

**PUBLIC CALL FOR JOINT ADVERTISING IN PROMOTIONAL CAMPAIGNS OF PUBLIC AND PRIVATE SECTORS IN 2016**

The Head Office of the Croatian National Tourist Board, Iblerov trg 10/IV, 10000 Zagreb, PIN 72501368180, is launching a Public Call for joint advertising in promotional campaigns of the public and private sectors in 2016

**Article 1**

**MODEL I - JOINT ADVERTISING OF SPECIAL DESTINATION PROMOTION PROGRAMMES OF COASTAL COUNTIES AND THE CITY OF ZAGREB**

**1. Special destination promotion programmes of coastal counties and the City of Zagreb:**

- Joint advertising of the general destination offer includes advertising of general tourist offer of coastal counties and the City of Zagreb (image advertising) carried out by the Croatian National Tourist Board, the system of coastal counties' tourist boards, and the Tourist Board of the City of Zagreb.
- Joint advertising of content from the overall destination offer of the Republic of Croatia includes advertising of the diversity of tourist offer of the Republic of Croatia carried out by the Croatian National Tourist Board in cooperation with national professional associations in tourism, private accommodation associations, and nautical tourism associations in their promotional campaigns,
- Joint advertising of special destination offer includes advertising of the offer/content 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 Tourist Board of the City of Zagreb in cooperation with providers of the accommodation offer in the destination in their promotional campaigns (business entities that, according to the Hospitality and Catering Industry Act, provide accommodation services in Croatia),
- Joint advertising of special destination programmes includes advertising of general tourist offer and special programmes 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 Tourist Board of the City of Zagreb in promotional campaigns of tour operators or special destination programmes and carriers.

2. In accordance with this model, joint advertising refers exclusively to the destination offer in pre and post seasons (not including the advertising of offers for July and August). Total planned funds for the advertising of Croatian tourism in special destination promotion programmes of coastal counties and the City of Zagreb amount to **34,000,000.00 HRK (VAT included)**. The distribution of the funds in the amount of **24,000,000.00 HRK (VAT included)** for joint advertising of special destination promotion programmes shall be carried out in accordance with the share of a single county in total achieved overnight stays in 2014, as follows:

COUNTY TOURIST BOARDS	SHARE IN TOTAL OVERNIGHT STAYS IN 2014	SHARE IN TOTAL OVERNIGHT STAYS IN 2014	PLAN FOR 2016
		(excluding continental areas)	
Istria	29.40	30	6,600,000.00 HRK
Primorje-Gorski Kotar	18.40	18.80	4,136,000.00 HRK
Lika-Senj	3.10	3.2	704,000.00 HRK
Zadar	10.80	11	2,420,000.00 HRK
Šibenik-Knin	6.80	6.90	1,518,000.00 HRK
Split-Dalmatia	18.30	18.70	4,114,000.00 HRK
Dubrovnik-Neretva	80.80	9	1,980,000.00 HRK
City of Zagreb	2.40	2.40	528,000.00 HRK
ASSOCIATIONS			1,000,000.00 HRK
NAUTICAL TOURISM			1,000,000.00 HRK
<b>TOTAL</b>	<b>98</b>	<b>100</b>	<b>24,000,000.00 HRK</b>

SOURCE: CROATIAN BUREAU OF STATISTICS

Additional funds for joint advertising of general destination offer (exclusively for model I-a) amount to **10,000,000.00 HRK (VAT included)**. The distribution of the above mentioned funds shall be performed in accordance with the share of a single county in total achieved overnight stays in 2014, as follows:

