**BIDDING DOCUMENTATION**

for online advertising contracts in 2014.

1. **Name and head office of the client, telephone number, fax number, website, email:**

Croatian National Tourist Board Head Office

Iblerov trg 10/IV, p.p. 251

10000 ZAGREB

telephone: 01 4699 333

fax: 01 4557 827

website: [www.croatia.hr](http://www.croatia.hr)

email: [web@htz.hr](file:///\\No1.htz.hr\Home\izagar\My%20Documents\Iva\On_line_oglasavanje\Users\mkraljev\AppData\Local\Microsoft\Windows\Temporary%20Internet%20Files\Content.Outlook\I3S01V8E\web@htz.hr)

registration number: 3943658

identification number: 72501368180

1. **Bidding department/contact person:**

E-Marketing Department

Bidding contacts:

* Jadranka Ćorić, Acting Assistant Director, Strategic Planning & Marketing
* Iva Žagar, Informatization and Revenue Manager
* Ivančica Horvatić, Senior E-Marketing Associate
* Denis Sinovčić, Senior E-Marketing Associate

All inquires during the procurement procedure need to be communicated exclusively in writting to the following e-mail adress: <web@htz.hr>

1. **Supply type, quality, scale and amount:**

**Supply type and scale:**

Based on the Strategic marketing plan for Croatian tourism in the 2010 – 2014 period, the Operative marketing tourism plan for Croatia for 2013, and the Programme of the Croatian National Tourist Board for 2014, online advertising will be carried out on tourist and news websites in outbound travel markets.

Pursuant to the strategy and current booking trends, advertising will be carried out in the following outbound travel markets that are of interest to Croatian tourism:

* Austria, Belgium, The Czech Republic, France, Italy, Japan, Hungary, Netherlands, Germany, Poland, Russia, The Scandinavian countries (Norway, Sweden, Denmark, Finland), Slovakia, Slovenia, Spain, Switzerland, United Kingdom.

**Supply quantity:**

Online advertising will be carried out starting with the signing of the Contract i.e. in the time period between 5th May 2014 and 31st October 2014, depending on the market, with a total budget in the amount of 14,937,600.00 HRK + VAT.

**Bidding process:**

Proposals will be collected by completing the tables set out by the Croatian National Tourist Board for every individual country, with budgets, websites and other required parameters for each country defined in advance.

Sample table for each country is in *table 1.* Columns within the *table 1* are marked with numbers.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Country** |  |  |  |  |  |  |  |  |
| **1.** | **2.** | **3.** | **4.** | **5.** | **6.** | **7.** | **8.** | **9.** |
| **URL/website** | **Website value index** | **Page** | **Size** | **IMPR** | **CPM** | **PRICE /HRK** | **Min. Price /kn** | **Max. price /kn** |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| **TOTAL:** |  |  |  |  |  |  |  |  |

Table 1: Sample table for each country

Websites, the "Website value index" parameter, advert position (page), size on a particular website, total budget for each country as well as minimum and maximum price in *table 1* are defined by the Croatian National Tourist Board, while the remaining columns for each country (highlighted in gray, under number 5., 6. and 7.) will be completed by the bidder. Websites are organized according to the "Website value index" parameters that relate to respective markets and which are valued as such. Websites with **the highest "Website value index"** will therefore be of **higher importance**.

Bidders for each of the websites shall define the number of advert impressions, the price per 1000 impressions (CPM), and the total budget for each website. Budget for each website cannot be less than “Minimum price” amount (defined in the column 8.) nor higher than the “Maximum price” amount (defined in the column 9.) defined in advance by Croatian National Tourist Board. Price amount, that is to say the budget for each website, will be entered into column 7 marked "PRICE" in *table 1.* The total website budget (the sum of all values in column 7 marked "PRICE" in *table 1*) will have to correspond to the allocated budget for the entire country defined by the Croatian National Tourist Board (column "TOTAL:" in *table 1*).

Quoted price has to be shown in Croatian Kuna (HRK). Quote price does not include VAT. Agency commission shall be included in the quoted price and does not need to be entered into the table. In addition, the price must include all additional costs (e.g. AdServer costs, suppliers and partners' commissions, other agency costs and other tax costs).

This documentation is necessary for the lease model for any of the media positions. In addition, it is not possible to offer other standard advert formats than those defined in bidding documentation.

The bidder should send the Proposal for online advertising for **all websites** defined by the Croatian National Tourist Board in a target country. In addition, bidder **can bid on one or more target markets**.

**Examples of budget allocation and impressions**

In addition to the information defined in *table 1* which includes websites, "Website value index", advert position and page, advert size, total budget and minimum and maximum price for each target country, the Croatian National Tourist Board also defines the following:

* Table defining time period for advertising, number of days within each period and the percentage of total budget for every period (*table 2)* for each target country. The bidder should adhere to the defined time periods and allocation for each market. A sample of such table for market ABC is below:

|  |  |  |
| --- | --- | --- |
| **Period** | **Number of days** | **Total budget percentage (%)/HRK** |
| 05.05.2014. - 31.05.2014. | 27 | 40% |
| 01.06.2014. - 30.06.2014. | 30 | 25% |
| 01.07.2014. - 31.07.2014. | 31 | 35% |
| **TOTAL:** | **88** | **100%** |

Table 2: Sample table for advertising time period with percentage of total budget distribution for each individual period - example for market ABC

* Table defining daily budget allocation (*table 3*). Bidder should adhere to the defined time periods and allocation for every market. A sample table for market ABC is below:

|  |  |
| --- | --- |
| **Time of day/ hour** | **Distribution percentage**  **%** |
| 00:00 – 08:00 | - |
| 08:00 – 12:00 | - |
| 12:00 – 16:00 | 50 |
| 16:00 – 20:00 | 50 |
| 20:00 – 00:00 | - |
| **TOTAL:** | **100%** |

Table 3: Sample table for daily schedule of budget allocation in percentages for every time of day - example for market ABC

* **Example of budget allocation and impressions for advertising time periods (*table 2*):**

Website budgets and the number of impressions per website in a target country should be divided into equal percentages, as defined in *table 2*. Stated budget and impression allocation is the same for all websites in a target country.

An example of such allocation for market ABC (based on *table 2*) is shown in *table 2a.* It is important to note that budget amounts and numbers of impressions in *table 2a* should serve as **examples** only. Budget allocation is marked blue, and impressions allocation is marked gray.

The campaign should be active on **all** portals for **every** defined period in a target country.

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **ABC** |  | **TOTAL** | **TOTAL** | **40,00%** | **40,00%** | **25,00%** | **25,00%** | **35,00%** | **35,00%** |
| **URL** | **Period** | **Budget/HRK** | **Impressions number** | **May- budget** | **May – impr.** | **June - budget** | **June – impr.** | **July - budget** | **July – impr.** |
| abc.net | 05.05.2014. – 31.07.2014. | 120.000,00 kn | 800.000 | 48.000,00 kn | 320.000 | 30.000,00 kn | 200.000 | 42.000,00 kn | 280.000 |
| xyz.net | 05.05.2014. – 31.07.2014. | 100.000,00 kn | 700.000 | 40.000,00 kn | 280.000 | 25.000,00 kn | 175.000 | 35.000,00 kn | 245.000 |
| def.net | 05.05.2014. – 31.07.2014. | 80.000,00 kn | 500.000 | 32.000,00 kn | 200.000 | 20.000,00 kn | 125.000 | 28.000,00 kn | 175.000 |
| **TOTAL** |  | **300.000,00 kn** | **2.000.000** | **120.000,00 kn** | **800.000** | **75.000,00 kn** | **500.000** | **105.000,00 kn** | **700.000** |

