

Schedule of Media Activity 2022/2023

Client: Visit Jersey
Period: December 2022 - March 2023
Campaign: Spring Summer 2023
Channel: All
Creative: Curiously British

Status: Part Booked (Dec)
Planner: UM
Date Planned: 15/09/2022
Version: Part Booked (Dec)

December PO Number: PO ORD-02605-0612C4



Channel	December	January	February	March
Newsbrands - Print				
TV				
VOD				
Digital Video and Display				
OOH				
Total Planned				

Region	Reach	Frequency
ABC1 - National**	57.70%	2.60

First Live Date	Booking Deadline	December - Copy Deadline	January - Copy Deadline	February - Copy Deadline	March - Copy Deadline
Varies by title - see 'Overview' tab	Varies by title - c. 3 weeks prior	9th December for December and w/c 2nd Jan publications	9th December for w/c 2nd Jan activity, other dates vary by title - see January tab	Varies by title - see 'February' tab.	Varies by title - see 'March' tab.
1st January	28th November	1st December 2022	1st December 2022	1st December 2022	1st December 2022
1st January	28th November	1st December 2022	1st December 2022	1st December 2022	1st December 2022
28th December	26th November	28th November- If everything has been built.	28th November- If everything has been built.	18th January	18th January
2nd January*	1st December	1st December 2022	1st December 2022	1st December 2022	1st December 2022

*this is the start of the incharge, but pooling can vary by a few days

- Terms and Conditions**
- In the absence of a specific agreed contract to the contrary, the services contained in this Media buying and planning schedule are provided under our standard terms and conditions of sale, which are incorporated by reference hereto and accepted by signing this estimate. A copy of our standard terms and conditions can be obtained from the company at: https://www.mccommercial.co.uk/MCCoM_Standard_Terms_and_Conditions.pdf. Particular attention is drawn to the following:
 - Planned media changes and timing delays are based on current intelligence predictions and the Client hereby accepts that their printing, broadcast dates and/or screen display performance may change.
 - In the absence of any agreement between us, whereby the agency accepts the placement arrangements in its own responsibility to verify the Agency is acting within 10 days of date of execution if the Client advertisement does not appear or is to a different specification than that agreed in accordance with this Media Schedule. In the absence of such notification the advertisement will be deemed to have appeared as specified and we payable in full by the Client.
 - Payment terms are 28 days from date of invoice, with the exception of TV media which is due within 10 days of the date of invoice. Invoices applied by media owners may be issued in the case of late payment. The Client accepts it will be liable for such late copy charges if any. The Agency, are not responsible for providing such copy or not back for failing to do so on time.

Schedule of Media Activity 2023



Client: Met Jersey Status: Planned
 Period: Q1 2023 Planner: LM
 Campaign: Spring Summer 2023
 Channel: TV

