



The Head Office of the Croatian National Tourist Board, Iblerov Trg 10/IV, 10000 Zagreb, VAT no.: 72501368180

is launching the

**PUBLIC CALL
FOR JOINT ADVERTISING
IN PROMOTIONAL CAMPAIGNS
OF THE PUBLIC AND PRIVATE SECTORS
IN 2017**

Zagreb, August 2016

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I. MODEL I - JOINT ADVERTISING OF DESTINATION PROMOTION OF COASTAL COUNTIES AND THE CITY OF ZAGREB

Special destination promotion programmes of coastal counties and the City of Zagreb, and professional associations in tourism

In accordance with this model, joint advertising refers exclusively to the destination offer in **pre and post season** (January-June and September-December, excluding the advertising of offers for July and August).

➤ Total planned funds of model I

Total planned funds for advertising of Croatian tourism in special destination promotion programmes of coastal counties and the City of Zagreb, and professional associations in tourism amounts to **23,650,000.00 HRK (including VAT)**.

The allocation of funds by county shall be performed in accordance with the share of a single county in total achieved overnight stays in 2015 as follows:

COUNTY	SHARE IN TOTAL OVERNIGHT STAYS IN 2015	PLAN 2017
	(excluding continental areas)	
Istria	29.9	6,939,120.00 HRK
Kvarner	18.6	4,324,480.00 HRK
Lika-Senj	3.1	728,480.00 HRK
Zadar	11.2	2,586,800.00 HRK
Šibenik-Knin	6.9	1,596,160.00 HRK
Split-Dalmatia	19.0	4,398,720.00 HRK
Dubrovnik-Neretva	8.8	2,030,000.00 HRK
City of Zagreb	2.6	596,240.00 HRK
ASSOCIATIONS		450,000.00 HRK
TOTAL	100.0	23,650,000.00 HRK

Table 1 Source of information about overnight stays: Croatian Bureau of Statistics

County tourist boards and the Zagreb Tourist Board as advertising holders propose the distribution of funds per models on the basis of an agreement at the destination level and according to their specific interests that will be considered upon deciding.

The share of single participants at the destination level shall be agreed before sending the joint application to the CNTB, bearing in mind the available funds referred to in Table 1, and all media plans should be prepared accordingly (for models I-a, I-c, I-d, and I-e).

I-d Joint advertising of special destination programmes - destination advertising

Joint advertising of special destination programmes includes the advertising of general and special tourist offer of coastal counties and the City of Zagreb carried out by the Croatian National Tourist Board, the system of tourist boards of coastal counties and the Zagreb Tourist Board in promotional channels of the selected partner organiser of tourist travels or special destination programmes and carriers (own web and social media networks, catalogues, TV/radio advertising).

Partners who nominate their application according to this model cannot participate in other models of the same county.

All partners before sending their final application must agree the shares with the system of tourist boards and accordingly deliver the media plan and all other prescribed documentation.

➤ Prescribed participation shares:

- CNTB up to a maximum of 50% of funds,
- system of tourist boards and other entities in the destination a minimum of 50% of funds.

County tourist boards and the Zagreb Tourist Board coordinate the advertising of Croatian tourism and the shares of funds between single participants at the destination level that shall participate in promotional campaigns, and harmonise the participation of the system of tourist boards of municipalities, towns and cities from the area of the coastal counties .

➤ **Special criteria**

Tourist boards of coastal counties and the Zagreb Tourist Board, according to their strategic development and marketing plans of the destination independently select the type of programme, as well as the criteria and standards for the selection of promotional campaigns of TO/TA, organiser or carrier in which the advertising will be carried out.

Special criteria for 2017 include:

- **Split-Dalmatia County:** larger number of arrivals and overnight stays in pre-season and post-season,
- **Dubrovnik-Neretva County:**
 - flights to Dubrovnik airport:
 - all-year-round flights introduced in summer and winter time flight schedule,
 - continuous flights rotations that start on 15 April 2017 and earlier, and terminate on 14 October 2017 and later,
- **The City of Zagreb:** for the advertising of destination in the channels of a selected partner the reach of promotional channels of the partner (number of visits of a website/newsletter reach/profiles reach on social media networks/circulation and distribution of catalogues, etc.).
Advertising in promotional channels of air carriers shall be linked exclusively to the promotion of a direct flight for the destination, and advertising in promotional channels of the tour operator to the promotion of programmes that achieve overnight stays in the destination.

➤ **Media plan**

Advertising holder is the county tourist board. **Advertising implementer** is the selected partner travel organiser or another holder of special destination offer, air and other carrier that may implement the promotional campaign independently or through a promotional agency after the CNTB and the county tourist board approve the media plan for advertising.

The CNTB has the right to request the modification of activities from the media plan and the nominated programme, and propose new ones in order to harmonise them with the Strategic marketing plan of Croatian tourism for the period 2014 - 2020.