Table 2.a: Sample table for budget allocation and impressions for example ABC

* **Examples of budget and impression allocation according to a daily schedule (*table 3*):**

Defined percentage of a daily budget allocation set out in *table 3* and described for market ABC is in *table 3.a.*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **ABC** | **March** | | | | |
| URL | Time of day | Budget allocation percentage | Budget amount | Impression allocation percentage | Impression amount |
| abc.net | 12:00 - 16:00 | 50% | 24.000,00 kn | 50% | 160.000 |
| 16:00 - 20:00 | 50% | 24.000,00 kn | 50% | 160.000 |
| xyz.net | 12:00 - 16:00 | 50% | 20.000,00 kn | 50% | 140.000 |
| 16:00 - 20:00 | 50% | 20.000,00 kn | 50% | 140.000 |
| def.net | 12:00 - 16:00 | 50% | 16.000,00 kn | 50% | 100.000 |
| 16:00 - 20:00 | 50% | 16.000,00 kn | 50% | 100.000 |

Table 3.a: Sample table for allocation of daily budget on the market ABC

**Proposal assessment method:**

The bidder should submit the Proposal in writing; tables set out in the bidding documentation should **also be submitted in digital** MS Excel format, as an appendix to the bidding documentation.

Based on the received Proposals, Croatian National Tourist Board will carry out an assessment of the received proposals as described below.

Proposals checking and assessment shall be carried out in four steps:

1. Assessment of the budget allocation ensuring that each website meets the requirements set by minimum and maximum price.
2. Assessment of the ratio of price and impressions based on the quoted price per 1000 impressions (CPM).
3. Comparison of the sum of budgets for requested websites with regards to the total budget, per target market.
4. Assessment of submitted Proposal for a particular market based on the following criteria/parameters:
   1. Second column in *table 1* shows the value of the parameter "Website value index" which defines the importance of the website of a particular market.
   2. **Higher value** of the "website value index" parameter represents a **higher importance** of the website of a particular market.
   3. A target market can have websites with equal parameters in "Website Value index". In such cases, websites shall be valued as equally important.

Bidders are expected to submit best possible proposals in accordance with the above requirements.

The bidder whose proposal is assessed the highest for a particular market will sign a contract with the Croatian National Tourist Board for Online advertising services.

**Advertisement implementation methods:**

1. It is important to note that the implementation of online advertising requires a digital breakdown to be submitted at the beginning of each month, in accordance with the budgets defined by the Croatian National Tourist Board, as follows:

* total budget per website and the total number of impressions per website according to the percentage defined for a specific advertising time period as defined in the proposals for each month (*table 2*)
* at the beginning of every month the stated distribution should be submitted to the E-Marketing Department of the Croatian National Tourist Board for approval.

1. Bidder agrees to ensure supervision of the advertising campaign and spent funds through the established online interface (AdServer).
2. Bidder agrees to submit weekly statistical data on advertising implementation, and a total break down at the end of every calendar month. The week starts on the first day in the month until the first Sunday. Every next Monday is the start of the new week, which ends with Sunday. Every Tuesday bidders shall submit data and statistical analyses on advertising in the previous week. The table and data that should be submitted are both defined in the **"Invoicing methods"** Section and in *table 4.*
3. Communication with the Client:

Further to submitting the bidding documentation and signing the Contract, the bidder agrees to:

• Appoint at least one person for each market to be available for communication on a daily basis with the E-Marketing Department of the Croatian National Tourist Board and certain representative offices in target markets. The bidder agrees to submit contact information for such a person.

• Bidder agrees to reply to every electronic enquiry made by the Croatian National Tourist Board and a representative Office within 48 hours. Should this not be followed through, the Contract performance Guarantee shall be enforced.

**Analyses and assessment methods used by the Croatian National Tourist Board:**

During and after the campaign, bidders shall enable Croatian National Tourist Board supervision of the campaign and the usage of funds, and at the end will submit all documentation to the Croatian National Tourist Board and will contractually agree that should the legally binding documentation fail to be submitted the bidder will not claim such funds from the Croatian National Tourist Board.

Bidder agrees to enable access for Croatian National Tourist Board access on the AdServer interface in order to monitor the course of the implementation of online advertising services. Interface access should be enabled for at least one user. All markets where one bidder carries out online advertising based on their best proposal should include at least one online interface. Individual portals should have individual overviews within AdServer.

Bidder agrees to accept and take as **relevant** statistical data from the defined AdServer interface for monitoring the implementation of online advertising.

**Invoicing methods:**

Invoices marked "invoices for online advertising services" should be accompanied by an attached specification of accrued costs, and complete and clear documentation. Without such documentation submitted for each month in full, Croatian National Tourist Board will not be able to process payments for previous months.

Complete and clear documentation includes:

* Signed Contract
* Screenshots of adverts on specified websites:
  + Screenshots for each website in a particular market that the bidder is working on should be submitted weekly in electronic form
  + Screenshots should include visible banners of Croatian National Tourist Board, name of the website, and date and time of the screenshot
  + Screenshots from „online“ interface for monitoring the implementation of services on websites:
    - Bidders shall use AdServer to prove that they are realizing the stated amount and that based on submitted evidence on implemented advertising (AdServer, screenshots and other) his invoice will be paid for the month in question/the stated month. **Any deviation from the interface statistics shall not be accepted**. Should planned advertising not be completed, Contract performance guarantee will be enforced, with the exception of cases of force majeure.
* Statistical data on implemented advertising on certain websites whose period and amounts need to correspond to the period and amounts on a submitted Invoice, and include the following (*table 4*):
  + Advertising time period (*“Campaign period 2014.”*)
  + Planned budget for the previous month per website (*“Planned budget”*)
  + Planned number of impressions for the previous month per website in the country (*“Planned impr.”*)
  + Achieved number of impressions per website in every week of the past month for which an invoice is issued. For every month, a week shall begin with a first day of the month, and end with the following Sunday. Every next Monday is the start of a new week, which will end with the Sunday.
  + The total number of impressions per website at the end of the month for the previous month (*“Realized impressions”*)
  + Percentage of realized impressions per website in relation to the number of planned impressions for the previous month (*“Percentage of realized impressions”*)
  + The number of remaining/extra (surplus) delivered impressions per portal for the previous month (*“Remaining impressions”*)
  + Amounts spent per website which have to be shown in HRK (*“Amount used/HRK”*)
  + Remaining budget balance/amounts per website for previous month (*“Amount remaining/HRK”*)
  + Percentage of the remaining amount per website for the previous month in relation to that month's planned amount (*“Remaining percentage amount”*)

The following items **need to be shown** on the Invoice:

* Advertising time period for each month
* Words: "Invoice for online advertising services"
* Name of the country where advertising took place - the bidder commits to issuing separate invoices for each country
* Other items as defined by the Law.