Station	Saleshouse	ABCI Ad-ID	Campaign Dates	Days	Copy	Day of Week	Start/End	Spots/Week	Copy Rotation	Ad-ID	Product	Rate	Spots	TVL	Impact	Average TVL	30" equivalent TVL	30" equivalent Impact	Peak	Commission	Agency	Actual	Actual Impact	30" equivalent TVL	30" equivalent Impact	Uplift	Peak	Estimated Total Spots	Estimated Total Impact	Commission (Agency/Advertiser - All Ad-ID)	Actual TVL	Actual Impact	Average TVL	30" equivalent TVL	30" equivalent Impact	Uplift	Peak	Estimated Total Spots	Estimated Total Impact				
TV Catcher	TV	167	01/01/2023 - 31/01/2023	21	30"	Monday - Sunday	0800-2059	30	30%	Ad-ID	3380-000	95%	30	1,521,047	0.51	30.3	2,580,000	1,646,000	100	100	3,527,000	30.3	3,527,000	30.3	3,527,000	3,527,000	0	0	0	30.3	3,527,000	3,527,000	0.51	30.3	3,527,000	3,527,000	0	30.3	3,527,000	3,527,000			
TV South East	TV	81.3	01/01/2023 - 31/01/2023	21	30"	Monday - Sunday	0800-2059	30	30%	Ad-ID	3380-000	95%	30	1,521,047	0.51	30.3	2,580,000	1,646,000	100	100	3,527,000	30.3	3,527,000	30.3	3,527,000	3,527,000	0	0	0	30.3	3,527,000	3,527,000	0.51	30.3	3,527,000	3,527,000	0	30.3	3,527,000	3,527,000			
CA London All Time	C4	162	01/01/2023 - 31/01/2023	21	30"	Monday - Sunday	0800-1759	30	30%	Ad-ID	3380-000	95%	30	1,521,047	0.51	30.3	2,580,000	1,646,000	100	100	3,527,000	30.3	3,527,000	30.3	3,527,000	3,527,000	0	0	0	30.3	3,527,000	3,527,000	0.51	30.3	3,527,000	3,527,000	0	30.3	3,527,000	3,527,000			
CA London Peak	C4	162.1	01/01/2023 - 31/01/2023	21	30"	Monday - Sunday	1750-2059	30	30%	Ad-ID	3380-000	95%	30	1,521,047	0.51	30.3	2,580,000	1,646,000	100	100	3,527,000	30.3	3,527,000	30.3	3,527,000	3,527,000	0	0	0	30.3	3,527,000	3,527,000	0.51	30.3	3,527,000	3,527,000	0	30.3	3,527,000	3,527,000			
TV Catcher	TV	81.4	01/01/2023 - 30/01/2023	20	30"	Monday - Sunday	0800-2059	30	30%	Ad-ID	3380-000	95%	20	1,521,047	0.51	20.3	2,580,000	1,646,000	100	100	3,527,000	20.3	3,527,000	20.3	3,527,000	3,527,000	0	0	0	20.3	3,527,000	3,527,000	0.51	20.3	3,527,000	3,527,000	0	20.3	3,527,000	3,527,000			
TV South East	TV	81.6	01/01/2023 - 30/01/2023	20	30"	Monday - Sunday	0800-2059	30	30%	Ad-ID	3380-000	95%	20	1,521,047	0.51	20.3	2,580,000	1,646,000	100	100	3,527,000	20.3	3,527,000	20.3	3,527,000	3,527,000	0	0	0	20.3	3,527,000	3,527,000	0.51	20.3	3,527,000	3,527,000	0	20.3	3,527,000	3,527,000			
CA London All Time	C4	102.7	01/01/2023 - 30/01/2023	20	30"	Monday - Sunday	0800-1759	30	30%	Ad-ID	3380-000	95%	20	1,521,047	0.51	20.3	2,580,000	1,646,000	100	100	3,527,000	20.3	3,527,000	20.3	3,527,000	3,527,000	0	0	0	20.3	3,527,000	3,527,000	0.51	20.3	3,527,000	3,527,000	0	20.3	3,527,000	3,527,000			
CA London Peak	C4	102.7	01/01/2023 - 30/01/2023	20	30"	Monday - Sunday	1750-2059	30	30%	Ad-ID	3380-000	95%	20	1,521,047	0.51	20.3	2,580,000	1,646,000	100	100	3,527,000	20.3	3,527,000	20.3	3,527,000	3,527,000	0	0	0	20.3	3,527,000	3,527,000	0.51	20.3	3,527,000	3,527,000	0	20.3	3,527,000	3,527,000			
Upper-Funnel Consideration/Conversion																																											
										8447,884	3	83	8,200,400	3,245,258	174	16,022,928	148	12,770,320	4,973,294	246	0	102.7	6.4	452,087	0.40	5.4	342,540	5,222,000	188,401	14	0.51												
										8447,884	3	83	8,200,400	3,245,258	174	16,022,928	148	12,770,320	4,973,294	246	0	102.7	6.4	452,087	0.40	5.4	342,540	5,222,000	188,401	14	0.51												

Notes and Exclusions

Schedule of Media Activity 2023

Client: Visit Jersey **Status:** Planned
Period: Jan-23 **Planner:** UM
Campaign: Spring Summer 2023
Channel: VOD



Media Partner / Engine	Campaign Dates	Targeting	Geo	Audience	Creative Format	Creative Deadline	Deal Type	Estimated Impressions	Est. CTR	Estimated Clicks	Est. VTR	Est. Views
All4	1st January- 31st January	VOD Audience and Geographical Targeting	London and South East	ABC1 Adults	20"	5 working days prior to live date	CPM	199,081	0.10%	199	98.8%	196,692
ITV			London and South East	ABC1 Adults	20"		CPM	206,049	0.10%	206	98.8%	203,576
Sky			London and South East	ABC1 Adults	20"		CPM	206,049	0.10%	206	98.8%	203,576
								611,178		611		603,844

