by country	YES	20
Alternate destination searches and bookings	YES	10
	Total	100

Definitions:
Participating country: Czechia, Hungary, Poland, Slovakia
Country: USA, Canada
Origin city: major city or USA state or Canadian province or territory

Yellow fields to be filled in by the supplier