**The conditions for realization od the planned number od impressions:**

* The number of impressions per website for the month which is being invoiced should not be less than 90% of the planned number of impressions for that website, nor higher than the 110% of the planned number of impressions for that website for the month which is being invoiced. Any deviation higher than 110% of the planned number of impressions is free to Croatian National Tourist Board, shall be charged to the bidder and will not be included in the final number of impressions for that website.
* The cummulative number of realized impressions per market for the month which is being invoiced must not be smaller than 95% of the planned number of impressions per market for the month which is being invoiced. Unrealized number of impressions in the amount of 5% is transferred into the next month in such a way that it is distributed equally between the websites which underperformed in the previous month.
  + For example: market A had a planned number of 100 impressions for May and 105 impressions for June. Bidder realized 95% at the end of May on that market. The remaining number of impressions which the bidder has to make up for in the next month is 5%, which means that the planned number of impressions for June is 110.
* If the realized number of impressions or the amount of the price is higher than the planned number of impressions or price for that month for the market, up to 110% of impressions per website then the bidder can issue an greater invoice for the acknowledged number of impressions (up to 10% more than the monthly planned budget). In that case in the last month of advertising for the market where he has invoiced more than the planned budget, the bidder is required to achieve the planned number of impressions for that month and invoice only the difference up to the total amount of the budget so that the total amount for advertising on that market is **in no case higher** than the planned budget for that market.
* The cummulative amount of the number of impressions for the market for a campaign should not be less than 97% of the planned number of impressions for the market and the campaign.

Sample table for statistical data that needs to be completed and submitted each Tuesday of the month, and at the end of each month in the form of an attachment to the Invoice, as per *table 4.* This sample refers to May 2014 for market ABC. Tables should be submitted in electronic form.

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Agency** | **May 2014.** | | | | | | | | | | | | | | | | | | | | |
| **Country** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **URL/website** | **Index** | **Page** | **Dimension** | **IMPR** | **CPM/HRK** | **PRICE/HRK** | **Min price** | **Max price** | **Campaign period 2014.** | **Planned budget** | **Planned impr.** | **5.5. - 11.5.** | **12.5. - 18.5.** | **19.5. - 25.5.** | **26.5. - 31.5.** | **Realized impressions** | **Percentage of realized impressions** | **Remaining impressions** | **Amount used/HRK** | **Amount remaining/HRK** | **Remaining percentage amount** |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **TOTAL:** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

Table 4: Sample table for statistical data for every Tuesday of the month, and for the end of every month

**Payment methods:**

The bidder is required to send monthly updates on their online advertising services. Invoices shall be paid monthly, in arrears. Invoices must be accompanied with the complete and clear documentation, described in the chapter “**Invoicing methods”,** without which the Croatian National Tourist Board cannot process payments. Different markets should be invoiced separately.

1. **Proposals should be sent to:**

Delivery: Head Office, Croatian National Tourist Board, Iblerov trg 10/IV, Zagreb

1. **Date and time for Proposal delivery:**

Proposal delivery deadline is 28.04.2014. at 12pm.

**contract length:**

From Contract signing until the end of the current year.

1. **Description and labelling of groups or sections of supply items, if allowed in the bidding process**

Bidder can apply for more than one market.

1. **Eligibility requirements for companies, proof of eligibility and monetary value of such proof, if available**
2. Legal and commercial eligibility proofs:

* Name of eligibility proof: Company register or other appropriate proof ,
* Authorisation, agreement and similar proof if necessary to carry out relevant work in target country .
* Name of issuing body: appropriate Courts, Companies House, or other appropriate bodies.
* Value indicators of eligibility: the bidder shall prove that they are registered for the trade they are applying for.
* If the proof of eligibility is not issued in the country where the company is based, bidders are required to submit an accompanying statement signed and stamped by the appropriate governing body.

1. Criminal checks:

* Name of eligibility proof: Signed statement certified by the notary public or other governing body with which the bidder will prove the following (**Appendix 1**): that the economic operator or their representative is/are not subject to non-appealable sentencing for criminal actions with a conspiracy to commit criminal actions, accepting bribery in conducting business, offering bribery in conducting business, abuse of power, abuse of power in the public sector, illegal brokering, accepting bribery, offering bribery, fraud, computer fraud, fraud in conducting business or concealing illegal funds; or for such criminal actions as defined by the country of the economic operator, that is appropriate proof of the home country if the bidder is registered outside the Republic of Croatia.
* Name of issuing body: a person authorized to represent the economic operator on behalf of themselves and the economic operator shall provide a signed statement certified by the notary public or other relevant body of the Head Office country, or relevant body of the Head Office country is such evidence is issued in that country.

C. Financial eligibility proof:

Credit rating

* + Name of eligibility proof: statement issued by relevant tax body confirming credit rating, or a corresponding document of the governing body of the bidders registered country,
  + Name of issuing body: Ministry of Finance - Inland Revenue, or appropriate governing body in registered Country,
  + Value indicators of eligibility: the bidder must demonstrate that they have fulfilled all tax, pension and national insurance requirements. This eligibility proof should be no more than thirty (30) days old than the application and it should be issued by the governing body in the registered country.

Solvency

* + Name of eligibility proof: Forms BON 1 and BON 2 (i.e. SOL 2) and profit and loss accounts for the last three financial years.
  + Name of issuing body: Financial Agency (FINA) for BON 1 and BON 2 (or SOL 2) or an appropriate banking, financial institution or body if the bidder is registered outside the Republic of Croatia, and profit and loss account signed and stamped by the bidder.
  + Value indicators of eligibility: the bidder must prove that their average annual income over the last three years is equal to or higher than 7,000,000.00 HRK.

Contract performance guarantee

* Name of financial eligibility proof: The acting party must submit a Contract performance guarantee to the Client when signing the Contract.

Contract performance guarantee must be submitted when signing the contract in the form of a Bank Guarantee, payable to the Client at "first call" and "without prejudice" in the amount of 50% (fifty per cent) of the budget value for each market the bidder is applying for.

Contract performance guarantee shall be **enforced** in the following situations:

* If the bidder does not reply to every email sent by the Croatian National Tourist Board or their representative Office within 48 hours, Contract performance Guarantee shall be enforced in the amount of 5% of the total value of the Contract.
* If the number of impressions on each website is less than 90% of the planned number for the month which is being invoiced, Contract performance guarantee shall be enforced in the amount of 5% of the total value of the Contract.
* If the number of impressions for the market is less than 95% of the planned number for the month which is being invoiced, Contract performance guarantee shall be enforced in the amount of 5% of the total value of the Contract.
* In case the bidder realizes less than 50% of the planned impressions number in total for the market and capmaign, Contract performance guarantee shall be enforced in its entirety.
* In case the bidder realizes from 50-75% of the planned number of impressions in total for the market and campaign, Contract performance guarantee shall be enforced in the amount of 40% of the total value of the Contract.
* In case the bidder realizes from 75-97% of the planned number of impressions in total for the market and campaign, Contract performance guarantee shall be enforced in the amount of 30% of the value of the Contract.
* In case the bidder does not allow online access to the AdServer online interface, Contract performance guarantee shall be enforced in its entirety.

Contract performance guarantee cannot be shorter in time than the time period defined by the Contract.

Other proofs

* If there is a legitimate reason why the bidder is unable to provide eligibility proofs from Article 7, the bidder can submit other forms of proof so long as that proof has the same strength as the documents required in Article 7.

1. **Proposal style and format, and delivery methods**

A. Proposal style and format

* Proposal has to be prepared as defined in the Bidding Documentation
* Proposal must be bound together including the bond, bearing a stamp on the back.
* The text in the bidding document must not be changed or altered.
* All pages in the Proposal shall be numbered throughout.
* Proposal should be written in permanent ink.
* Corrections in the Proposal must be made in a way that it is clear and easy to prove that they are corrections, bearing the date the correction was made, and stamp and signature of the relevant person.