Each advertising holder shall present only **one media plan** with all activities according to media types and notes on how they will be implemented (agency or independently).

➤ **Nominated programmes for the concerned destination**

Together with the application it is necessary to deliver a detailed **programme for the concerned destination** that is nominated for 2017 (period of operations, number of lines/routes, number of rotations in each period, capacity of planes/buses, number of leased accommodation units, counties to which the programmes refer to, etc.).

The holder and/or the advertising implementer shall notify the CNTB if there are changes in the implementation of the programme in comparison to the nominated programme. In case of reduced implementation of the nominated programme, the CNTB and the system of tourist boards may reduce or terminate further joint advertising, and in this case only the costs occurred until the moment of reduction of the nominated programme might be recognised, in accordance with prescribed conditions.

Holder or advertising implementer shall deliver together with the evidentiary documentation on conducted joint advertising also the **statements on achieved** number of lines, rotations, guests in each county depending on the type of nominated programme (the content of the statement shall be attached to the contract). The aforementioned documentation on the implemented programme the CNTB shall use for monitoring the effects of the joint advertising programme.

➤ **Way of advertising**

In all types of advertising **in own channels of the implementer** the holder and the advertising implementer shall perform the following:

- publish an ad that contains the advertising of Croatian tourism that is a visual material of the CNTB and the system of tourist boards,
- in case of advertising on social media networks also include the link to the appropriate CNTB channel on the same social network or alternative one in agreement with the CNTB,
- in radio advertising the ad shall terminate with the slogan defined by the CNTB for the advertising of Croatian tourism,
- in video/TV advertising use the telop or another material approved by the CNTB.

The CNTB and the system of tourist boards shall, if necessary, request from the partner/organiser to include only those own channels that enable co-branded content, and in which they will be present as partners as long as the joint advertising lasts, that is throughout the duration of the nominated programme for the concerned destination in 2017.

- ✓ All participants in joint advertising shall place on their internet pages online advertisements promoting Croatian tourism, that is the CNTB, at least in the format 300x250, 40 KB (**CNTB banner linked to CNTB web site**).
- ✓ Advertising holder shall publish in all types of advertising an ad which will prove that this is joint advertising of the CNTB and the system of tourist boards as partners.
- ✓ The advertising holder shall deliver to the CNTB before launching the advertising a proposal of the ad for **authorisation (indicate model/contract and advertising holder)**, and is responsible for the compliance with author's rights in using advertising materials.

➤ **Monitoring and contract**

The CNTB and the system of tourist boards monitor the implementation of the agreed advertising, and may require from the advertising holder/implementer to deliver all additional evidentiary documentation.

Rights, obligations, and content of advertising in promotional campaign of special destination programmes - destination advertising shall be regulated by a contract between the CNTB and the system of tourist boards.

I-e **Joint advertising of special destination programmes**

Joint advertising of special destination programmes includes advertising of the general tourist offer and special programmes of coastal counties and the City of Zagreb that are carried out by the Croatian National Tourist Board, the system of tourist boards of coastal counties and the Zagreb Tourist Board in promotional campaigns of the selected partner organizer of tourist travel or special destination programmes and carriers.

Partners who nominate their application according to this model cannot participate in other models of the same county.

All partners before sending their final application must agree the shares with the system of tourist boards and accordingly deliver the media plan and all other prescribed documentation.

➤ **Prescribed participation shares:**

- The CNTB and the system of tourist boards each up to a maximum of 25% of funds. The share of the CNTB cannot be higher than the share of the system of tourist boards.
- Partner/organiser a minimum of 50% of funds.

County tourist boards coordinate the advertising of Croatian tourism and the shares of funds between single participants at the destination level that shall participate in promotional campaigns, and harmonise the participation of the system of tourist boards of municipalities, towns and cities from the area of the coastal counties.

➤ **Special criteria**

Tourist boards of coastal counties and the Zagreb Tourist Board, according to their strategic development and marketing plans of the destination independently select the type of programme, as well as criteria and standards for the selection of promotional campaigns of TO/TA, organiser or carrier TO/TA in which the advertising will be carried out.

Special criteria for 2017 include:

- **Split-Dalmatia County:** larger number of arrivals and overnight stays in pre-season and post-season,
- **Dubrovnik-Neretva County:**
 - flights to Dubrovnik airport:
 - all-year-round flights introduced in summer and winter time flight schedule,
 - continuous flights rotations that start on 15 April 2017 and earlier, and terminate on 14 October 2017 and later,
- **The City of Zagreb:** for advertising destination programmes - promotion of tourist services of various aspects - proof that the agency is registered on the territory of the Zagreb Tourist Board to which it applies.

➤ **Media plan**

The advertising holder is the organiser of tourist travels or special destination programmes or a carrier that may implement the promotional campaign independently or through a promotional agency after the CNTB and the county tourist board approve the media plan.