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Schedule of Media Activity 2023

Client: Visit Jersey **Status:** Planned
Period: Feb-23 **Planner:** UM
Campaign: Spring Summer 2023
Channel: VOD



Media Partner / Engine	Campaign Dates	Targeting	Geo	Audience	Creative Format	Creative Deadline	Deal Type	Estimated Impressions	Est. VTR	Est. Views
AI4	1st February- 28th February 2023	VOD Audience and Geographical Targeting	London and South East	ABC1 Adults	20"	5 working days prior to live date	CPM	179,815	98.8%	177,657
ITV			London and South East	ABC1 Adults	20"		CPM	186,108	98.8%	183,875
Sky			London and South East	ABC1 Adults	20"		CPM	186,108	98.8%	183,875
								552,031		545,407

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Schedule of Media Activity 2023

Client: Visit Jersey
 Period: Jan-23
 Campaign: Spring Summer 23
 Channel: OOH

Status: Planned
 Planner: UM

PO ORD-02605-
 Q6J2C4.



Media	In Charge Dates	Media Owner	Format/Environment	Targeting Strategy	Geo Targeting	Share/Timing	Buy Model	Est Impacts (Greater London)	Reach (Greater London)	Frequency	No. of Panels	Cost per Panel
Global	02/01/23 - 15/01/23*	Global	London Underground - Cross Track 16 Sheets Production	Targeting key stations for ABC1 30+ audiences based on Global/TFL data	Greater London	Print formats 100% SOV	Fixed	Ads - 8,803,720 ABC1s - 5,377,000	Ads - 20.7% cover ABC1s - 22.5% cover	Ads - 7.5 OTS ABC1s - 7.4 OTS	145	350

*incharge dates are estimated dates and campaign start and end dates may vary slightly

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Schedule of Media Activity 2022/2023

Client: Visit Jersey **Status:** Part Booked (Dec)
Period: December 2022 - March 2023 **Planner:** UM
Campaign: Spring-Summer 2023 **Budget:** £200,000
Channel: Newsbrands



AUTUMN = Total Newsbrands (Aug & Sept): 17.6% @ 2.4 OTS - 5.7M vs ABC1 Adults
SPRING SUMMER = Total Newsbrands (Dec - Mar): 26.6% @ 2.9 OTS - 8.5M vs ABC1 Adults

Media Channel	Media partner	Format	Position	Print Circulation	Volume type	Insertions	Specie Hyperlink	Copy Deadline	URN	Dec-22				Jan-23				Feb-23				Mar-23										
										w/c 5th	w/c 12th	w/c 19th	w/c 26th	w/c 2th	w/c 9th	w/c 16th	w/c 23th	w/c 2th	w/c 9th	w/c 16th	w/c 23th	w/c 2th	w/c 9th	w/c 16th	w/c 23th							
Newsbrand Print	ES	1/2 Page	FH Main News	400,000	PamCo	1	TBC	3 Working days prior																								
	ES	25 x 4	FH Main News	400,000	PamCo	2	TBC	3 Working days prior																								
	Metro (LDN)	1/2 Page	FH Main News	750,000	PamCo	1	TBC	3 Working days prior																								
	Metro (LDN)	25 x 4	FH Main News	750,000	PamCo	3	TBC	3 Working days prior																								
	Times	1/2 Page	Main News	256,657	PamCo	1	TBC	3 Working days prior																								
	Times	25 x 4	Main News	256,657	PamCo	3	TBC	3 Working days prior																								
	Sunday Times	25 x 4	Main News	512,620	PamCo	2	TBC	3 Working days prior																								
	Daily Mail	1/2 Page	Main News	1,400,000	PamCo	2	TBC	3 Working days prior																								
	Daily Mail Weekend Magazine	Full Page	ROP	1,400,000	PamCo	1	TBC	7 working days prior																								
	Daily Mail	25 x 4	Main News	1,400,000	PamCo	2	TBC	3 Working days prior																								
	Daily Telegraph	1/2 Page	Main News	322,217	PamCo	2	TBC	3 Working days prior																								
	Daily Telegraph	25 x 4	Main News	322,217	PamCo	3	TBC	3 Working days prior																								
	Telegraph Magazine (Sat)	Full Page	Main News	322,217	PamCo	1	TBC	7 working days prior																								
	Sunday Telegraph	1/2 Page	Main News	170,541	PamCo	3	TBC	3 Working days prior																								
	The Guardian	1/2 Page	Main News	811,601	PamCo	2	TBC	3 Working days prior																								
	The Guardian	25 x 4	Main News	811,601	PamCo	2	TBC	3 Working days prior																								

