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
		Times	Full page	Main News	834,000	PamCo	1
or		Sunday Times	Full page	Travel	1,569,000	PamCo	1
	Print	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			

## Planned Booked

Terms and conditions in the absence of 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.mccanneental.co.uk/terms.pdf. Particular attention is drawn to the following: Planned media charges and viewing rating area based on current marketplace predictions and the Cleint hereby accepts that final priority. Compositive from the company or at: http://www.mccanneental.co.uk/terms.pdf. Particular attention is drawn to the following: Planned media charges and viewing rating area based on current marketplace predictions and the Cleint hereby accepts that final priority. Compositive from the company or at: http://www.mccanneental.co.uk/terms.pdf. In the absence of any agreement absencement and vierisment advertisments will be deement of base 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-standard-mpu/ 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

## Booked

Planned

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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 is the clients responsibility to notify the Agency in writing within 30 days of date of insection 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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Display     Image: contrained on d'object y data indexion & costem segret a se have define definition of d'object y data indexion & costem segret a se have define definition of d'object y data indexion & costem segret a se have define definition of d'object y data indexion & costem segret a se have define definition of d'object y data indexion & costem segret a se have define definition of d'object y data indexion & costem segret a se have define definition of d'object y data indexion & costem segret a set have define definition of d'object y data indexion & costem segret a segret	Media	Targeting	Placement	Creative Format	Platform/Device	Deal type	КРІ	Estimated Impressions
Media IQ A. Seen This Programmatic Interaction All Display VTR 1,532,263   Model IQ A. Seen This 1. Using a conduction of 3rd party data indicators & custom segments we have invested without high conductions in the audience relevant environments and contains Programmatic All Display VTR 1,533,263   Model IQ A. State This 2. URL on Sements Charlow a high contraction of 3rd party data indicators & custom segments we have relevant environments and contains Programmatic Cessic Statements All CPM (Cost per- 1000 and impression) Versebility 343,468   Model IQ x Statement 1. Target audiences - finding out target segments through Capitry's first party data - Authentic Adventures - customers, mours, having, man, data data data data data data data dat	Display							
Media IO x Subirme Intervant environments and domains Programmatic Classic Sublime Skinz All CPM (Cost-per- 1000 adj impressione) Viewability 343,466   Image: Capity 1. Target sublinect - finding our target segments Brough Capity's first party data network, using saard segments Brough Capity's first party data schurbert CApity Programmatic Video (with CTA overfay) All CPM (Cost-per- type) VTR 333,238   Capity - Cuburc Chasses - Hotting our target segments Brough Capity's first party data network, using saard segments Brough Capity's first party data schurbert Chasses - Hotting our target segments Brough Capity's first party data network, using saard segments Brough Capity's first party data configure out of the segment party data schurbert Chasses - Hotting out a competitor set to target uses of capital segments configure out a competitor set to target uses at capital segment party configure out a competitor set to target uses at capital party party configure out a competitor set to target uses at contexp (Hotting out a competitor set to target uses at contexp (Hotting out a competitor set to target uses at contexp (Hotting out a competitor weed and the target uses at contexp (Hotting out a competitor weed and the target uses at contexp (Hotting out a competitor weed and the target uses at contexp (Hotting out a competitor weed and the target uses at contexp (Hotting out a competitor weed and the target uses at contexp (Hotting Out a competitor weed and the target uses at contexp (Hotting Out a competitor weed and the target uses at contexp (Hotting Out and the target uses at con	Media IQ x Seen This		Programmatic		All	1000 ad	VTR	1,583,263
Note Network, using search signals such as: 1. Programmatic Video (with CTA overlay) Ail Intro- transmission VTR 333.238   Capitiy Easy Explorers - outdoors, nature, history, using, rual, peace & quiet, self catered, relexation, healthy Programmatic Video (with CTA overlay) Ail Intro- self overlay) VTR 333.238   Capitiy Cuture Chasers - Historic sites, herlage, ats, musci, theatre, gastro pubs, museums, hotid, galacies Programmatic Video (with CTA overlay) Ail Interscroller Figure Solors Interscroller Ail Interscroller Ail Interscroller Ail Interscroller Intersc	Media IQ x Sublime		Programmatic	Classic Sublime Skinz	All	1000 ad	Viewability	343,466
Indel, galleries   Detel, galleries   Programmatic   Interscroller   All   CPM (Cost-per- 1000 ad impressions)   CTR   552.792     Solern   1. Easy Explorer - Demo targeting (age + ABC1) via Google Audiences Sojem Traveller Data - targeting users who travel to off the basien track destinations e.g. Ceband, Mordes (to be agreed with VUUM)   Programmatic   Video Pre-roll   All   CPM (Cost-per- 1000 ad impressions)   VTR   552.792     Sojem Traveller Data - targeting users who travel to off the basien track destinations e.g. Ceband, Mordes (to be agreed with VUUM)   Programmatic   Video Pre-roll   All   CPM (Cost-per- 1000 ad impressions)   VTR   557.787     Sojem Traveller Data - targeting acity vacation rental / hotel searchers - ties in the UK / Southern Europe destinations   Programmatic   Nideo Pre-roll   All   CPM (Cost-per- 1000 ad impressions)   VTR   557.787     Sojem Traveller Data: Weekend breakers - ciles in the UK / Southern Europe destinations   Southern Europe destinations   Programmatic   In Banner Video   All   CPM (Cost-per- 1000 ad impressions)   CTR   1,046,613     Als   I. Culture Chasers - Demo targeting (age + ABC1) via Google Audiences Sojem Traveller Audiences: targeting competitor destinations (TBC with VJUM), market to book a hotel / hy to specific destinations (TBC with VJUM), market to book a hotel / hy to specific destinations (TBC with VJUM), market to book a hotel / hy to	Captify	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	Programmatic		All	1000 ad	VTR	333,238
Sojem Traveller Data - targeting users who ravel to off the beaten track destinations e.g. loeland, Nordics (to be agreed with VJUM) Targeting active vacation rental / hotel searchers - those looking to book competitor destinations Health & Fitness buffs, Outdoor Enthusiasts,   Programmatic   Video Pre-roll   All   CPM (Cost-per- 1000 ad impressions)   VTR   557,787     Sojem   Sojem Traveller Data - targeting (age + ABC1) via Google Audiences Sojem Traveller Data: Weekend breakers - oties 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 Sojem Traveller Joat: Weekend breakers - oties 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 Sojem Traveller Joate: Sojem Traveller Joate: Sojem Traveller Joate: Sojem Traveller Joate: Sojem Cooking Enthusiasts, Art & Theater Africionados   Programmatic   In Banner Video   All   CPM (Cost-per- loo0 ad impressions)   CTR   1,046,613     IAS   IAS   Image: Sojem Traveller Joate: S			Programmatic	Interscroller	All	1000 ad	CTR	552,792
Market	Sojern	Sojern Traveller Data - targeting users who travel to off the beaten track destinations     e.g. lceland, 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 Travel Buffs, Water Sport Enthusiasts, Cycling Enthusiasts     3. Culture Chasers - Demo targeting competitor destinations to Visit Jersey, those in market to book a hotel / fly to specific destinations (TBC with VJ/UM).	Programmatic	Video Pre-roll	All	1000 ad	VTR	557,787
			Programmatic	In Banner Video	All	1000 ad	CTR	1,046,613
4,417,158	IAS							

Booked Planned

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Planned media charges and Viewing ratings are based on current marketplace predictions and the Client hereby acception than due client hereby to acception the due on the Client hereby acception than due client hereby to acception the due on the Client hereby acception than due client hereby to acception 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 accepts it will be label 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