The CNTB has the right to request the modification of activities from the media plan and the nominated programme, and propose new ones in order to harmonise them with the Strategic marketing plan of Croatian tourism for the period 2014 - 2020.

Each advertising holder shall deliver only **one media plan** for each type of media buying with all activities by type of media and notes on how they will be implemented (agency or independently).

A minimum of 60% of the media plan shall refer to advertising in media buying.

➤ **Nominated programmes for the concerned destination**

Together with the application it is necessary to deliver a detailed **programme for the concerned destination** that is nominated for 2017 (period of operations, number of lines/routes, number of rotations in each period, capacity of planes/buses, number of leased accommodation units, counties to which the programmes refer to, etc.).

The advertising holder and/or the system of tourist boards shall inform the CNTB if there are modifications in the implementation of the programme in comparison to the nominated programme. In case of reduced implementation of the nominated programme, the CNTB and the system of tourist boards may reduce or terminate further joint advertising, and in this case only the costs occurred until the moment of reduction of the nominated programme might be recognised, in accordance with prescribed conditions.

The travel organiser/carrier shall deliver together with the evidentiary documentation on conducted joint advertising also the **statements on achieved** number of lines, rotations, guests, that is visitors in each county depending on the type of nominated programme (the content of the statement shall be attached to the contract). The aforementioned documentation on the implemented programme the CNTB shall use for monitoring the effects of the joint advertising programme.

➤ **Marketing activities in media buying acceptable for joint advertising according to this model:**

- print media advertising,
- TV and radio advertising,
- outdoor advertising (billboards, displays in public places and public transport),
- online advertising (including advertising on social media networks).

Advertising in **own sales and promotional channels** (advertising on own web pages and social media networks, printed promotional brochure or catalogue with published CNTB and system of tourist boards ad, TV/radio

advertising) may be a part of the media plan to a maximum share that is allowed according to prescribed way of advertising, and with delivery and review of all costs.

The CNTB and the system of tourist boards shall, if necessary, request from the partner/organiser to include only those own channels that enable co-branded content, and in which they will be present as partners as long as the joint advertising lasts, that is throughout the duration of the nominated programme for the concerned destination in 2017.

➤ **Way of advertising**

In all types of advertising the advertising holder shall perform the following:

- publish a joint ad with at least 1/3 of the space that contains the advertising of Croatian tourism, that is visual material of the CNTB and the system of tourist boards,
 - on the own website (on the homepage or landing page of the online campaign) place online ads that will advertise Croatian tourism at least in the format 300x250, 40 KB, and in own catalogues at least 1 page of Croatian tourism ad, that is visual material of the CNTB and the system of tourist boards,
 - in case of advertising on social media networks also include the link to the appropriate CNTB channel on the same social network or alternative one in agreement with the CNTB,
 - in radio advertising the ad shall terminate with the slogan defined by the CNTB for the advertising of Croatian tourism,
 - in video/TV advertising use the telop or another material approved by the CNTB.
- ✓ All participants in joint advertising shall place on their internet pages online advertisements promoting Croatian tourism, that is the CNTB, at least in the format 300x250, 40 KB (**CNTB banner linked to CNTB web site**).
 - ✓ The advertising holder shall publish in all types of advertising an ad which will prove that this is joint advertising of the CNTB, the system of tourist boards and the organiser/carrier as partners.
 - ✓ The advertising holder shall deliver to the CNTB and to the system of tourist boards before launching the advertising a proposal of the ad for **authorisation (indicate model/contract and advertising holder)**, and is responsible for the compliance with author's rights in using advertising materials.

➤ **Monitoring and contract**

The CNTB and the system of tourist boards monitor the implementation of the agreed advertising, and may require from the advertising holder to deliver all additional evidentiary documentation.

Rights, obligations, and content of advertising in promotional campaign of special destination programmes shall be regulated by a contract between the CNTB, the system of tourist boards, and the selected partner.

1. Documentation for the application for model I

All application forms are in the **attachment** to this Public Call (forms and tables) and should be delivered in **printed form**, and Excel tables additionally in the **electronic form** (on CD/DVD/USB) together with other prescribed documentation.

- | | | | |
|--------------------|-----------------|-------------------------|------------------------|
| • Model I-d: forms | I-d 2017 | Media plan - own | I-d application |
| • Model I-e: forms | I-e 2017 | media plan forms | I-e application |

Along with the filled in forms, it is necessary to deliver the certificate of the competent tax authority that the **the domestic carrier, TO/TA or the organiser** has no outstanding debts towards the State (not older than 30 days from the date of application submission).

All data that the partners in their nominations deliver to the county tourist board and the CNTB are considered confidential and will be used only as documentation for the nomination of promotional campaigns and their implementation.