Planned
Booked

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- Planned media changes and viewing rates are based on current marketplace predictions and the Client hereby accepts that final pricing, demand, share and/or viewer ratings performance may change.
- In the absence of any agreement between us whereby the Agency warrants the placement of advertisements (i.e. in the Client's responsibility to verify the Agency's work) within 30 days of broadcast if the Client advertisement does not appear or is in a different specification than that agreed to accompany with this Media Schedule. In the absence of such notification the advertisement will be deemed to have appeared as specified and are payable in full by the Client.
- Payment terms are 28 days from date of invoice, with the exception of TV media which is due within 15 days of the date of invoice. Surcharges applied by media owners may be booked in the case of late payment. The Client accepts it will be liable for such late copy charges if we, the Agency, are not responsible for providing such copy or at fault for failing to do so on time.

Schedule of Activity 2022

Client: Visit Jersey Status: Booked
 Period: December 2022 Planner: UM
 Campaign: Spring-Summer 2023
 Channel: Newsbrands



AUTUMN = Total Newsbrands (Aug & Sept): 17.6% @ 2.4 OTS - 5.7M vs ABC1 Adults
 SPRING SUMMER = Total Newsbrands (Dec - Mar): 26.6% @ 2.9 OTS - 8.5M vs ABC1 Adults

Media Channel	Media partner	Format	Position	Print Circulation	Volume type	Insertions	Specie Hyperlink	Copy Deadline	URN	Dec-22			
										w/c 5th	w/c 12th	w/c 19th	w/c 26th
Newsbrand Print	Times	1/2 Page	Main News	256,657	PamCo	1	https://www.newsukadops.com/the-times-specs-ad-sizes-copy-deadlines	1st December	1403794866				
	Sunday Times	25 x 4	Main News	512,620	PamCo	1	https://www.newsukadops.com/the-times-specs-ad-sizes-copy-deadlines	1st December	1403794872				
	Daily Mail	1/2 Page	Main News	1,400,000	PamCo	2	https://specie.net/uk/associated-newspapers/daily-mail	1st December	2929457 & 2929457				
	Daily Mail Weekend Magazine	Full Page	ROP	1,400,000	PamCo	1	https://specie.net/uk/associated-newspapers/daily-mail-weekend-magazine	1st December	2929458				
	Daily Telegraph	1/2 Page	Main News	322,217	PamCo	1	https://specie.net/uk/telegraph-media-group-ltd/the-daily-telegraph	1st December	2475822				
	Telegraph Magazine (Sat)	Full Page	Main News	322,217	PamCo	1	https://specie.net/uk/telegraph-media-group-ltd/the-saturday-telegraph-magazine	1st December	2475828				
	Sunday Telegraph	1/2 Page	Main News	170,541	PamCo	1	https://specie.net/uk/telegraph-media-group-ltd/the-sunday-telegraph	1st December	2475831				

Planned
 Booked

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 - Planned media charges and timing ratings are based on current marketplaces predictions and the Client hereby accepts that final pricing, channel share and/or viewer ratings performance may change.
 - In the absence of an agreement between us whereby the Agency warrants the placement of advertisements, it is the client's responsibility to verify the agency's writing within 30 days of date of insertion of the Client advertisement does not appear or is a different specification from that agreed in accordance with this Media Schedule. In the absence of such notification the advertisements will be deemed to have appeared as specified and are payable in full by the Client.
 - Payment terms are 28 days from date of invoice, with the exception of TV media which is due within 15 days of the date of invoice. Surcharge applied by media owners may be levied in the case of late payment. The Client accepts it will be liable for such late copy charges if any. The Agency, are not responsible for providing such copy or for fault for failing to do so on time.