B. Proposal content:

**Proposal should include the following completed and signed and stamped documents:**

* a completed Proposal form (Appendix 2. Bidding documentation) and a cost estimate (*“Online\_advertising\_table\_2014\_EN.xlsx”),* both printed and in electronic form - complete and sent only for markets the bidder is applying for,
* eligibility proofs,
* detailed advertising plan,
  + detailed advertising plan that includes a table with precise budget distribution and a term plan, as required in the bidding documentation (bidder fills out *table 1,* *table 2* is calculated automatically and bidder accepts *table 3* for every country the bidder is applying for)
    - table “*Online\_advertising\_table\_2014\_EN.xlsx”*  published with the bidding documentation
* description of the methodology of managing the advertising campaign.
* description of campaign monitoring by the Croatian National Tourist Board.
* Description of proof of spent funds.
* Expert CVs for those involved in the campaign.
* a list of all relevant parts and/or amendments of the Proposal.
* any other information required by the bidding documentation.

**Bidder is required to submit all the proofs listed in Article 7, and the lack of submitting such proof will be seen as unacceptable and will make the Proposal inadmissible. Eligibility proofs from Article 7 have to be originals or certified copies, certified by the notary public or relevant governing bodies.**

C. Proposal delivery:

Proposal shall be delivered in writing, in a sealed envelope with the name and address of the bidder, and stating the following

**"procedure implementation for online advertising services ev. no. 49/14 - do not open"**

and any other information relating to the bidding documentation. Bidders can amend, expand or withdraw their Proposal in writing on a signed document within the delivery time frame. Any amendments to the Proposal shall be delivered in the same way as the main proposal.

In addition to the written Proposal, bidder is required to submit a Proposal in electronic form together with completed tables provided by the Croatian National Tourist Board in electronic format. Bidders who fail to submit completed tables in electronic form shall not be assessed.

**Contact department for bidding enquiries:**

E-marketing Department, Head Office, Croatian National Tourist Board,

Email: [web@htz.hr](mailto:web@htz.hr)

Tel: +385 1 4699 345

1. **Admissibility of proposals in electronic form**

Proposals should also be submitted in electronic form.

1. **Admissibility of alterative proposals**

Alternative proposals are inadmissible.

1. **Payment methods, conditions and time frames**

Payment shall be made within 30 days from the completion of services. There are no advance payments.

1. **Proposal validity time**

60 days from the start of the bidding process.

1. **Proposal selection criteria**:

The best proposals shall be judged in accordance with Croatian National Tourist Board's calculations based on Article 4. of the Bidding documentation.

1. **Language or languages of the Proposal or its parts:** Croatian and English.
2. **Date, time and place for submitting and opening of Proposals**

The final deadline for submitting the Proposals is 28.04.2014 at 12pm, at the Head Office of the Croatian National Tourist Board, Iblerov trg 10/IV, Zagreb.

1. **Decision time on accepting or cancelling proposals**

30 days from the end date for submitting the proposal.

1. **Availability of bidding documentation**

Bidding documentation is available online at [www.croatia.hr](http://www.croatia.hr) on the Representative Offices websites. Final deadline for collecting documentation is: 28.04.2014 at 12pm.

Proposals shall be opened on 28.04.2014 at 12pm at the Head Office of the Croatian National Tourist Board, Iblerov trg 10/IV, Zagreb.

**Croatian National Tourist Board**

**Head Office**

**Appendix 1.**

Pursuant to Invitation to bid by the Head Office of the Croatian National Tourist Board, I hereby make the following

**STATEMENT**

I, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(name and surname)

from \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ do hereby declare that there are no circumstances which

would be contrary to Article 8 of the Bidding documentation of the Head Office of the Croatian National Tourist Board, or the economic operator represented by me, and myself as a person authorized to represent an economic operator are not subject to non-appealable sentencing for criminal actions with a conspiracy to commit criminal actions, accepting bribery in conducting business, offering bribery in conducting business, abuse of power, abuse of power in the public sector, illegal brokering, accepting bribery, offering bribery, fraud, computer fraud, fraud in conducting business or concealing illegal funds; or for such criminal actions as defined by the country of the economic operator.

I make this statement myself, as a person authorized to represent a legal entity.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(company)

based in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and for legal entity.

In \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, on \_\_\_\_\_\_\_\_ 2014.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(signature certified to be true by the notary public or another governing body)

**Appendix 2. Bidding documentation**

**Bidding Form**

**Offer/bid for Online advertising**

|  |  |
| --- | --- |
| Name of bidder |  |
| Address of bidder |  |
| Registered number |  |
| Identification number |  |
| Tel. |  |
| Fax |  |
| Email |  |
| Person in charge |  |
| Contact person |  |
| Bid valid until: |  |

The bidder is responsible for completing the tables according to countries and websites in the provided tables - **complete only for countries that you are bidding on**

SIGNED

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**AUSTRIA**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Austria** |  |  |  |  |  |  |
| **1.** | **2.** | **3.** | **4.** | **5.** | **6.** | **7.** |
| **URL/website** | **Website value index** | **Page** | **Size** | **IMPR** | **CPM** | **PRICE / HRK** |
| orf.at | 100,00 | ROS | 300x600 |  |  |  |
| derstandard.at | 73,33 | ROS | 300x600 |  |  |  |
| herold.at | 62,60 | ROS | 300x600 |  |  |  |
| gmx.at | 56,48 | ROS | 300x600 |  |  |  |
| kurier.at | 50,00 | ROS | 300x600 |  |  |  |
| **TOTAL:** |  |  |  |  |  | **1.353.600,00** |

Table 1.

|  |  |  |
| --- | --- | --- |
| **Period** | **Number of days** | **Total budget percentage (%) /HRK** |
| 05.05.2014. - 31.05.2014. | 27 | 30 |
| 01.06.2014. - 30.06.2014. | 30 | 25 |
| 01.07.2014. - 31.07.2014. | - | - |
| 01.08.2014. - 31.08.2014. | 31 | 30 |
| 01.09.2014. - 30.09.2014. | 30 | 15 |
| 01.10.2014. - 31.10.2014. | - | - |
| **TOTAL:** | **118** | **100%** |

Table 2.

|  |  |
| --- | --- |
| **Time of day/ hour** | **Distribution percentage**  **%** |
| 00:00 – 08:00 | - |
| 08:00 – 12:00 | - |
| 12:00 – 16:00 | 30 |
| 16:00 – 20:00 | 45 |
| 20:00 – 00:00 | 25 |
| **TOTAL:** | **100%** |

Table 3.

**GERMANY**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Germany** |  |  |  |  |  |  |
| **1.** | **2.** | **3.** | **4.** | **5.** | **6.** | **7.** |
| **URL/website** | **Website value index** | **Page** | **Size** | **IMPR** | **CPM** | **PRICE / HRK** |
| t-online.de | 100,00 | Home page | 300x250 |  |  |  |
| gutefrage.net | 70,79 | Home page | 160x600 |  |  |  |
| bild.de | 63,11 | Home page | 300x250 |  |  |  |
| web.de | 58,43 | Home page | 300x250 |  |  |  |
| gmx.net | 50,00 | Home page | 300x250 |  |  |  |
| **TOTAL:** |  |  |  |  |  | **3.609.600,00** |

Table 1.

|  |  |  |
| --- | --- | --- |
| **Period** | **Number of days** | **Total budget percentage (%) /HRK** |
| 05.05.2014. - 31.05.2014. | 27 | 25 |
| 01.06.2014. - 30.06.2014. | 30 | 25 |
| 01.07.2014. - 31.07.2014. | 31 | 10 |
| 01.08.2014. - 31.08.2014. | 31 | 15 |
| 01.09.2014. - 30.09.2014. | 30 | 15 |
| 01.10.2014. - 31.10.2014. | 31 | 10 |
| **TOTAL:** | **180** | **100%** |

Table 2.

|  |  |
| --- | --- |
| **Time of day/ hour** | **Distribution percentage**  **%** |
| 00:00 – 08:00 | - |
| 08:00 – 12:00 | 30 |
| 12:00 – 16:00 | 10 |
| 16:00 – 20:00 | 20 |
| 20:00 – 00:00 | 40 |
| **TOTAL:** | **100%** |

Table 3.