2. Application deadlines for model I

- d. Applications for model **I-d (special destination programmes - destination advertising)** should be submitted with the indication of the model in writing **EXCLUSIVELY** by mail to the address of the tourist boards of coastal counties or the Zagreb Tourist Board **not later than 10.09.2016.**

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- e. Applications for **model I-e (special destination programmes)** should be submitted with the indication of the model in writing **EXCLUSIVELY** by mail to the address of the tourist boards of coastal counties or the Zagreb Tourist Board **not later than 10.09.2016.**

Applications sent by the post office with the abovementioned date will be taken into consideration as well.

Tourist boards of coastal counties and the Zagreb Tourist Board shall deliver the received and reviewed nominations, that is their joint application for models **I-a, I-c, I-d and I-e** with the indication **“Applications for joint advertising model I/2017”** in writing exclusively by mail to the address of the Head Office of the Croatian National Tourist Board, and the table with the joint overview of all applications by models **also in electronic form** by mail (on CD/DVD/USB) and e-mail within the **deadline established upon publication of this Public Call.**

II. MODEL II - JOINT ADVERTISING OF ORGANISED TRAVEL PROGRAMMES

Joint advertising of organised travel programmes includes the advertising of the Republic of Croatia as tourist destination that is carried out by the Croatian National Tourist Board **in cooperation with the travel organiser with organised bus or air arrivals to Croatia in its promotional campaigns** (programmes that include organised transport services to Croatia and accommodation in Croatia).

Joint advertising refers exclusively to the offer of organised programmes for Croatia that include **preseason and/or postseason** (January-June and September-December).

➤ **Total planned funds of model II**

Total planned funds for joint advertising of the Republic of Croatia as a tourist destination in advertising of organised travel programmes amount to **10,500,000.00 HRK (including VAT)**.

➤ **Travel organisers who can apply according to this model:**

- a) **Travel organisers** which have organised travel programmes with organised air charter transport or leased seats on regular lines from strategic foreign markets to Croatia or organised travel programmes with bus transport to Croatia,
- b) **Consolidators in air transport** on whose flights to Croatia TO/TA lease seats for organised travel programmes,
- c) **Consolidators of organised travel programmes** - TO/TA that consolidate organised travel programmes of more other travel agencies from foreign markets.

If the consolidator nominated the TO/TA that obtained funds according to another contract for joint advertising with the CNTB, those data will not be taken into consideration for the application and implementation of the consolidator's programme.

➤ **Prescribed participation shares:**

- CNTB up to a maximum of 50% of funds,
- travel organiser a minimum of 50% of funds.

➤ **Media plan**

The advertising holder is the travel organiser that may implement the promotional campaign independently or through a promotional agency after the CNTB approves the proposed programmes and the media plan.

The media plan shall contain the offer and the proposal of joint marketing activities of **minimal value** amounting to 300,000.00 HRK net.

The CNTB has the right to request the modification of activities from the media plan and the nominated programme, and propose new ones in order to harmonise them with the Strategic marketing plan of Croatian tourism for the period 2014 - 2020.

Each advertising holder shall deliver only **one media plan** for each type of media buying with all activities by type of media and notes on how they will be implemented (agency or independently).

Travel organisers shall invest a given minimal part of funds in the **media buying** for offline and online advertising, as follows:

- organisers of organised travel 60%,
- consolidators 30%.

➤ **Nominated programmes for Croatia**

When choosing the advertising programme the proposal of the media plan shall be taken into consideration, as well as data about guests that the travel organiser achieved with its programme in 2015, the estimate for 2016, and the approximate plan for 2017.

Together with the application it is necessary to deliver the detailed **programme for Croatia** that is nominated for 2017 (period of operations, number of lines/routes, number of rotations in each period, capacity of planes/buses, counties to which the programmes refer, etc.).

Organised programmes for Croatia that may be nominated in this model have to last at least **4 months**.

- Precedence shall be given to applications of travel organisers for programmes with organised air transport:
 - that achieve a higher number of passengers in organised programmes for Croatia,
 - that implement those programmes in 3 or more airports in Croatia, and with more departure airports,
 - that in the preseason and postseason introduce new lines, increase capacities and prolong the period of operations.

The travel organiser shall deliver together with the evidentiary documentation on conducted joint advertising also the **statement on achieved** number of lines, rotations, guests in each county (the content of the statement shall be attached to the contract). The aforementioned documentation on the implemented programme the CNTB shall use to monitor the performance of the joint advertising programme.

The advertising holder shall inform the CNTB if there are modifications in the implementation of the programme in comparison to the nominated programme. In case of reduced implementation of the nominated programme, the CNTB may reduce or terminate further joint advertising, and in this case only the costs occurred until the moment of reduction of the nominated programme might be recognised, in accordance with prescribed conditions.

- **Marketing activities in media buying acceptable for joint advertising according to this model:**
 - print media advertising,
 - TV and radio advertising,
 - outdoor advertising (billboards, displays in public places and public transport),
 - online advertising (including advertising on social media networks).