Schedule of Activity 2023

Client: Visit Jersey
 Period: Jan-23
 Campaign: Spring-Summer 2023
 Channel: Newsbrands

Status: Planned
 Planner: UM



AUTUMN = Total Newsbrands (Aug & Sept): 17.6% @ 2.4 OTS - 5.7M vs ABC1 Adults

SPRING SUMMER = Total Newsbrands (Dec - Mar): 26.6% @ 2.9 OTS - 8.5M vs ABC1 Adults

Media Channel	Media partner	Format	Position	Print Circulation	Volume type	Insertions	Copy Deadline	URN	Jan-23			
									w/c 2th	w/c 9th	w/c 16th	w/c 23th
Newsbrand Print	ES	1/2 Page	FH Main News	400,000	PamCo	1	3 Working days prior					
	ES	25 x 4	FH Main News	400,000	PamCo	0	3 Working days prior					
	Metro (LDN)	1/2 Page	FH Main News	750,000	PamCo	1	3 Working days prior					
	Times	25 x 4	Main News	256,657	PamCo	1	3 Working days prior					
	Sunday Times	25 x 4	Main News	512,620	PamCo	1	3 Working days prior					
	Daily Mail	25 x 4	Main News	1,400,000	PamCo	1	3 Working days prior					
	Daily Telegraph	1/2 Page	Main News	322,217	PamCo	1	3 Working days prior					
	Sunday Telegraph	1/2 Page	Main News	170,541	PamCo	1	3 Working days prior					
	The Guardian	1/2 Page	Main News	811,601	PamCo	1	3 Working days prior					
	The Guardian	25 x 4	Main News	811,601	PamCo	0	3 Working days prior					

- Planned
- Booked

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Schedule of Activity 2023

Client: Visit Jersey
 Period: Feb-23
 Campaign: Spring-Summer 2023
 Channel: Newsbrands

Status: Planned
 Planner: UM



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SPRING SUMMER = Total Newsbrands (Dec - Mar): 26.6% @ 2.9 OTS - 8.5M vs ABC1 Adults

Media Channel	Media partner	Format	Position	Print Circulation	Volume type	Insertions	Copy Deadline	URN	Feb-23			
									w/c 2th	w/c 9th	w/c 16th	w/c 23th
Newsbrand Print	ES	25 x 4	FH Main News	400,000	PamCo	1	3 Working days prior					
	Metro (LDN)	25 x 4	FH Main News	750,000	PamCo	1	3 Working days prior					
	Times	25 x 4	Main News	256,657	PamCo	1	3 Working days prior					
	Daily Mail	1/2 Page	Main News	1,400,000	PamCo	0	3 Working days prior					
	Daily Telegraph	25 x 4	Main News	322,217	PamCo	2	3 Working days prior					
	Sunday Telegraph	1/2 Page	Main News	170,541	PamCo	1	3 Working days prior					
	The Guardian	1/2 Page	Main News	811,601	PamCo	1	3 Working days prior					

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Schedule of March Activity 2023

Client: Visit Jersey
 Period: Mar-23
 Campaign: Spring-Summer 2023
 Channel: Newsbrands

Status: Planned
 Planner: UM



AUTUMN = Total Newsbrands (Aug & Sept): 17.6% @ 2.4 OTS - 5.7M vs ABC1 Adults
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Media Channel	Media partner	Format	Position	Print Circulation	Volume type	Insertions	Copy Deadline	Mar-23			
								w/c 2th	w/c 9th	w/c 16th	w/c 23th
Newsbrand Print	ES	25 x 4	FH Main News	400,000	PamCo	1	3 Working days prior				
	Metro (LDN)	25 x 4	FH Main News	750,000	PamCo	2	3 Working days prior				
	Times	25 x 4	Main News	256,657	PamCo	1	3 Working days prior				
	Daily Mail	25 x 4	Main News	1,400,000	PamCo	1	3 Working days prior				
	Daily Telegraph	25 x 4	Main News	322,217	PamCo	1	3 Working days prior				
	The Guardian	25 x 4	Main News	811,601	PamCo	2	3 Working days prior				