COUNTY TOURIST BOARDS	SHARE IN TOTAL OVERNIGHT STAYS IN 2014	SHARE IN TOTAL OVERNIGHT STAYS IN 2014	PLAN FOR 2016
		(excluding continental areas)	
Istria	29.40	30	3,000,000.00 HRK
Primorje-Gorski Kotar	18.40	18.80	1,880,000.00 HRK
Lika-Senj	3.10	3.20	320,000.00 HRK
Zadar	10.80	11	1,100,000.00 HRK
Šibenik-Knin	6.80	6.90	690,000.00 HRK
Split-Dalmatia	18.30	18.70	1,870,000.00 HRK
Dubrovnik-Neretva	8.80	9	900,000.00 HRK
City of Zagreb	2.40	2.40	240,000.00 HRK
<b>TOTAL</b>	<b>98</b>	<b>100</b>	<b>10,000,000.00 HRK</b>

SOURCE: CROATIAN BUREAU OF STATISTICS

### **3. Special destination promotion programmes:**

#### **a) Joint advertising of the general destination offer**

- Croatian National Tourist Board is participating in joint advertising with a maximum of 50% of funds of harmonized and approved media plan.
- The share of own funds of the County Tourist Board (system of tourist boards and/or other subject in the destination) in joint advertising of general destination offer is a minimum of 50%.
- The holder of the promotional campaign is the County Tourist Board which can realize the promotional campaign independently or through a promotional agency after the CNTB has approved the media plan and the visuals that will be used in advertising.
- The County Tourist Board is coordinating the share of funds between single participants that will participate in advertising at the destination's level.
- The County Tourist Board is coordinating the advertising of Croatian tourism in promotional campaigns of the general destination offer, and harmonizes the participation of the system of municipality, city, and town tourist boards from the area of the coastal county and the City of Zagreb.
- Croatian National Tourist Board is monitoring the implementation of the agreed advertising and in connection to that it may request, if needed, from the holder of advertising all the necessary evidentiary documentation.
- Rights, obligations, and content of advertising of the CNTB and the County Tourist Boards in promotional campaigns of the holder of general destination offer shall be regulated by a contract between the CNTB and the County Tourist Board.
- In all types of advertising, excluding radio, the advertising holder shall perform the following:
  - publish a joint advertisement on which at least 1/3 of space contains advertising of Croatian tourism, that is the CNTB visual material,
  - in radio advertising the advertisement shall end by a slogan determined by the CNTB for the advertising of Croatian tourism.
- In addition to advertising defined by the media plan, the advertising holder is obliged to:
  - publish on its own website (on home page or landing page of the online campaign) the online advertisements that promote Croatian Tourism in the format of at least 300x250, and 40 KB of size,
  - in the case of social media advertising, accentuate the link to the appropriate CNTB channel on the same social network.

#### **b) Joint advertising of the diversity of tourist offer of the Republic of Croatia - holders of national professional associations in tourism**

- Croatian National Tourist Board is participating in joint advertising with a maximum of 50% of funds of harmonized and approved media plan.
- The share of own funds of national professional associations in tourism, private accommodation associations, and associations of nautical tourism in joint advertising is a minimum of 50%.
- The maximum amount of funds that the CNTB will use to advertise Croatian tourism in promotional campaigns of national professional associations in tourism and private accommodation associations is of 1,000,000.00 HRK (VAT included).
- The maximum amount of funds that the CNTB will use to advertise Croatian tourism in promotional campaigns of professional associations in nautical tourism is of 1,000,000.00 HRK (VAT included).
- The holder of the promotional campaign is the professional association that may realize the promotional campaign independently or through a promotional agency after the CNTB has approved the media plan and the visuals that will be used in advertising.
- At least 75% of the value of the media plan refers to advertising in foreign countries.
- The professional association coordinates the share of funds of single participants/members that will participate in advertising.
- The professional association coordinates the advertising of Croatian tourism in promotional campaigns of the association and harmonizes the participation of members of the association.
- Croatian National Tourist Board is monitoring the implementation of the agreed advertising and in connection to that it may request, if needed, from the holder of advertising all the necessary evidentiary documentation.
- Rights, obligations, and content of advertising of the CNTB and the professional association in the promotional campaign of the association shall be regulated by a contract between the CNTB and the association.
- In all types of advertising, excluding radio, the advertising holder shall perform the following:
  - publish a joint advertisement on which at least 1/3 of space contains advertising of Croatian tourism, that is the CNTB visual material,
  - in radio advertising the advertisement shall end by a slogan determined by the CNTB for the advertising of Croatian tourism.
- In addition to advertising defined by the media plan, the advertising holder is obliged to:

- publish on its own website (on home page or landing page of the online campaign) the online advertisements that promote Croatian Tourism in the format of at least 300x250, and 40 KB of size,
- in the case of social media advertising, accentuate the link to the appropriate CNTB channel on the same social network.

**c) Joint advertising of special offer of coastal counties and the City of Zagreb - accommodation offer provider**

- Croatian National Tourist Board and the County Tourist Board (system of tourist boards) participate each in joint advertising with a maximum of 25% of funds of harmonized and approved media plan.
- The share of own funds of the accommodation offer provider in joint advertising of this special offer is a minimum of 50%.
- The holder of the promotional campaign is the accommodation offer provider that may realize the promotional campaign independently or through a promotional agency after the CNTB and the County Tourist Board have approved the media plan and the visuals that will be used in advertising.
- The County Tourist Board is coordinating the share of funds between single participants that will participate in advertising at the destination's level.
- The County Tourist Board is coordinating the advertising of Croatian tourism in promotional campaigns of accommodation offer providers of the destination, and harmonizes the participation of the system of municipality, city and town tourist boards from the area of the coastal county and the City of Zagreb.
- Croatian National Tourist Board is monitoring the implementation of the agreed advertising and in connection to that it may request, if needed, from the holder of advertising all the necessary evidentiary documentation.
- Rights, obligations, and content of advertising of the CNTB and the County Tourist Boards in promotional campaigns of the destination accommodation offer provider shall be regulated by a contract between the CNTB and the County Tourist Board.
- Mutual relations of the County Tourist Board (system of tourist boards) and the accommodation offer provider are regulated by the annex to the contract between the County Tourist Board and the accommodation offer provider. The annex to the contract is drafted by the County Tourist Board and it is the integral part of the main contract between the CNTB and the County Tourist Board.
- In all types of advertising, excluding radio, the advertising holder shall perform the following:
  - publish a joint advertisement on which at least 1/3 of space contains advertising of Croatian tourism, that is the CNTB and County Tourist Board visual material,
  - in radio advertising the advertisement shall end by a slogan determined by the CNTB for the advertising of Croatian tourism.
- In addition to advertising defined by the media plan, the advertising holder is obliged to:
  - publish on its own website (on home page or landing page of the online campaign) the online advertisements that promote Croatian Tourism in the format of at least 300x250, and 40 KB of size,
  - in the case of social media advertising, accentuate the link to the appropriate CNTB and County Tourist Board channel on the same social network.

**d) Joint advertising of special destination programmes**

- Croatian National Tourist Board is participating in joint advertising with a maximum of 50% of funds of harmonized and approved media plan.
- The share of own funds of the county tourist board (system of tourist boards and/or other subject in the destination) in joint advertising of general offer and special destination programmes is a minimum of 50%.
- Tourist boards of coastal counties and the Tourist Board of the City of Zagreb, according to their strategic development and marketing plans of the destination independently determine the types of programme, as well as the criteria for the selection of promotional campaigns of TO/TA, organizer or carrier in which advertising will be carried out.
- The holder of the promotional campaign is the County Tourist Board. The executant of the promotional campaign is the tour operator or other holder of special destination offer, air and other carrier that may realize the promotional campaign independently or through a promotional agency after the CNTB and the County Tourist Board have approved the media plan and the visuals that will be used in advertising.
- The County Tourist Board is coordinating the share of funds between single participants that will participate in advertising at the destination's level.
- When choosing the advertising programme the following shall be taken into consideration: the media plan, the amount of the candidate media plan, and data about the number of guests and overnight stays that the tour operator achieved with its programmes in 2014, the expected results for 2015, and the framework plan for 2016.
- With the new tour operators that in previous periods did not include programmes to Croatia, when choosing the programme the following criteria shall be considered: the media plan, the amount of the candidate media plan, and the framework plan including the number of guests and overnight stays that the tour operator intends to achieve with its programme in 2016.