**ITALY**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Italy** |  |  |  |  |  |  |
| **1.** | **2.** | **3.** | **4.** | **5.** | **6.** | **7.** |
| **URL/website** | **Website value index** | **Page** | **Size** | **IMPR** | **CPM** | **PRICE / HRK** |
| ebay.it | 100,00 | Home page | 300x250 |  |  |  |
| libero.it | 60,75 | Home page | 728x90 |  |  |  |
| virgilio.it | 58,78 | Home page | 300x250 |  |  |  |
| yahoo.it | 53,51 | Home page | 300x250 |  |  |  |
| lastminute.com | 50,00 | Home page | 300x250 |  |  |  |
| **TOTAL:** |  |  |  |  |  | **1.353.600,00** |

Table 1.

|  |  |  |
| --- | --- | --- |
| **Period** | **Number of days** | **Total budget percentage (%) /HRK** |
| 05.05.2014. - 31.05.2014. | 27 | 20 |
| 01.06.2014. - 30.06.2014. | 30 | 30 |
| 01.07.2014. - 31.07.2014. | 31 | 25 |
| 01.08.2014. - 31.08.2014. | 31 | 10 |
| 01.09.2014. - 30.09.2014. | 30 | 15 |
| 01.10.2014. - 31.10.2014. | - | - |
| **TOTAL:** | **149** | **100%** |

Table 2.

|  |  |
| --- | --- |
| **Time of day/ hour** | **Distribution percentage**  **%** |
| 00:00 – 08:00 | - |
| 08:00 – 12:00 | 25 |
| 12:00 – 16:00 | 20 |
| 16:00 – 20:00 | 25 |
| 20:00 – 00:00 | 30 |
| **TOTAL:** | **100%** |

Table 3.

**SLOVENIA**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Slovenia** |  |  |  |  |  |  |
| **1.** | **2.** | **3.** | **4.** | **5.** | **6.** | **7.** |
| **URL/website** | **Website value index** | **Page** | **Size** | **IMPR** | **CPM** | **PRICE / HRK** |
| 24ur.com | 100,00 | Home page | 300x250 |  |  |  |
| bolha.com | 99,99 | Home page | 160x600 |  |  |  |
| rtvslo.si | 99,96 | Home page | 300x250 |  |  |  |
| dnevnik.si | 99,75 | Home page | 160x600 |  |  |  |
| ringaraja.net | 98,01 | Home page | 300x250 |  |  |  |
| avtokampi.si | 90,29 | Home page | 300x250 |  |  |  |
| enavtika.si | 50,00 | Home page | 300x250 |  |  |  |
| **TOTAL:** |  |  |  |  |  | **601.600,00** |

Table 1.

|  |  |  |
| --- | --- | --- |
| **Period** | **Number of days** | **Total budget percentage (%) /HRK** |
| 05.05.2014. - 31.05.2014. | 27 | 30 |
| 01.06.2014. - 30.06.2014. | 30 | 30 |
| 01.07.2014. - 31.07.2014. | 31 | 10 |
| 01.08.2014. - 31.08.2014. | - | - |
| 01.09.2014. - 30.09.2014. | 30 | 20 |
| 01.10.2014. - 31.10.2014. | 31 | 10 |
| **TOTAL:** | **149** | **100%** |

Table 2.

|  |  |
| --- | --- |
| **Time of day/ hour** | **Distribution percentage**  **%** |
| 00:00 – 08:00 | - |
| 08:00 – 12:00 | 30 |
| 12:00 – 16:00 | 20 |
| 16:00 – 20:00 | 20 |
| 20:00 – 00:00 | 30 |
| **TOTAL:** | **100%** |

Table 3.

**NETHERLANDS**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Netherlands** |  |  |  |  |  |  |
| **1.** | **2.** | **3.** | **4.** | **5.** | **6.** | **7.** |
| **URL/website** | **Website value index** | **Page** | **Size** | **IMPR** | **CPM** | **PRICE / HRK** |
| anwb.nl | 100,00 | Home page | 300x250 |  |  |  |
| zoover.nl | 99,98 | Home page | 300x250 |  |  |  |
| kck.eu | 97,07 | Home page | 300x250 |  |  |  |
| ontdek.nl | 50,00 | Home page | 234x60 |  |  |  |
| **TOTAL:** |  |  |  |  |  | **601.600,00** |

Table 1.

|  |  |  |
| --- | --- | --- |
| **Period** | **Number of days** | **Total budget percentage (%) /HRK** |
| 05.05.2014. - 31.05.2014. | 27 | 61 |
| 01.06.2014. - 30.06.2014. | - | - |
| 01.07.2014. - 31.07.2014. | - | - |
| 25.08.2014. - 31.08.2014. | 7 | 16 |
| 01.09.2014. - 10.09.2014. | 10 | 23 |
| 01.10.2014. - 31.10.2014. | - | - |
| **TOTAL:** | **44** | **100%** |

Table 2.

|  |  |
| --- | --- |
| **Time of day/ hour** | **Distribution percentage**  **%** |
| 00:00 – 08:00 | - |
| 08:00 – 12:00 | 50 |
| 12:00 – 16:00 | 40 |
| 16:00 – 20:00 | 10 |
| 20:00 – 00:00 | - |
| **TOTAL:** | **100%** |

Table 3.

**FRANCE**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **France** |  |  |  |  |  |  |
| **1.** | **2.** | **3.** | **4.** | **5.** | **6.** | **7.** |
| **URL/website** | **Website value index** | **Page** | **Size** | **IMPR** | **CPM** | **PRICE / HRK** |
| www.allocine.fr | 100,00 | Home page | 250x300 |  |  |  |
| fr.lastiminute.com | 59,06 | Home page | 250x300 |  |  |  |
| www.opodo.fr | 56,73 | Home page | 250x300 |  |  |  |
| www.telerama.fr | 54,39 | Home page | 250x300 |  |  |  |
| www.ffrandonnee.fr | 51,46 | Home page | 250x300 |  |  |  |
| www.geo.fr | 50,00 | Home page | 250x300 |  |  |  |
| **TOTAL:** |  |  |  |  |  | **601.600,00** |

Table 1.

|  |  |  |
| --- | --- | --- |
| **Period** | **Number of days** | **Total budget percentage (%) /HRK** |
| 05.05.2014. - 31.05.2014. | 27 | 55 |
| 01.06.2014. - 30.06.2014. | 30 | 25 |
| 01.07.2014. - 31.07.2014. | - | - |
| 01.08.2014. - 31.08.2014. | - | - |
| 01.09.2014. - 30.09.2014. | 30 | 20 |
| 01.10.2014. - 31.10.2014. | - | - |
| **TOTAL:** | **87** | **100%** |

Table 2.

|  |  |
| --- | --- |
| **Time of day/ hour** | **Distribution percentage**  **%** |
| 00:00 – 08:00 | - |
| 08:00 – 12:00 | - |
| 12:00 – 16:00 | 35 |
| 16:00 – 20:00 | 35 |
| 20:00 – 00:00 | 30 |
| **TOTAL:** | **100%** |

Table 3.