Planned
 Booked

Terms and Conditions

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- Planned media charges and viewing ratings are based on current marketplace predictions and the Client hereby accepts that final pricing, channel share and /or viewer ratings performance may change.
- In the absence of any agreement between us whereby the Agency verifies the placement advertisements it is the clients responsibility to notify the Agency in writing within 30 days of date of insertion if the Client advertisement does not appear or is to a different specification than that agreed in accordance with this Media Schedule. In the absence of such notification the advertisements will be deemed to have appeared as specified and are payable in full by the Client.
- Payment terms are 28 days from date of invoice, with the exception of TV media which is due within 15 days of the date of invoice. Surcharges applied by media owners may be levied in the case of late payment. The Client accepts it will be liable for such late copy charges if we, the Agency, are not responsible for providing such copy or at fault for failing to do so on time

Schedule of Media Activity 2022

Client: Visit Jersey
 Period: Dec-22
 Campaign: Spring Summer 2023
 Channel: Digital

Status: Booked
 Planner: UM



Media Partner/ Engine	Campaign Dates	Targeting	Geo	Audience	Creative Format	Creative Deadline	Deal type	Est. Impressions	Est. CTR	Est. Clicks	Est. VTR	Est. Views
MIQ	26th December - 31st December	Using a combination of keyword, audience, contextual and pixel based targeting to reach travel intenders in the right place at the right time	UK wide but upweighting London, South East and within 2 hours of key airports beyond their regions: Belfast, Birmingham, Bristol, East Midlands, Exeter, Glasgow & Humberstone	Authentic Adventurers, Easy Explorers, Culture Chasers	SeenThis: Standard IAB, DMPU & Billboard video	5 days prior to live date	CPM	1,640,300	0.06%	984	N/A	N/A
					SublimeSkinz			313,068	1.00%	3,131	N/A	N/A
					Standard Display			975,370	0.07%	683	N/A	N/A
Ozone	26th December - 31st December	A combination of contextual and behavioural audience segments built from Ozone's unique first party data reaching core target audiences across a premium network of publisher sites	UK wide but upweighting London, South East and within 2 hours of key airports beyond their regions: Belfast, Birmingham, Bristol, East Midlands, Exeter, Glasgow & Humberstone	Authentic Adventurers, Easy Explorers, Culture Chasers	Interscroller	5 days prior to live date	CPM	429,816	0.25%	1,075	N/A	N/A
								3,358,553		5,872		

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- Planned media changes not allowing savings are based on current non-absolute predictions and the Client hereby accepts that final pricing, placement dates and/or overall campaign performance may change.
- In the absence of any agreement between us whereby the Agency verifies the placement, advertisements it is the Client's responsibility to notify the Agency in writing within 30 days of date of insertion if the Client advertisement does not appear or is to a different specification than that agreed in accordance with this Media Schedule. In the absence of such notification the advertisements will be deemed to have appeared as specified and are payable in full by the Client.
- Payment terms are 28 days from date of invoice, with the exception of TV media which is due within 15 days of the date of invoice. Surcharges apply by media owners may be levied in the case of late payment. The Client accepts it will be liable for such late charges if any. The Agency are not responsible for providing such copies or at fault for failing to do so on time.

Based on pricing rate agreed at 05.18.2022

Schedule of Media Activity 2023

Client: Visit Jersey
 Period: Jan-23
 Campaign: Spring Summer 2023
 Channel: Digital

Status: Planned
 Planner: UM



Media Partner/Engine	Campaign Dates	Targeting	Geo	Audience	Creative Format	Creative Deadline	Deal type	Est. Impressions	Est. CTR	Est. Clicks	Est. VTR	Est. Views
MIQ	1st January - 31st January	Using a combination of keyword, audience, contextual and pixel based targeting to reach travel intenders in the right place at the right time	UK wide but upweighting London, South East and within 2 hours of key airports beyond their regions: Belfast, Birmingham, Bristol, East Midlands, Exeter, Glasgow & Humberstone	Authentic Adventurers, Easy Explorers, Culture Chasers	SeenThis: Standard IAB, DMPU & Billboard video	5 days prior to live date	CPM	4,198,763	0.06%	2,519	N/A	N/A
					SublimeSkinz			759,136	1.00%	7,591	N/A	N/A
					Standard Display			2,373,934	0.07%	1,662	N/A	N/A
Ozone	1st January - 31st January	A combination of contextual and behavioural audience segments built from Ozone's unique first party data reaching core target audiences across a premium network of publisher sites	UK wide but upweighting London, South East and within 2 hours of key airports beyond their regions: Belfast, Birmingham, Bristol, East Midlands, Exeter, Glasgow & Humberstone	Authentic Adventurers, Easy Explorers, Culture Chasers	Interscroller	5 days prior to live date	CPM	1,042,230	0.25%	2,606	N/A	N/A
								8,374,064		14,378		