- The tour operator shall deliver the evidentiary documentation of realized joint advertising, and also the hotel certificate of achieved number of guests, daily flight reports of the airport in Croatia or a certificate of the carrier on the number of brought passengers. The above mentioned documentation on the realized programme the CNTB shall use as statistical data for the purpose of evaluating the efficiency of joint advertising programme realization.
  - Croatian National Tourist Board is monitoring the implementation of the agreed advertising and in connection to that it may request, if needed, from the holder of advertising all the necessary evidentiary documentation.
  - The County Tourist Board is coordinating the joint advertising of Croatian tourism in promotional campaigns of the general offer and special destination programmes, and harmonizes the participation of the system of municipality, city and town tourist boards from the area of the coastal county and the City of Zagreb.
  - Rights, obligations, and content of advertising of the CNTB and the County Tourist Boards in promotional campaigns of special destination programmes shall be regulated by a contract between the CNTB and the County Tourist Board.
  - Mutual relations of the County Tourist Board (system of tourist boards) and other subjects in the destination are regulated by the annex to the contract. The annex to the contract is drafted by the County Tourist Board and it is the integral part of the main contract between the CNTB and the County Tourist Board.
  - In all types of advertising, excluding radio, the advertising holder shall perform the following:
    - publish an advertisement that contains the advertising of Croatian tourism, that is the visual material of the CNTB and the County Tourist Board,
    - publish on its own website (on home page or landing page of the online campaign) the online advertisements that promote Croatian Tourism in the format of at least 300x250, and 40 KB of size,
    - in the case of social media advertising, accentuate the link to the appropriate CNTB and County Tourist Board channel on the same social network.
    - in radio advertising the advertisement shall end by a slogan determined by the CNTB for the advertising of Croatian tourism.
- 4) Application documentation** - All submission forms are in **Annex 1** to this Public Call.  
Along with the completed forms, it is necessary to deliver the Certificate of the competent Tax Authority that the accommodation offer provider in the destination and the national carrier, TO/TA or the organizer does not have debts towards the State (not older than 1 month).  
**All data that the partners deliver in their applications to the County Tourist Board and the CNTB shall be deemed to be confidential information and used only as documentation for the application of promotional campaigns and their realization.**
- 5) Application deadlines**
- a) The application "Candidacy for Model I-a/2016", "Candidacy for Model I-c/2016", and "Candidacy for Model I-d/2016" shall be submitted in written form **EXCLUSIVELY** to the address of tourist boards of coastal counties or the Tourist Board of the City of Zagreb **until 2 November 2015**. The County Tourist Board shall submit the received and processed applications, and its own consolidated application in written form exclusively by regular mail to the address of the Head Office of the Croatian National Tourist Board **until 16 November 2015**.
  - b) The application "Candidacy for Model I-b/2016" shall be submitted in written form EXCLUSIVELY to the address of the Head Office of the Croatian National Tourist Board **until 16 November 2015**.