Advertising in **own sales and promotional channels** (advertising on own web pages and social media networks, printed promotional brochure or catalogue with published CNTB ad, TV/radio advertising) may be a part of the media plan to a maximum share that is allowed according to prescribed way of advertising, and with delivery and review of all costs.

The CNTB, if necessary, shall request from the partner/organiser to include only those own channels that enable co-branded content, and in which as partner will be present as long as the joint advertising lasts, that is throughout the duration of the nominated programme for the concerned destination in 2017.

- **Way of advertising**

In all types of advertising the advertising holder shall perform the following:

- publish a joint ad with at least 1/3 of the space that contains the advertising of Croatian tourism, that is visual material of the CNTB,
 - on the own website (on the homepage or landing page of the online campaign) place online ads that will advertise Croatian tourism at least in the format 300x250, 40 KB, and in own catalogues at least 1 page of Croatian tourism ad, that is visual material of the CNTB,
 - in case of advertising on social media networks also include the link to the appropriate CNTB channel on the same social network or alternative one in agreement with the CNTB,
 - in radio advertising the ad shall terminate with the slogan defined by the CNTB for the advertising of Croatian tourism,
 - in video/TV advertising use the CNTB telop or another material approved by the CNTB.
- ✓ All participants in joint advertising shall place on their internet pages online advertisements promoting Croatian tourism, that is the CNTB, at least in the format 300x250, 40 KB (**CNTB banner linked to CNTB web site**).
 - ✓ The advertising holder shall publish in all types of advertising an ad which will prove that this is joint advertising of the CNTB and the organiser as partner.

- ✓ The advertising holder shall deliver to the CNTB before launching the advertising a proposal of the ad for **authorisation (indicate model/contract and advertising holder)**, and is responsible for the compliance with author's rights in using advertising materials.

➤ **Monitoring and contract**

The CNTB monitors the implementation of the agreed advertising, and may require from the advertising holder to deliver all additional evidentiary documentation.

Rights, obligations, and content of CNTB advertising in promotional campaigns of the travel organiser shall be regulated by a contract between the CNTB and the travel organiser.

1. Documentation for the application for model II

All application forms are in the **attachment** to this Public Call (forms and tables) and are delivered in **printed form**, and Excel tables additionally in the **electronic form** (on CD/DVD/USB) together with other prescribed documentation.

• Model II-a: forms	II-a 2017	media plan forms	II-a programme	II-a application
• Model II-b: forms	II-b 2017	media plan forms	II-b programme	II-b application
• Model II-c: forms	II-c 2017	media plan forms	II-c programme	II-c application

Along with the filled in forms, it is necessary to deliver the certificate of the competent tax authority that the **domestic TO/TA or organiser** has no outstanding debts towards the State (not older than 30 days from the date of application submission).

All data that the partners in their nominations deliver to the CNTB are considered confidential and will be used only as documentation for the nomination of promotional campaigns and their implementation.

2. Application deadlines for model II

- f. The travel organiser/consolidator shall submit the application with the indication "Application for joint advertising model II/2017" **EXCLUSIVELY** by mail in writing to the address of the Head Office of the Croatian National Tourist board **not later than 10.09.2016.**

Applications sent by the post office with the abovementioned date will be taken into consideration as well.

III. MODEL III - JOINT ADVERTISING OF DESTINATION PROMOTION OF CONTINENTAL AREAS (EXCLUDING THE CITY OF ZAGREB)

Special programmes of destination promotion of continental areas (excluding the City of Zagreb)

Joint advertising according to this model refers to the destination offer in continental areas **throughout the year**.

➤ Total planned funds of model III

Total planned funds for joint advertising of Croatian tourism in special destination promotion programmes of continental areas are funds for touristically underdeveloped areas and amount to **5,850,000.00 HRK (including VAT)**.

MODEL III	PLAN 2017
Joint advertising of general destination offer in continental areas (image advertising)	
Joint advertising of special destination offer in continental areas - holder of accommodation offer	4,450,000.00 HRK
Joint advertising of organised travel programmes in continental areas	1,400,000.00 HRK
TOTAL	5,850,000.00 HRK

Table 2

Total planned funds for joint advertising of the general offer of continental counties (image advertising) and special offer/content in cooperation with holders of the accommodation offer in continental areas amounts to **4,450,000.00 HRK (including VAT)**.