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 - Planned media charges not allowing savings on based on current non-binding predictions and the Client hereby accepts that final pricing, channel share and/or overall campaign performance may change.
 - In the absence of any agreement between us whereby the Agency verifies the placement, advertisements is the clients responsibility to notify the Agency in writing within 30 days of date of insertion if the Client advertisement does not appear or is a different specification than that agreed in accordance with this Media Schedule. In the absence of such notification the advertisements will be deemed to have appeared as specified and are payable in full by the Client.
 - Payment terms are 28 days from date of invoice, with the exception of TV media which is due within 15 days of the date of invoice. Surcharges applied by media owners may be levied in the case of late payment. The Client accepts it will be liable for such late payment charges if any. The Agency are not responsible for providing such copies or at fault for failing to do so on time.

Based on pricing rate agreed at 05.18CMT

Schedule of Media Activity 2023

Client: Visit Jersey
 Period: Feb-23
 Campaign: Spring Summer 2023
 Channel: Digital

Status: Planned
 Planner: UM



Media Partner/ Engine	Campaign Dates	Targeting	Geo	Audience	Creative Format	Creative Deadline	Deal type	Est. Impressions	Est. CTR	Est. Clicks	Est. VTR	Est. Views
M&Q	1st February - 28th February	Using a combination of keyword, audience, contextual and pixel based targeting to reach travel intenders in the right place at the right time	UK wide but upweighting London, South East and within 2 hours of key airports beyond their regions: Belfast, Birmingham, Bristol, East Midlands, Exeter, Glasgow & Humberside	Authentic Adventurers, Easy Explorers, Culture Chasers	SeenThis: Standard IAB, DMPU & Billboard video	5 days prior to live date	CPM	3,060,087	0.06%	1,836	N/A	N/A
					SublimeSkinz			584,048	1.00%	5,840	N/A	N/A
					Standard Display			1,833,294	0.07%	1,283	N/A	N/A
Ozone	1st February - 28th February	A combination of contextual and behavioural audience segments built from Ozone's unique first party data reaching core target audiences across a premium network of publisher sites	UK wide but upweighting London, South East and within 2 hours of key airports beyond their regions: Belfast, Birmingham, Bristol, East Midlands, Exeter, Glasgow & Humberside	Authentic Adventurers, Easy Explorers, Culture Chasers	Interscroller	5 days prior to live date	CPM	801,849	0.25%	2,005	N/A	N/A
								6,279,278		10,964		

Terms and Conditions

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 - Planned media charges and buying strategy are based on current marketplace predictions and the Client hereby accepts that final pricing, actual share and/or other on-air performance may change.
 - In the absence of any agreement between or whereby the Agency accepts the placement, advertisements it is the Client's responsibility to notify the Agency in writing within 10 days of date of insertion if the Client advertisement does not appear or is to a different specification than that agreed in accordance with this Media Schedule. In the absence of such notification the advertisements will be deemed to have appeared as specified and are payable in full by the Client.
 - Payment terms are 28 days from date of invoice, with the exception of TV media which is due within 15 days of the date of invoice. Sanctions applied by media owners may be invoked in the case of late payment. The Client accepts it will be liable for such late stage charges if not the Agency, and not responsible for providing such copy or at fault for failing to do so on time.
- Fixed advertising rate agreed at £3,802PM

Schedule of Media Activity 2023



Client: Visit Jersey
 Period: Mar-23
 Campaign: Spring Summer 2023
 Channel: Digital