## Article 2

### MODEL II - JOINT ADVERTISING OF ORGANIZED TRAVEL PROGRAMMES

- 1)** Joint advertising of organized travel programmes includes advertising of the Republic of Croatia as tourist destination carried out by the Croatian National Tourist Board in cooperation with the tour operator with organized bus or plane arrivals to Croatia in its promotional campaigns.
- 2)** Joint advertising refers exclusively to the offer in pre and post seasons (not including the advertising of offers for July and August).
- 3) Classification of tour operators:**
  - a) Strategic tour operators** - have travel programmes with organized air charter transport or booked seats on regular lines from strategic foreign markets for Croatia, that is large TOs that have programmes to Croatia with air transport and that have the potential to increase the number of lines and flights to new Croatian airports from existing and/or new/growing markets,
  - b) Leaders** - tour operators and tourist agencies that have organized travel programmes for Croatia by bus or air transport, that is the leading foreign TO/TA in mature markets (Austria, Slovenia, part of Germany) and specialists for Croatia which for many years have Croatia in their offer and have mainly programmes that include bus transport or bus tour programmes, and which, due to limited potentials of a single market or strong competition of other receptive countries must invest more efforts to keep the reached traffic volume for Croatia,
  - c) Consolidators in air transport** from foreign strategic markets for Croatia,

- d) **Consolidators of organized travel programmes** - TO/TA that consolidate organized travel programmes of more other tourist agencies and/or business entities from all markets for Croatia, including the Republic of Croatia.
- 4) Croatian National Tourist Board is participating in joint advertising of organised travel programmes with a maximum of 50% of funds of harmonized and approved media plan.
  - 5) The share of own funds of the tour operator in joint advertising of travel programmes is a minimum of 50%.
  - 6) Total planned funds for joint advertising of the Republic of Croatia as tourist destination in advertising organised travel programmes amount to **14,000,000.00 HRK (VAT included)**.
  - 7) The holder of the promotional campaign is the tour operator that may realize the promotional campaign independently or through a promotional agency. Croatian National Tourist Board approves the media plan and the visuals - harmonizes the visuals of the CNTB with the partners' visuals.
  - 8) When choosing the advertising programme the following shall be taken into consideration: the media plan, the amount of the candidate media plan, and data about the number of guests and overnight stays that the tour operator achieved with its programmes in 2014, the expected results for 2015, and the framework plan for 2016.
  - 9) With the new tour operators that in previous periods did not include programmes to Croatia, when choosing the programme the following criteria shall be considered: the media plan, the amount of the candidate media plan, and the framework plan including the number of guests and overnight stays that the tour operator intends to achieve with its programme in 2016.
  - 10) The offers of tour operators for programmes with organised air transport that realize those programmes in more than 2 airports shall be particularly considered.
  - 11) The tour operator shall deliver the evidentiary documentation of realized joint advertising, and also the hotel certificate of achieved number of guests, daily flight reports of the airport in Croatia or a certificate of the carrier on the number of brought passengers. The above mentioned documentation on the realized programme the CNTB shall use as statistical data for the purpose of evaluating the efficiency of joint advertising programme realization.
  - 12) Croatian National Tourist Board monitors the implementation of the agreed advertising and in connection with this may request from the advertising holder all the necessary evidentiary documentation.
  - 13) In all types of advertising, excluding radio, the advertising holder shall perform the following:
    - publish a joint advertisement on which at least 1/3 of space contains advertising of Croatian tourism, that is the CNTB visual material,
    - publish on its own website (on home page or landing page of the online campaign) the online advertisements that promote Croatian Tourism in the format of at least 300x250, and 40 KB of size,
    - in the case of social media advertising, accentuate the link to the appropriate CNTB channel on the same social network,
    - in radio advertising the advertisement shall end by a slogan determined by the CNTB for the advertising of Croatian tourism.
  - 14) Rights, obligations, and content of advertising of the CNTB in promotional campaigns of tour operators shall be regulated by a contract between the CNTB and the tour operator.
  - 15) **Application documentation** - All submission forms are in **Annex 2** to this Public Call. Along with the completed forms, it is necessary to deliver the Certificate of the competent Tax Authority that the national TO/TA or the organizer does not have debts towards the State (not older than 1 month). **All data that the partners deliver in their applications to the CNTB shall be deemed to be confidential information and used only as documentation for the application of promotional campaigns and their realization.**
  - 16) **Application deadlines**
    - a) The tour operator shall submit the application: "Candidacy for Model II/2016" in written form **EXCLUSIVELY** to the address of the Head Office of the Croatian National Tourist Board **until 16 November 2015**.

