

Media Schedule For:	Visit Jersey
Campaign:	Dec-21
Planned/Booked:	Planned
Contact:	Meryl Lainsey
Planner:	Tom Wigley, Sue Hendry, Rosie Pick
Date:	14-Oct-21



Media Channel	Media partner	Format	Position	Volume	Volume type	Insertions
Print	Times	Full page	Main News	834,000	PamCo	1
	Sunday Times	Full page	Travel	1,569,000	PamCo	1
	Daily Mail	Full page	Travel	2,118,000	PamCo	1
	Mail on Sunday	Full page	Travel	1,923,000	PamCo	1
	Daily Telegraph	Full page	Travel	749,000	PamCo	2
	Sunday Telegraph	Full page	Travel	788,000	PamCo	1
	Observer Magazine	Full Page	Travel	380,000	PamCo	1
	The Guardian	Full page	Main News	520,000	PamCo	3

Dec-21					
Sun 26	Mon 27	Tue 28	Wed 29	Thu 30	Fri 31
		28th			
26th					
			29th		
26th					
		28th		30th	
26th					
26th					
	27th		29th	30th	

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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 herein and accepted by signing this estimate. A copy of our standard terms and conditions can be obtained from the company or at: <http://www.mccanncentral.co.uk/terms.pdf>. Particular attention is drawn to the following:

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."

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Newsbrand	Placement	Creative Format	Platform/Device	Deal type	KPI	Dates live	Estimated Impressions
Display							
Telegraph	https://www.telegraph.co.uk/travel/	970x250 728x90 300x250 300x50 OR 320x50 300x600 (Optional) https://sites.google.com/telegraph.co.uk/telegraph-specs/standard-display-takeover	All	Fixed	Reach	25/12/21-31/12/21	20,000
Mail	https://www.dailymail.co.uk/travel/	Billboard - https://www.mailmetromedia.co.uk/advertise-with-us/ad-formats/digital-standard-billboard/ Scrolling Skin - https://www.mailmetromedia.co.uk/advertise-with-us/ad-formats/digital-bespoke-responsive-scrolling-skins/ Dmpu - https://www.mailmetromedia.co.uk/advertise-with-us/ad-formats/digital-standard-double-mpu/ MPU - https://www.mailmetromedia.co.uk/advertise-with-us/ad-formats/digital-standard-mpu/ Sticky Mobile Banner - https://www.mailmetromedia.co.uk/advertise-with-us/ad-formats/digital-mobile-sticky-banner/ Tablet skin - https://www.mailmetromedia.co.uk/advertise-with-us/ad-formats/digital-tablet-pageskin/	All	Fixed	Reach	25/12/21-31/12/21	1,100,000
Guardian	https://www.theguardian.com/uk/travel	Billboard MPU P4 on the below link: https://s3.eu-west-2.amazonaws.com/s3-guardian-igad/files/pdf/Digital-Ad-Spec-2020_v2.pdf	All	Fixed	Reach	26/12/21-31/12/21	1,415,808
Times	https://www.thetimes.co.uk/travel/	Billboard Skin (Left & Right) Please see document <i>The Times_Skin_SPEC SHEET_June 2020.pdf</i>	All	Fixed	Reach	25/12/21-31/12/21	49,000
IAS							
							2,584,808

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Media	Targeting	Placement	Creative Format	Platform/Device	Deal type	KPI	Estimated Impressions
Display							
Media IQ x Seen This	1. Using a combination of 3rd party data indicators & custom segments we have identified through AiQx that show a high correlation for this audience 2. URL and Semantic Keyword targeting will be used to reach users in contextually relevant environments and domains	Programmatic	Blended IAB SeenThis Formats	All	CPM (Cost-per-1000 ad impressions)	VTR	1,583,263
Media IQ x Sublime		Programmatic	Classic Sublime Skinz	All	CPM (Cost-per-1000 ad impressions)	Viewability	343,466
Captify	1. Target audiences - finding our target segments through Captify's first party data network, using search signals such as: - Authentic Adventurers - cultural days out, cuising, guesthouse, history, wildlife, desitnation - Easy Explorers - outdoors, nature, hiking, rural, peace & quiet, self catered, relaxation, healthy - Culture Chasers - Historic sites, heritage, arts, music, theatre, gastro pubs, museums, hotel, galleries 2. Identify explicit consideration and purchase signals for 2022 holidays 3. Competitor intent - building out a competitor set to target users showing intent to competing destinations	Programmatic	Video (with CTA overlay)	All	CPM (Cost-per-1000 ad impressions)	VTR	333,238
		Programmatic	Interscroller	All	CPM (Cost-per-1000 ad impressions)	CTR	552,792
Sojern	1. Easy Explorer - Demo targeting (age + ABC1) via Google Audiences Sojern Traveller Data - targeting users who travel to off the beaten track destinations e.g. Iceland, Nordics (to be agreed with VJ/UM) Targeting active vacation rental / hotel searchers - those looking to book competitor destinations Health & Fitness buffs, Outdoor Enthusiasts, 2. Authentic Adventurers - Demo targeting (age + ABC1) via Google Audiences Sojern Traveller Data: Weekend breakers - cities in the UK / Southern Europe destinations Searches for > 1 week length of stay (2-4 nights) Travel Buffs, Water Sport Enthusiasts, Cycling Enthusiasts 3. Culture Chasers - Demo targeting (age + ABC1) via Google Audiences Sojern Traveller Audiences: targeting competitor destinations to Visit Jersey, those in market to book a hotel / fly to specific destinations (TBC with VJ/UM). Foodies, Cooking Enthusiasts, Art & Theater Aficionados	Programmatic	Video Pre-roll	All	CPM (Cost-per-1000 ad impressions)	VTR	557,787
		Programmatic	In Banner Video	All	CPM (Cost-per-1000 ad impressions)	CTR	1,046,613
IAS							
							4,417,158

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