The allocation of funds shall be performed according to the share of a single county in total achieved overnight stays in continental areas in 2015, as follows:

COUNTY	Share in total achieved overnight stays in continental areas in 2015	PLAN 2017
Bjelovar-Bilogora	4.2	186,900.00 HRK
Brod-Posavina	2.9	129,050.00 HRK
Karlovac	26.3	1,170,350.00 HRK
Koprivnica-Križevci	1.9	84,550.00 HRK
Krapina-Zagorje	14.4	640,800.00 HRK
Međimurje	8.5	378,250.00 HRK
Osijek-Baranja	10.5	467,250.00 HRK
Požega-Slavonia	1.6	71,200.00 HRK
Sisak-Moslavina	5.5	244,750.00 HRK
Varaždin	8.6	382,700.00 HRK
Virovitica-Podravina	1.9	84,550.00 HRK
Vukovar-Srijem	6.3	280,350.00 HRK
Zagreb County	7.4	329,300.00 HRK
TOTAL	100.0	4,450,000.00 HRK

Table 3 Source of information about overnight stays: Croatian Bureau of Statistics

III-c Joint advertising of organised travel programmes in continental areas

Joint advertising of special programmes in continental areas includes advertising of organised travel programmes in continental areas carried out by the Croatian National Tourist Board **in cooperation with travel organisers in continental areas in their promotional campaigns**.

Programs covered by this model are organised programmes with overnight stays primarily in **continental counties** indicated in Table 3, and they should cover a minimum of **75% of advertising**.

➤ Prescribed participation shares:

- CNTB up to a maximum of 70% of funds,
- travel organiser in continental areas a minimum of 30% of funds.

➤ **Media plan**

Advertising holder is the travel organiser that may implement the promotional campaign independently or through a promotional agency after the CNTB approves the media plan.

The CNTB has the right to request the modification of activities from the media plan and the nominated programme, and propose new ones in order to harmonise them with the Strategic marketing plan of Croatian tourism for the period 2014 - 2020.

Each advertising holder shall deliver only **one media plan** for each type of media buying with all activities by type of media and notes on how they will be implemented (agency or independently).

A minimum of 60% of the media plan shall refer to advertising in media buying.

➤ **Nominated programmes for the concerned destination**

When choosing the advertising programme the delivered media plan shall be taken into consideration, data about the number of guests with overnight stays in continental areas that the travel organised achieved with its programme in 2015, the estimate for 2016, and the approximate plan for 2017.

Together with the application it is necessary to deliver the detailed **programme for the concerned destination** that is nominated for 2017 (period of operations, number of lines, number of rotations in each period, capacity of planes/buses, counties to which the programmes refer to, etc.).

The travel organiser shall deliver together with the evidentiary documentation on conducted joint advertising also the **statements on achieved** number of lines, rotations, guests in each county depending on the type of programme nominated (the content of the statement shall be attached to the contract). The aforementioned documentation on the implemented programme the CNTB shall use to monitor the performance of the joint advertising programme.

The advertising holder shall inform the CNTB if there are modifications in the implementation of the programme in comparison to the nominated programme. In case of reduced implementation of the nominated programme, the CNTB may reduce or terminate further joint advertising, and in this case only the costs occurred until the moment of reduction of the nominated programme might be recognised, in accordance with prescribed conditions.

➤ **Marketing activities in media buying acceptable for joint advertising according to this model:**

- print media advertising,
- TV and radio advertising,
- outdoor advertising (billboards, displays in public places and public transport),
- online advertising (including advertising on social media networks).

Advertising in **own sales and promotional channels** (advertising on own web pages and social media networks, printed promotional brochure or catalogue with published CNTB ad, TV/radio advertising) may be a part of the media plan to a maximum share that is allowed according to prescribed way of advertising, and with delivery and review of all costs.

The CNTB, if necessary, shall request from the partner/organiser to include only those own channels that enable co-branded content, and in which as partner will be present as long as the joint advertising lasts, that is throughout the duration of the nominated programme for the concerned destination in 2017.

➤ **Way of advertising**

In all types of advertising the advertising holder shall perform as follows:

- publish a joint as with at least 1/3 of the space that contains the advertising of Croatian tourism, that is visual material of the CNTB,
- on the own website (on the homepage or landing page of the online campaign) place online ads that will advertise Croatian tourism at least in the format 300x250, 40 KB, and in own catalogues at least 1 page of Croatian tourism ad, that is visual material of the CNTB,
- in case of advertising on social media networks also include the link to the appropriate CNTB channel on the same social network or alternative one in agreement with the CNTB,

- in radio advertising the ad shall terminate with the slogan defined by the CNTB for the advertising of Croatian tourism,
 - in video/TV advertising use the telop or another material approved by the CNTB.
- ✓ All participants in joint advertising shall place on their internet pages online advertisements promoting Croatian tourism, that is the CNTB, at least in the format 300x250, 40 KB (**CNTB banner linked to CNTB web site**).
 - ✓ The advertising holder shall publish in all types of advertising the ad that will prove that this is joint advertising of the CNTB and the organiser as partner.
 - ✓ The advertising holder shall deliver to the CNTB before launching the advertising a proposal of the ad for **authorisation (indicate model/contract and advertising holder)**, and is responsible for the compliance with author's rights in using advertising materials.

➤ **Monitoring and contract**

The CNTB monitors the implementation of the agreed advertising, and may require from the advertising holder to deliver all additional evidentiary documentation.