### Article 3

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

- 1) **Special programmes of destination promotion programmes of continental areas:**
  - a) Joint advertising of the general destination offer in continental areas includes the advertising of general offer of continental counties (image advertising) carried out by the Croatian National Tourist Board, the system of continental counties' tourist boards (excluding the City of Zagreb),
  - b) Joint advertising of special destination offer in continental areas includes advertising of the offer/content of continental counties carried out by the Croatian National Tourist Board, the system of tourist boards of continental counties in cooperation with providers of the accommodation offer in continental areas in their promotional campaigns (business entities that, according to the Hospitality and Catering Industry Act, provide accommodation services in Croatia),



- c) 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 tour operators in the continental areas in their promotional campaigns.
- 2) In accordance with this model, joint advertising refers to the destination offer in continental areas throughout the year. Total planned funds for the advertising of Croatian tourism in special destination promotion programmes of continental areas are the funds for touristically underdeveloped areas and amount to **7,000,000.00 HRK (VAT included)**.

MODEL III	PLAN FOR 2016
Joint advertising of the general destination offer in continental areas (image advertising) and Joint advertising of special destination offer in continental areas - accommodation offer provider	5,100,000.00 HRK
Joint advertising of special programmes in continental areas - organised travel programmes in continental areas	1,900,000.00 HRK
<b>TOTAL</b>	<b>7,000,000.00 HRK</b>

- 3) Total planned funds for joint advertising of the general offer of continental counties (image advertising) and special offer/content in cooperation with accommodation offer providers in continental areas amount to **5,100,000.00 HRK (VAT included)**. The distribution of the above mentioned funds shall be performed in accordance with the share of a single county in total achieved overnight stays in continental areas in 2014, as follows:

COUNTY TOURIST BOARDS	Share in total achieved overnight stays in continental areas in 2014	PLAN FOR 2016
Bjelovar-Bilogora	2.74	139,740.00 HRK
Brod-Posavina	3.03	154,530.00 HRK
Karlovac	24.75	1,262,250.00 HRK
Koprivnica-Križevci	2.36	120,360.00 HRK
Krapina-Zagorje	15.72	801,720.00 HRK
Međimurje	8.31	423,810.00 HRK
Osijek-Baranja	11.25	573,750.00 HRK
Požega-Slavonia	1.85	94,350.00 HRK
Sisak-Moslavina	5.7	290,700.00 HRK
Varaždin	8.75	446,250.00 HRK
Virovitica-Podravina	2.36	120,360.00 HRK
Vukovar-Srijem	6.22	317,220.00 HRK
Zagreb	6.96	354,960.00 HRK
<b>TOTAL</b>	<b>100</b>	<b>5,100,000.00 HRK</b>

4) **Special programmes of destination promotion programmes of continental areas:**

a) **Joint advertising of the general destination offer in continental areas**

- Croatian National Tourist Board is participating in joint advertising with a maximum of 80% of funds of harmonized and approved media plan.
- The share of own funds of the county tourist board (system of tourist boards and/or other subject in the destination) in joint advertising of general destination offer is a minimum of 20%.
- The holder of the promotional campaign is the County Tourist Board which can realize the promotional campaign independently or through a promotional agency after the CNTB has approved the media plan and the visuals that will be used in advertising.
- The County Tourist Board is coordinating the share of funds between single participants that will participate in advertising at the destination's level.
- The County Tourist Board is coordinating the advertising of Croatian tourism in promotional campaigns of general destination offer, and harmonizes the participation of the system of municipality, city and town tourist boards from the area of the county.
- At least 75% of the value of the media plan refers to advertising outside the county.
- Croatian National Tourist Board monitors the implementation of the agreed advertising and in connection with this may request from the advertising holder all the necessary evidentiary documentation.
- Rights, obligations, and content of advertising of the CNTB and the County Tourist Boards in promotional campaigns of general destination offer in continental areas shall be regulated by a contract between the CNTB and the County Tourist Board.
- In all types of advertising, excluding radio, the advertising holder shall perform the following:
  - publish a joint advertisement on which at least 1/3 of space contains advertising of Croatian tourism, that is the CNTB visual material,
  - in radio advertising the advertisement shall end by a slogan determined by the CNTB for the advertising of Croatian tourism.