Status: Planned
 Planner: UM

Media Partner/ Engine	Campaign Dates	Targeting	Geo	Audience	Creative Format	Creative Deadline	Deal type	Est. Impressions	Est. CTR	Est. Clicks	Est. VTR	Est. Views
MIQ	1st March - 31st March	Using a combination of keyword, audience, contextual and pixel based targeting to reach travel intenders in the right place at the right time	UK wide but upweighting London, South East and airports beyond their regions: Belfast, Birmingham, Bristol, East Midlands, Exeter, Glasgow & Humberside	Authentic Adventurers, Easy Explorers, Culture Chasers	SeenThis: Standard IAB, DMPU & Billboard video	5 days prior to live date	CPM	3,375,041	0.06%	2,025	N/A	N/A
					SublimeSkinz			644,160	1.00%	6,442	N/A	N/A
					Standard Display			1,996,013	0.07%	1,397	N/A	N/A
Ozone	1st March - 31st March	A combination of contextual and behavioural audience segments built from Ozone's unique first party data reaching core target audiences across a premium network of publisher sites	UK wide but upweighting London, South East and within 2 hours of key airports beyond their regions: Belfast, Birmingham, Bristol, East Midlands, Exeter, Glasgow & Humberside	Authentic Adventurers, Easy Explorers, Culture Chasers	Interscroller	5 days prior to live date	CPM	886,490	0.25%	2,216	N/A	N/A
								6,901,704		12,080		

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 - Planned media design and timing slots are based on current marketplace conditions and the Client hereby accepts that final pricing, channel share and JAR share may vary.
 - In the absence of an agreement between us whereby the Agency certifies the planned advertisements in its clients responsibility to verify the Agency is making within 30 days of date of purchase of the Client advertisement does not appear or is a different specification than that agreed in accordance with this Media Schedule. In the absence of such notification the advertisements will be deemed to have appeared as specified and are payable in full by the Client.
 - Payment terms are 28 days from date of invoice, with the exception of TV media which is due within 15 days of the date of invoice. Surcharges applied by media owners may be treated in the case of late payment. The Client accepts it will be liable for such late copy charges if we, the Agency, are not responsible for providing such copy or at fault for failing to do so on time.

Printed on covering note agreed at 15.08.23

Schedule of Media Activity 2023

Client: Visit Jersey **Status:** Planned
Period: Jan-23 **Planner:** UM
Campaign: Spring Summer 2023
Channel: OOH



Format	In-charge Date Booked	No. of Panels Booked	Relevant Artwork Spec	No. of designs included?	Artwork to be submitted by? (artwork deadline date)	Artwork Contact
London Underground - Cross Track 16 Sheets	02/01/23 - 15/01/23	145	<u>See attached</u>	1	01/12/2022	Please e-mail: PostingPrep@global.com and cc aled.schell@umww.com

Schedule of Media Activity 2023

Client:
Period:
Campaign:
Channel:

Visit Jersey
Dec 2022 - Mar 2023
Spring Summer 2023
Digital

Status:
Planner:

Part Booked (Decl)
LM



Format (from the specification)	Market	Build Required	File Format	File Size	DoubleClick Tag Implementation	CTA text Link	Link to Specs	Logo Required	Notes
SeenThis	UK	Media Owner is able to build if supplied raw assets - 1000x750 or 3 in spec sheet	MP4	Aspect Ratios - 16:9 9:16 1:1 4:3	Landing Page URL (must be HTTP) / 1x1 Click & Impression Tags	Max 20 characters	https://www.ubisoft.com/uk	Yes, png format (transparent)	Copy - Maximum 60 characters per message (but with the possibility of several succeeding messages)
Sublime Skins	UK	Media Owner able to build if supplied raw assets & logos	JPEG	200KB (Desktop), 150KB (Mobile)	1x1 Impression & Click Tracker	N/A	https://www.ubisoft.com/uk	Yes	Would recommend prioritising Classic format
Standard Display	UK	Yes	HTML, JS, CSS, JPG, PNG, GIF	Initial Load Size: 40 KB maximum recommended	1x1 Impression & Click Tracker	N/A	4.1 Display Creative https://www.ubisoft.com/uk	No	300 x 250, 120 x 600, 320x 50, 728 x 90, 300 x 600, 300 x 50, 160 x 600, 970 x 250, 468 x 60
Interscroller	UK	Media Owner able to build	Complete specs shared in PSD file format via email	Complete specs shared in PSD file format via email	1x1 Impression & Click Tracker	N/A	Complete specs shared in PSD file format via email	Complete specs shared in PSD file format via email	Complete specs shared in PSD file format via email