**CZECH REPUBLIC**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Czech Republic** |  |  |  |  |  |  |
| **1.** | **2.** | **3.** | **4.** | **5.** | **6.** | **7.** |
| **URL/website** | **Website value index** | **Page** | **Size** | **IMPR** | **CPM** | **PRICE / HRK** |
| www.seznam.cz | 100,00 | Home page | 300x250 |  |  |  |
| www.novinky.cz | 70,99 | Home page | 300x250 |  |  |  |
| www.aktualne.cz | 69,44 | Home page | 300x250 |  |  |  |
| www.super.cz | 61,90 | Home page | 300x250 |  |  |  |
| www.idnes.cz | 50,00 | Home page | 300x300 |  |  |  |
| **TOTAL:** |  |  |  |  |  | **1.052.800,00** |

Table 1.

|  |  |  |
| --- | --- | --- |
| **Period** | **Number of days** | **Total budget percentage (%) /HRK** |
| 05.05.2014. - 31.05.2014. | 27 | 40 |
| 01.06.2014. - 30.06.2014. | 30 | 25 |
| 01.07.2014. - 31.07.2014. | 31 | 20 |
| 01.08.2014. - 31.08.2014. | 31 | 15 |
| 01.09.2014. - 30.09.2014. | - | - |
| 01.10.2014. - 31.10.2014. | - | - |
| **TOTAL:** | **119** | **100%** |

Table 2.

|  |  |
| --- | --- |
| **Time of day/ hour** | **Distribution percentage**  **%** |
| 00:00 – 08:00 | 5 |
| 08:00 – 12:00 | 30 |
| 12:00 – 16:00 | 20 |
| 16:00 – 20:00 | 25 |
| 20:00 – 00:00 | 20 |
| **TOTAL:** | **100%** |

Table 3.

**SLOVAKIA**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Slovakia** |  |  |  |  |  |  |
| **1.** | **2.** | **3.** | **4.** | **5.** | **6.** | **7.** |
| **URL/website** | **Website value index** | **Page** | **Size** | **IMPR** | **CPM** | **PRICE / HRK** |
| azet.sk | 100,00 | Home page | 300x300 |  |  |  |
| zoznam.sk | 87,32 | Home page | 300x300 |  |  |  |
| sme.sk | 68,19 | Home page | 300x300 |  |  |  |
| atlas.sk | 51,11 | Home page | 300x300 |  |  |  |
| cas.sk | 50,00 | Home page | 300x300 |  |  |  |
| **TOTAL:** |  |  |  |  |  | **451.200,00** |

Table 1.

|  |  |  |
| --- | --- | --- |
| **Period** | **Number of days** | **Total budget percentage (%) /HRK** |
| 05.05.2014. - 31.05.2014. | 27 | 20 |
| 01.06.2014. - 30.06.2014. | 30 | 25 |
| 01.07.2014. - 31.07.2014. | 31 | 30 |
| 01.08.2014. - 15.08.2014. | 15 | 15 |
| 01.09.2014. - 10.09.2014. | 10 | 10 |
| 01.10.2014. - 31.10.2014. | - | - |
| **TOTAL:** | **113** | **100%** |

Table 2.

|  |  |
| --- | --- |
| **Time of day/ hour** | **Distribution percentage**  **%** |
| 00:00 – 08:00 | - |
| 08:00 – 12:00 | 10 |
| 12:00 – 16:00 | 40 |
| 16:00 – 20:00 | 20 |
| 20:00 – 00:00 | 30 |
| **TOTAL:** | **100%** |

Table 3.

**BELGIUM**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Belgium** |  |  |  |  |  |  |
| **1.** | **2.** | **3.** | **4.** | **5.** | **6.** | **7.** |
| **URL/website** | **Website value index** | **Page** | **Size** | **IMPR** | **CPM** | **PRICE / HRK** |
| www.hln.be | 100,00 | <http://www.hln.be/hln/nl/2/Reizen/index.dhtml> | 840x150 |  |  |  |
| www.skynet.be | 84,32 | <http://www.skynet.be/services/voyages> | 728x90 |  |  |  |
| standaard.be | 50,00 | <http://www.standaard.be/lifestyle> | 995x123 |  |  |  |
| **TOTAL:** |  |  |  |  |  | **198.400,00** |

Table 1.

|  |  |  |
| --- | --- | --- |
| **Period** | **Number of days** | **Total budget percentage (%) /HRK** |
| 05.05.2014. - 31.05.2014. | 27 | 100 |
| 01.06.2014. - 30.06.2014. | - | - |
| 01.07.2014. - 31.07.2014. | - | - |
| 01.08.2014. - 31.08.2014. | - | - |
| 01.09.2014. - 30.09.2014. | - | - |
| 01.10.2014. - 31.10.2014. | - | - |
| **TOTAL:** | **27** | **100%** |

Table 2.

|  |  |
| --- | --- |
| **Time of day/ hour** | **Distribution percentage**  **%** |
| 00:00 – 08:00 | - |
| 08:00 – 12:00 | 50 |
| 12:00 – 16:00 | - |
| 16:00 – 20:00 | - |
| 20:00 – 00:00 | 50 |
| **TOTAL:** | **100%** |

Table 3.

**POLAND**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Poland** |  |  |  |  |  |  |
| **1.** | **2.** | **3.** | **4.** | **5.** | **6.** | **7.** |
| **URL/website** | **Website value index** | **Page** | **Size** | **IMPR** | **CPM** | **PRICE / HRK** |
| www.onet.pl | 100,00 | Home page | 950x300 |  |  |  |
| www.wp.pl | 90,10 | Home page | 970x300 |  |  |  |
| www.gazeta.pl | 50,00 | Home page | 940x300 |  |  |  |
| **TOTAL:** |  |  |  |  |  | **1.504.000,00** |

Table 1.

|  |  |  |
| --- | --- | --- |
| **Period** | **Number of days** | **Total budget percentage (%) /HRK** |
| 05.05.2014. - 31.05.2014. | 27 | 39 |
| 01.06.2014. - 18.06.2014. | 18 | 26 |
| 01.07.2014. - 31.07.2014. | - | - |
| 18.08.2014. - 31.08.2014. | 14 | 20 |
| 01.09.2014. - 10.09.2014. | 10 | 15 |
| 01.10.2014. - 31.10.2014. | - | - |
| **TOTAL:** | **69** | **100%** |

Table 2.

|  |  |
| --- | --- |
| **Time of day/ hour** | **Distribution percentage**  **%** |
| 00:00 – 08:00 | - |
| 08:00 – 12:00 | 50 |
| 12:00 – 16:00 | 10 |
| 16:00 – 20:00 | 25 |
| 20:00 – 00:00 | 15 |
| **TOTAL:** | **100%** |

Table 3.

**SWITZERLAND**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Switzerland** |  |  |  |  |  |  |
| **1.** | **2.** | **3.** | **4.** | **5.** | **6.** | **7.** |
| **URL/website** | **Website value index** | **Page** | **Size** | **IMPR** | **CPM** | **PRICE / HRK** |
| search.ch | 100,00 | ROS | 728x90 |  |  |  |
| blick.ch | 89,53 | ROS | 160x600 |  |  |  |
| bluewin.ch | 87,55 | ROS | 728x90 |  |  |  |
| sbb.ch | 54,55 | ROS | 160x600 |  |  |  |
| 20min.ch | 50,00 | ROS | 728x90 |  |  |  |
| **TOTAL:** |  |  |  |  |  | **601.600,00** |

Table 1.

|  |  |  |
| --- | --- | --- |
| **Period** | **Number of days** | **Total budget percentage (%) /HRK** |
| 05.05.2014. - 31.05.2014. | - | - |
| 01.06.2014. - 15.06.2014. | 15 | 50 |
| 01.07.2014. - 31.07.2014. | - | - |
| 15.08.2014. - 31.08.2014. | 17 | 50 |
| 01.09.2014. - 30.09.2014. | - | - |
| 01.10.2014. - 31.10.2014. | - | - |
| **TOTAL:** | **32** | **100%** |

Table 2.

|  |  |
| --- | --- |
| **Time of day/ hour** | **Distribution percentage**  **%** |
| 00:00 – 08:00 | - |
| 08:00 – 12:00 | 20 |
| 12:00 – 16:00 | 30 |
| 16:00 – 20:00 | 40 |
| 20:00 – 00:00 | 10 |
| **TOTAL:** | **100%** |

Table 3.