- In addition to advertising defined by the media plan, the advertising holder is obliged to:
  - publish on its own website (on home page or landing page of the online campaign) the online advertisements that promote Croatian Tourism in the format of at least 300x250, and 40 KB of size,
  - in the case of social media advertising, accentuate the link to the appropriate CNTB channel on the same social network.
  
- b) Joint advertising of special offer of continental counties - accommodation offer provider**
  - Croatian National Tourist Board is participating in joint advertising with a maximum of 70% of funds of harmonized and approved media plan.
  - The share of own funds of the accommodation offer provider in joint advertising of this special offer is a minimum of 30%.
  - The holder of the promotional campaign is the accommodation offer provider that may realize the promotional campaign independently or through a promotional agency after the CNTB and the County Tourist Board have approved the media plan and the visuals that will be used in advertising.
  - The County Tourist Board is coordinating the share of funds between single participants that will participate in advertising at the destination's level.
  - The County Tourist Board is coordinating the advertising of Croatian tourism in promotional campaigns of accommodation offer providers of the destination, and harmonizes the participation of the system of municipality, city and town tourist boards from the area of the county.
  - At least 75% of the value of the media plan refers to advertising outside the county.
  - Croatian National Tourist Board monitors the implementation of the agreed advertising and in connection with this may request from the advertising holder all the necessary evidentiary documentation.
  - Rights, obligations, and content of advertising of the CNTB and the County Tourist Boards in promotional campaigns of accommodation offer provider shall be regulated by a contract between the CNTB and the County Tourist Board.
  - Mutual relations of the County Tourist Board (system of tourist boards) and the accommodation offer provider are regulated by the annex to the contract between the County Tourist Board and the accommodation offer provider. The annex to the contract is drafted by the County Tourist Board and it is the integral part of the main contract between the CNTB and the County Tourist Board.
  - In all types of advertising, excluding radio, the advertising holder shall perform the following:
    - publish a joint advertisement on which at least 1/3 of space contains advertising of Croatian tourism, that is the CNTB and County Tourist Board visual material,
    - in radio advertising the advertisement shall end by a slogan determined by the CNTB for the advertising of Croatian tourism.
  - In addition to advertising defined by the media plan, the advertising holder is obliged to:
    - publish on its own website (on home page or landing page of the online campaign) the online advertisements that promote Croatian Tourism in the format of at least 300x250, and 40 KB of size,
    - in the case of social media advertising, accentuate the link to the appropriate CNTB channel on the same social network.
  