Rights, obligations, and content of advertising in promotional campaign of the travel organiser in continental areas shall be regulated by a contract between the CNTB and the travel organiser.

1. Documentation for the application for model III

All application forms are in the attachment to this Public Call (forms and tables) and are delivered **in printed form**, and Excel tables additionally in the **electronic form** (on CD/DVD/USB) together with other prescribed documentation.

- Model III-c: forms **III-c 2017** **media plan forms** **II-c programme** **III-c application**

Along with the filled in forms, it is necessary to deliver the certificate of the competent tax authority that the holder of the accommodation offer and the domestic organiser of programmes in continental areas have no outstanding debts towards the State (not older than 30 days from the date of application submission).

All data that the partners in their nominations deliver to the CNTB are considered confidential and will be used only as documentation for the nomination of promotional campaigns and their implementation.

2. Application deadlines for model III

- c. Applications for the **model III-c (travel organisers in continental areas)** should be submitted with the indication "Application for joint advertising model III-c/2017" **EXCLUSIVELY** by mail in writing to the address of the Head Office of the Croatian National Tourist Board **not later than 10.09.2016**.

Applications sent by the post office with the abovementioned date will be taken into consideration as well.

IV. Total planned funds

Planned funds of the Head Office of the Croatian National Tourist Board for joint advertising in 2017 amount to a total of **40,000,000-00 HRK (including VAT)** and are allocated by models as follows:

MODEL	NAME	PLAN 2017
MODEL I	Joint advertising of destination promotion of coastal counties and the City of Zagreb, and professional associations in tourism	23,650,000.00 HRK
MODEL II	Joint advertising of organised travel programmes	10,500,000-00 HRK
MODEL III	Joint advertising of destination promotion of continental areas (excluding the City of Zagreb)	5,850,000.00 HRK
TOTAL		40,000,000.00 HRK

Table 4

V. Nominations that will not be taken into consideration

The following nominations of partners shall not be taken into consideration and shall be automatically rejected:

- that do not contain complete documentation for application,
- that contain application forms with incomplete or unreliable data,
- that are sent by e-mail,
- that were received after the prescribed deadline,
- that are not in line with the prescribed conditions and the amount of funds for a single county.

VI. Costs that are not the subject of joint advertising

Joint advertising and media plan may include only the cost of media buying, and they **DO NOT include** the following costs:

- Design and preparation of advertisements,
- Creation of own web pages or applications,
- SEO,
- Courses for employees' education,
- Participations to trade fairs and presentations,
- Bank costs,
- Agency fees,
- Other according to the decision of the CNTB.

Acceptable and allowed own channels shall be approved in specific models as prescribed, and for that kind of advertising it is necessary to deliver the overview of all advertising costs that refer to it.

VII. Payment and evidentiary documentation

Payment of funds shall be performed after the implementation of the agreed advertising. The advertising holder shall deliver together with the invoice a complete, regular and elaborated evidentiary documentation, consisting, among others, of:

- the signed contract with the approved media plan,
- the calculation of the implemented media plan, financial specification of each single advertisement and the total financial amount of the implemented advertising,
- the specification of all submitted attachments in accordance with the delivered calculation and approved media plan,
- the original samples of published advertisements in printed media,
- the photo documentation for outdoor/poster advertising with delivered certified list of outdoor/poster locations,
- the computer print and audio-video recording on CD or DVD for TV and radio advertising with delivered certified detailed list of broadcasting time,

- the computer print and audio-video recording on CD or DVD for internet advertising (screen shot of page where the advertisement or advertorial was published, screen-shot of the page with the advertisement according to keywords, screen shot of the page to which keywords and advertisements lead and where the CNTB advertisement has to be located, list of keywords, and the campaign statistics),
- the evidence of advertising on social media channels,
- the invoices of vendors for all cost by items of the implemented media plan,
- the evidence of the payment of advertising for which the payment of CNTB share is requested,
- the necessary statements and certificates about the implementation of the nominated programme by counties in 2017, indicated in single models.

The CNTB shall not take over the obligation to pay the cost from the contract if the advertising/promotional campaign was not carried out according to prescribed and approved conditions, and if the advertising holder did not fulfil all other requested conditions, that is delivered the complete, regular, and elaborated documentation prescribed by this Public Call and the signed contract. The CNTB is not required to invite the participants of joint advertising to respect the prescribed obligations.

The invoices for implemented advertising the advertising holders shall deliver not more than once per month, and at the end of each part of advertising.