**SPAIN**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Spain** |  |  |  |  |  |  |
| **1.** | **2.** | **3.** | **4.** | **5.** | **6.** | **7.** |
| **URL/website** | **Website value index** | **Page** | **Size** | **IMPR** | **CPM** | **PRICE / HRK** |
| www.elmundo.es | 100,00 | Home page | 300x300 |  |  |  |
| http://elpais.com | 99,84 | Home page | 300x250 |  |  |  |
| www.lavanguardia.com | 93,79 | Home page | 300x250 |  |  |  |
| www.edreams.es | 76,80 | Home page | 300x250 |  |  |  |
| www.rumbo.es | 50,00 | Home page | 300x250 |  |  |  |
| **TOTAL:** |  |  |  |  |  | **601.600,00** |

Table 1.

|  |  |  |
| --- | --- | --- |
| **Period** | **Number of days** | **Total budget percentage (%) /HRK** |
| 26.05.2014. - 31.05.2014. | 6 | 35 |
| 01.06.2014. - 15.06.2014. | 15 | 65 |
| 01.07.2014. - 31.07.2014. | - | - |
| 01.08.2014. - 31.08.2014. | - | - |
| 01.09.2014. - 30.09.2014. | - | - |
| 01.10.2014. - 31.10.2014. | - | - |
| **TOTAL:** | **21** | **100%** |

Table 2.

|  |  |
| --- | --- |
| **Time of day/ hour** | **Distribution percentage**  **%** |
| 00:00 – 08:00 | - |
| 08:00 – 12:00 | 50 |
| 12:00 – 16:00 | 15 |
| 16:00 – 20:00 | 20 |
| 20:00 – 00:00 | 15 |
| **TOTAL:** | **100%** |

Table 3.

**GREAT BRITAIN**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Great Britain** |  |  |  |  |  |  |
| **1.** | **2.** | **3.** | **4.** | **5.** | **6.** | **7.** |
| **URL/website** | **Website value index** | **Page** | **Size** | **IMPR** | **CPM** | **PRICE / HRK** |
| telegraph.co.uk | 100,00 | <http://www.telegraph.co.uk/travel/destinations/europe/> | 300x250 |  |  |  |
| lonelyplanet.com | 86,82 | <http://www.lonelyplanet.com/europe> | 728x90 |  |  |  |
| guardian.co.uk | 77,73 | <http://www.theguardian.com/travel> | 300x250 |  |  |  |
| cntraveller.com | 50,00 | <http://www.cntraveller.com/guides/europe> | 728x90 |  |  |  |
| **TOTAL:** |  |  |  |  |  | **1.052.800,00** |

Table 1.

|  |  |  |
| --- | --- | --- |
| **Period** | **Number of days** | **Total budget percentage (%) /HRK** |
| 05.05.2014. - 31.05.2014. | 27 | 30 |
| 01.06.2014. - 30.06.2014. | 30 | 35 |
| 01.07.2014. - 31.07.2014. | - | - |
| 01.08.2014. - 31.08.2014. | - | - |
| 01.09.2014. - 30.09.2014. | 30 | 35 |
| 01.10.2014. - 31.10.2014. | - | - |
| **TOTAL:** | **87** | **100%** |

Table 2.

|  |  |
| --- | --- |
| **Time of day/ hour** | **Distribution percentage**  **%** |
| 00:00 – 08:00 | 10 |
| 08:00 – 12:00 | 20 |
| 12:00 – 16:00 | 20 |
| 16:00 – 20:00 | 30 |
| 20:00 – 00:00 | 20 |
| **TOTAL:** | **100%** |

Table 3.

**SWEDEN**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Sweden** |  |  |  |  |  |  |
| **1.** | **2.** | **3.** | **4.** | **5.** | **6.** | **7.** |
| **URL/website** | **Website value index** | **Page** | **Size** | **IMPR** | **CPM** | **PRICE / HRK** |
| www.aftonbladet.se | 100,00 | <http://www.aftonbladet.se/resa/> | 250x800 |  |  |  |
| www.expressen.se | 99,01 | <http://www.expressen.se/allt-om-resor/> | 265x720 |  |  |  |
| www.reseguiden.se | 50,00 | Home page | 250x800 |  |  |  |
| **TOTAL:** |  |  |  |  |  | **225.600,00** |

Table 1.

|  |  |  |
| --- | --- | --- |
| **Period** | **Number of days** | **Total budget percentage (%) /HRK** |
| 05.05.2014. - 31.05.2014. | 27 | 75 |
| 01.06.2014. - 30.06.2014. | - | - |
| 01.07.2014. - 31.07.2014. | - | - |
| 01.08.2014. - 15.08.2014. | - | - |
| 01.09.2014. - 15.09.2014. | 15 | 25 |
| 01.10.2014. - 31.10.2014. | - | - |
| **TOTAL:** | **42** | **100%** |

Table 2.

|  |  |
| --- | --- |
| **Time of day/ hour** | **Distribution percentage**  **%** |
| 00:00 – 08:00 | - |
| 08:00 – 12:00 | - |
| 12:00 – 16:00 | - |
| 16:00 – 20:00 | 40 |
| 20:00 – 00:00 | 60 |
| **TOTAL:** | **100%** |

Table 3.

**NORWAY**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Norway** |  |  |  |  |  |  |
| **1.** | **2.** | **3.** | **4.** | **5.** | **6.** | **7.** |
| **URL/website** | **Website value index** | **Page** | **Size** | **IMPR** | **CPM** | **PRICE / HRK** |
| www.dagbladet.no | 100,00 | <http://www.dagbladet.no/reise> | 620x530 |  |  |  |
| www.finn.no | 83,33 | <http://www.finn.no/reise> | 240x600 |  |  |  |
| www.vg.no | 50,00 | Home page | 180x650 |  |  |  |
| **TOTAL:** |  |  |  |  |  | **225.600,00** |

Table 1.

|  |  |  |
| --- | --- | --- |
| **Period** | **Number of days** | **Total budget percentage (%) /HRK** |
| 05.05.2014. - 31.05.2014. | 27 | 75 |
| 01.06.2014. - 30.06.2014. | - | - |
| 01.07.2014. - 31.07.2014. | - | - |
| 01.08.2014. - 15.08.2014. | - | - |
| 01.09.2014. - 15.09.2014. | 15 | 25 |
| 01.10.2014. - 31.10.2014. | - | - |
| **TOTAL:** | **42** | **100%** |

Table 2.

|  |  |
| --- | --- |
| **Time of day/ hour** | **Distribution percentage**  **%** |
| 00:00 – 08:00 | - |
| 08:00 – 12:00 | - |
| 12:00 – 16:00 | - |
| 16:00 – 20:00 | 40 |
| 20:00 – 00:00 | 60 |
| **TOTAL:** | **100%** |

Table 3.