- c) Joint advertising of special programmes in continental areas - holders of organised travel programmes in continental areas**
  - Croatian National Tourist Board is participating in joint advertising with a maximum of 70% of funds of harmonized and approved media plan.
  - The share of own funds of the tour operator in joint advertising is a minimum of 30%.
  - The holder of advertising of organised travel programmes in continental areas is a tour operator that may realize the promotional campaign independently or through a promotional agency after the CNTB has approved the media plan and the visuals that will be used in advertising.
  - When choosing the advertising programme the following shall be taken into consideration: the media plan, the amount of the candidate media plan, and data about the number of guests and overnight stays that the tour operator achieved with its programmes in 2014, the expected results for 2015, and the framework plan for 2016.
  - With the new tour operators that in previous periods did not include programmes for the continental areas, when choosing the programme the following criteria shall be considered: the media plan, the amount of the candidate media plan, and the framework plan including the number of guests and overnight stays that the tour operator intends to achieve with its programme in 2016.
  - The tour operator shall deliver the evidentiary documentation of realized joint advertising, and also the hotel certificate of achieved number of guests, daily flight reports of the airport in Croatia or a certificate of the carrier on the number of brought passengers. The above mentioned documentation on the realized programme the CNTB shall use as statistical data for the purpose of evaluating the efficiency of joint advertising programme realization.
  - Croatian National Tourist Board monitors the implementation of the agreed advertising and in connection with this may request from the advertising holder all the necessary evidentiary documentation.

- Rights, obligations, and content of advertising of the CNTB in promotional campaigns of tour operators in continental areas shall be regulated by a contract between the CNTB and the tour operator.
- In all types of advertising, excluding radio, the advertising holder shall perform the following:
  - publish a joint advertisement on which at least 1/3 of space contains advertising of Croatian tourism, that is the CNTB visual material,
  - publish on its own website (on home page or landing page of the online campaign) the online advertisements that promote Croatian Tourism in the format of at least 300x250, and 40 KB of size,
  - in the case of social media advertising, accentuate the link to the appropriate CNTB channel on the same social network,
  - in radio advertising the advertisement shall end by a slogan determined by the CNTB for the advertising of Croatian tourism.

**5) Application documentation** - All submission forms are in **Annex 3** to this Public Call.

Along with the completed forms, it is necessary to deliver the Certificate of the competent Tax Authority that the accommodation offer provider in continental areas does not have debts towards the State (not older than 1 month).

**All data that the partners deliver in their applications to the CNTB shall be deemed to be confidential information and used only as documentation for the application of promotional campaigns and their realization.**

**6) Application deadlines**

- a) The application "Candidacy for Model III-a/2016" and "Candidacy for Model III-b/2016" shall be submitted in written form **EXCLUSIVELY** to the address of tourist boards of continental counties **until 2 November 2015**. The County Tourist Board shall submit the received and processed applications, and its own consolidated application in written form exclusively by regular mail to the address of the Head Office of the Croatian National Tourist Board **until 16 November 2015**.
- c) The application "Candidacy for Model III-c/2016" shall be submitted in written form **EXCLUSIVELY** to the address of the Head Office of the Croatian National Tourist Board until **16 November 2015**.

**Article 4**

**The following partners' applications shall not be taken into consideration:**

- those which do not contain the complete application documentation,
- those which contain forms with incomplete or non-credible information,
- those which have been sent by e-mail,
- those which arrived after the prescribed deadline.

**Article 5**

Questions shall be placed exclusively via e-mail to the address [oginfo@htz.hr](mailto:oginfo@htz.hr). Answers to questions will be published on the website [business.croatia.hr](http://business.croatia.hr), and the content of the answers is binding for all candidates.

**Article 6**

**All provisions relevant for the evaluation of submitted applications, approval of funds, and conclusion of contracts for joint advertising of entrepreneurs in the promotional campaigns of the tourism sector in 2016 are described in the Annex "GENERAL TERMS AND CONDITIONS OF THE PUBLIC CALL FOR JOINT ADVERTISING IN PROMOTIONAL CAMPAIGNS OF THE PUBLIC AND PRIVATE SECTORS IN 2016", that is an integral and binding part of this Public Call.**

**Article 7**

Integral and binding annexes that are integral parts of this Public Call:

**Annex "GENERAL TERMS AND CONDITIONS OF THE PUBLIC CALL FOR JOINT ADVERTISING IN PROMOTIONAL CAMPAIGNS OF THE PUBLIC AND PRIVATE SECTORS IN 2016"**

Application documentation for Model I

Application documentation for Model II

Application documentation for Model III