

Sample Media plan – for presentation purposes only



Media													in KN	offer €
<b>CROATIA</b>													11.400	1.500,00
Online	description			adv. issued	adv.description format w x h	ad type		charging method	comments	rate card in €	%	in KN	offer in €	
Facebook advertising	Advertising on community site Facebook, targeted to different markets according to your parameters. Targeting possibilities on Facebook allow to reach the exact audience you want. Within our offer we will set up the entire campaign for you, manage it, optimize it and consult you.			01.3.2015 - 31.5.2015	Send people to your web site – CPC model uz mjerenje konverzije (poslan upit ili uspješna rezervacija). Mogućnost korištenja remarketing opcije.	AD		CPC	Ciljana tržišta: Nizozemska, jug Njemačke, Austrija, sjeverna Italija, Slovenija Ciljana publik: kampisti Projicirani broj posjeta: Ukupno 4000 relevantnih posjeta na web stranice. Projekciju konverzija možemo dati nakon pregleda određene stranice.	1.500,00	0 %	11.400	1.500,00	
<b>Sum Online</b>										<b>1.500,00</b>		<b>11.400</b>	<b>1.500,00</b>	
<b>INTERNATIONAL</b>													26.592	3.499,00
Online	description	unique users / m	page impr. / m	adv. issued	adv.description format w x h	ad type	days	charging method	comments	rate card in €	%	in KN	offer in €	
Camping.info Premium entry	Leading camping portal in the German speaking market (Germany, Austria, Switzerland). One of the most visited online camp media, available in 24 languages with high positions on Google. Premium-Campsites advantages: striking presentation on map (search-site) and in search list, advertising on detail sites of competitors (neighboring campsites), additional advertising on front page and overview pages.	389.778	2.636.957	1.1.2015 - 31.12.2015	yearly premium entry	AD	365	fee year	Klijent će dobiti izravan pristup podacima za popunjavanje obrazaca online. Provjera online upisa biti će napravljena od strane KG Media-e. Ukoliko želite KG media će za Vas ispuniti online obrazac i postaviti fotografije (do 30 slike moguće).	499,00	0 %	3.792	499,00	
Google AdWords (Search network)	Google AdWords is an advertising service offered by Google, based on selected keywords. Adwords are shown up on a bid-system, depending how much money per keyword an advertiser would like to invest. Within our offer we will set up the entire campaign for you, manage it, optimize it and consult you.  If the demand on the market requires, and in agreement with the client, budget will be shifted from one country to another. If the budget is not spent till the planed end-date of the campaign, the campaign will be prolonged till budget is spent. Find real start and end dates on the report.			1.1.2015 - 30.6.2015	AdWords textual ads	AD		CPC	Tržišta: Njemačka 70%, Austrija 30% Broj klikova Austrija: 1.600 Broj klikova Njemačka: 2.800 Analytics će zabilježiti i minimalno toliko posjeta na web stranice.	3.000,00	0 %	22.800	3.000,00	
<b>Sum Online</b>										<b>3.499,00</b>		<b>26.592</b>	<b>3.499,00</b>	
<b>Total</b>											<b>100%</b>	<b>37.992</b>	<b>4.999,00</b>	
Sum Online										% of total	10,0 %	3.792	499,00	
Sum AdWords										% of total	60,0 %	22.800	3.000,00	
Sum Facebook										% of total	30,0 %	11.400	1.500,00	

Important notes:

► Offer based on current prices in Euro.

► all offers and mediaplans are subject to the general terms & conditions and the advertising information & rules of KG Media. Services not included in offer can be found in separate price list.

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<ul style="list-style-type: none"><li>▶ KG Media handling fee is based on 15% of budget and contains service for the existing structure of your SEM campaigns. For all additional requests (new options, including new offers, new markets, remarketing...) during the year, a separate informative offer will be delivered upon receiving your request.</li><li>▶ KG Media handling fee is based on 15% of budget and contains service for the existing structure of your Facebook campaign. For all additional requests (new posts for promotion, new ads, new targeting options, new markets...) during the year, a separate informative offer will be delivered upon receiving your request."</li><li>▶ Reports for online advertisement can only be supplied for advertisement booked on CPM or CPC model. Reports for yearly entries or other online advertising possibilities are available together with Conversion measuring package.</li> <li>▶ All offered rates are net rates without VAT. Following EU regulations the VAT will not be charged if the addressee/ recipient of the invoice has an international VAT number.</li></ul>		