**DENMARK**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Denmark** |  |  |  |  |  |  |
| **1.** | **2.** | **3.** | **4.** | **5.** | **6.** | **7.** |
| **URL/website** | **Website value index** | **Page** | **Size** | **IMPR** | **CPM** | **PRICE / HRK** |
| www.ekstrabladet.dk | 100,00 | <http://ekstrabladet.dk/ferie> | 160x600 |  |  |  |
| www.bt.dk | 96,67 | <http://www.bt.dk/plus/rejser> | 160x600 |  |  |  |
| www.dmi.dk | 50,00 | Home page | 160x600 |  |  |  |
| **TOTAL:** |  |  |  |  |  | **150.400,00** |

Table 1.

|  |  |  |
| --- | --- | --- |
| **Period** | **Number of days** | **Total budget percentage (%) /HRK** |
| 05.05.2014. - 31.05.2014. | 27 | 75 |
| 01.06.2014. - 30.06.2014. | - | - |
| 01.07.2014. - 31.07.2014. | - | - |
| 01.08.2014. - 15.08.2014. | - | - |
| 01.09.2014. - 15.09.2014. | 15 | 25 |
| 01.10.2014. - 31.10.2014. | - | - |
| **TOTAL:** | **42** | **100%** |

Table 2.

|  |  |
| --- | --- |
| **Time of day/ hour** | **Distribution percentage**  **%** |
| 00:00 – 08:00 | - |
| 08:00 – 12:00 | - |
| 12:00 – 16:00 | - |
| 16:00 – 20:00 | 40 |
| 20:00 – 00:00 | 60 |
| **TOTAL:** | **100%** |

Table 3.

**FINLAND**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Finland** |  |  |  |  |  |  |
| **1.** | **2.** | **3.** | **4.** | **5.** | **6.** | **7.** |
| **URL/website** | **Website value index** | **Page** | **Size** | **IMPR** | **CPM** | **PRICE / HRK** |
| www.iltasanomat.fi | 100,00 | Home page | 200x600 |  |  |  |
| www.iltalehti.fi | 80,00 | Home page | 160x600 |  |  |  |
| **TOTAL:** |  |  |  |  |  | **150.400,00** |

Table 1.

|  |  |  |
| --- | --- | --- |
| **Period** | **Number of days** | **Total budget percentage (%) /HRK** |
| 05.05.2014. - 31.05.2014. | 27 | 75 |
| 01.06.2014. - 30.06.2014. | - | - |
| 01.07.2014. - 31.07.2014. | - | - |
| 01.08.2014. - 15.08.2014. | - | - |
| 01.09.2014. - 15.09.2014. | 15 | 25 |
| 01.10.2014. - 31.10.2014. | - | - |
| **TOTAL:** | **42** | **100%** |

Table 2.

|  |  |
| --- | --- |
| **Time of day/ hour** | **Distribution percentage**  **%** |
| 00:00 – 08:00 | - |
| 08:00 – 12:00 | - |
| 12:00 – 16:00 | - |
| 16:00 – 20:00 | 40 |
| 20:00 – 00:00 | 60 |
| **TOTAL:** | **100%** |

Table 3.

**HUNGARY**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Hungary** |  |  |  |  |  |  |
| **1.** | **2.** | **3.** | **4.** | **5.** | **6.** | **7.** |
| **URL/website** | **Website value index** | **Page** | **Size** | **IMPR** | **CPM** | **PRICE / HRK** |
| index.hu | 100,00 | Home page | 300x600 |  |  |  |
| origo.hu | 97,30 | Home page | 300x250 |  |  |  |
| portfolio.hu | 50,00 | Home page | 300x250 |  |  |  |
| **TOTAL:** |  |  |  |  |  | **150.400,00** |

Table 1.

|  |  |  |
| --- | --- | --- |
| **Period** | **Number of days** | **Total budget percentage (%) /HRK** |
| 05.05.2014. - 31.05.2014. | 27 | 100 |
| 01.06.2014. - 30.06.2014. | - | - |
| 01.07.2014. - 31.07.2014. | - | - |
| 01.08.2014. - 15.08.2014. | - | - |
| 01.09.2014. - 15.09.2014. | - | - |
| 01.10.2014. - 31.10.2014. | - | - |
| **TOTAL:** | **27** | **100%** |

Table 2.

|  |  |
| --- | --- |
| **Time of day/ hour** | **Distribution percentage**  **%** |
| 00:00 – 08:00 | - |
| 08:00 – 12:00 | 50 |
| 12:00 – 16:00 | 10 |
| 16:00 – 20:00 | 25 |
| 20:00 – 00:00 | 15 |
| **TOTAL:** | **100%** |

Table 3.

**JAPAN**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Japan** |  |  |  |  |  |  |
| **1.** | **2.** | **3.** | **4.** | **5.** | **6.** | **7.** |
| **URL/website** | **Website value index** | **Page** | **Size** | **IMPR** | **CPM** | **PRICE / HRK** |
| www.4travel.jp | 100,00 | Home page | 300x250 |  |  |  |
| www.tour.ne.jp | 80,00 | Home page | 200x200 |  |  |  |
| **TOTAL:** |  |  |  |  |  | **150.400,00** |

Table 1.

|  |  |  |
| --- | --- | --- |
| **Period** | **Number of days** | **Total budget percentage (%) /HRK** |
| 05.05.2014. - 31.05.2014. | - | - |
| 01.06.2014. - 15.06.2014. | 15 | 100 |
| 01.07.2014. - 31.07.2014. | - | - |
| 01.08.2014. - 31.08.2014. | - | - |
| 01.09.2014. - 30.09.2014. | - | - |
| 01.10.2014. - 31.10.2014. | - | - |
| **TOTAL:** | **15** | **100%** |

Table 2.

|  |  |
| --- | --- |
| **Time of day/ hour** | **Distribution percentage**  **%** |
| 00:00 – 08:00 | - |
| 08:00 – 12:00 | 50 |
| 12:00 – 16:00 | 10 |
| 16:00 – 20:00 | 25 |
| 20:00 – 00:00 | 15 |
| **TOTAL:** | **100%** |

Table 3.

**RUSSIA**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Russia** |  |  |  |  |  |  |
| **1.** | **2.** | **3.** | **4.** | **5.** | **6.** | **7.** |
| **URL/website** | **Website value index** | **Page** | **Size** | **IMPR** | **CPM** | **PRICE / HRK** |
| tourdom.ru | 100,00 | Home page | 240x400 |  |  |  |
| ratanews.ru | 85,73 | Home page | 300x150 |  |  |  |
| atorus.ru | 73,58 | Home page | 700x90 |  |  |  |
| tourinfo.ru | 61,05 | Home page | 250x250 |  |  |  |
| tourbus.ru | 50,00 | Home page | 170x200 |  |  |  |
| **TOTAL:** |  |  |  |  |  | **300.800,00** |

Table 1.

|  |  |  |
| --- | --- | --- |
| **Period** | **Number of days** | **Total budget percentage (%) /HRK** |
| 05.05.2014. - 31.05.2014. | 27 | 70 |
| 01.06.2014. - 30.06.2014. | 30 | 20 |
| 01.07.2014. - 31.07.2014. | 31 | 10 |
| 01.08.2014. - 31.08.2014. | - | - |
| 01.09.2014. - 30.09.2014. | - | - |
| 01.10.2014. - 31.10.2014. | - | - |
| **TOTAL:** | **88** | **100%** |

Table 2.

|  |  |
| --- | --- |
| **Time of day/ hour** | **Distribution percentage**  **%** |
| 00:00 – 08:00 | - |
| 08:00 – 12:00 | 50 |
| 12:00 – 16:00 | 10 |
| 16:00 – 20:00 | 25 |
| 20:00 – 00:00 | 15 |
| **TOTAL:** | **100%** |

Table 3.