VIII. Resolutions of disputes

- a) The applicable law is the Croatian law and the provisions of this Public Call and the Contract shall be interpreted in accordance with the laws of the Republic of Croatia,
- b) The contracting parties agree that all possible disputes arising from the Contract shall endeavour to resolve amicably. In case the agreement shall not be reached, all disputes or claims arising or in connection with the Contract, including disputes that refer to the validity, implementation, termination or invalidity of the Contract shall be resolved according to the arbitration rules of the Permanent Arbitration Court of the Croatian Chamber of Commerce (Zagreb rules) by one arbitrator appointed according to the indicated rules.
- c) The place of arbitration shall be Zagreb. The language of arbitration shall be the Croatian language.
- d) The applicable law is the Croatian law without the possibility to refer to the provisions of the Conflicts of Laws Act.
- e) The Arbitration Court may to the request of the contracting party issue a temporary measure for the protection of a specific right that is subject of arbitration before or during the arbitration process, and it will not be considered a procedure against the rules of arbitration.
- f) Each contracting party has to deliver to the Arbitration Court the copies of documents and other supporting documentation necessary to establish or calculate the liability. Arbitration Court shall act promptly within its competences and the established circumstances. The decision of the Arbitration Court is final and binding. The contracting parties expressly waive the right to appeal or complaint in reference to the arbitration process or arbitration decision to the competent body of the judiciary.

IX. Other provisions of the Head Office of the CNTB

- a) The CNTB shall not participate in programs of joint advertising that include subjects who **do not pay** the sojourn tax, tourist fee, and other financial liabilities towards the CNTB or in the system of tourist boards.
- b) Nominations shall be taken into consideration according to the order of receipt in the CNTB, and may be approved up to the total amount of available funds for advertising in promotional campaigns of the tourist sector.
- c) Partners applying to this Public Call accept the indicated terms and conditions and therefore declare that there are no obstacles to implement advertising in the prescribed way. If the partner according to valid legal regulations is not able to perform advertising in the prescribed way, it shall inform the CNTB about it, together with the application and detailed explanation, and at the same time propose an alternative way of advertising that the CNTB shall take into consideration. In case there are legal obstacles for the publication of advertisement in the prescribed way, the CNTB may approve also another type of advertising. This doesn't refer to business policies of the advertising holder or partner in advertising.

- d) The decision on the selection of promotional campaigns in which CNTB in 2017 shall perform joint advertising of Croatian tourism is taken by the Tourist Council of the CNTB.
- e) The CNTB shall make available for all potential partners for joint advertising the instructions and materials that may be used **exclusively for joint advertising** and by respecting the terms of use. Materials may be used even before the publication of the decision if the partner wishes to start earlier with the promotional campaign, but the CNTB does not in any way assume the obligation to pay its share in advertising, and the latter depends and shall be paid upon delivery of a complete and regular documentation, and the fulfilment of all other obligations prescribed by the Public Call, the contract, and the accepted media plan, and all in accordance with the amount of approved and agreed amount for joint advertising of which selected partners will be informed upon decision of the Tourist Council of the CNTB.
- f) For all advertising models the CNTB reserves the right to select and accept partners in accordance with the strategic marketing plan, the criteria of traditional/mature or new and growing market, the importance of the partner for the development of the destination - strategic partner/strategic market, potential of growth of the programme and the source market, new programme with a high level of risk, types of programmes/transportation, length of the period in which the program is performed, and similar.
- g) If the partner before and/or after the publication of this decision does not fulfil all its obligations according to contracts of joint advertising for previous periods, the CNTB reserves the right to reduce, that is not pay the funds allocated according to the decision for 2017 until those previous commitments are met.
- h) By way of exception to the prescribed advertising conditions the CNTB may approve a different way of joint advertising if it evaluates that the same is of equal or higher marketing value for the promotion of Croatian tourism than the one established by the Public Call.
- i) The CNTB reserves the right to include relevant state institutions for the verification of delivered data about the implementation of the volume of advertising and programmes (inspection/audit).
- j) The recognised costs in one contract cannot be recognised in the implementation of other contracts with the CNTB.

The application forms and additional instructions are integral and binding part of this Public Call.

The Public Call and the pertaining documentation are published in Croatian language, and the purpose of the English version is to inform the foreign partners in a simple and easier way.

All questions shall be submitted exclusively by e-mail to the address: oginfo@htz.hr not later than August 30th, 2016. The answers to questions shall be published on the internet page of the CNTB, and the content of the answer is binding for all subjects that are nominated.

X. Addresses of the tourist boards of the coastal counties (for the model I-d and I-e):

- Istria Tourist Board, Pionirska 1a, 52440 Poreč
- Kvarner County Tourist Board, Nikole Tesle 2, 51410 Opatija
- Lika-Senj County Tourist Board, Budačka 12, 53000 Gospić
- Zadar Region Tourist Board, Sv. Leopolda Bogdana Mandića 1, 23000 Zadar
- Tourist Board of Šibenik-Knin County, Fra Nikole Ružića bb, 22000 Šibenik
- Split-Dalmatia County Tourist Board, Prilaz braće Kaliterna 10/I, 21000 Split
- Dubrovnik and Neretva County Tourist Board, Šipčine 2, 20000 Dubrovnik
- Zagreb Tourist Board, Kaptol 5, 10000 Zagreb

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