

Schedule of Media Activity 2022

Client: Visit Jersey
 Period: August
 Campaign: Autumn 2022
 Channel: Newsbrands

Status: Planned
 Planner: UM



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

Media Channel	Media partner	Format	Position	Creative Deadline	Print Circulation	Volume type	Insertions	Specle Hyperlink	Copy Deadline	Aug-22		
										Mon 29th	Tue 30th	Wed 31st
Newsbrand Print	Times	1/2 Page	Main News	3 working days prior	256,657	PamCo	1	https://specle.net/uk/news-international-ltd/the-times#ndtn-preparing_files	26/08/2022			
	Daily Mail	1/2 Page	Main News	3 working days prior	1,400,000	PamCo	1	https://specle.net/uk/associated-newspapers/daily-mail	28/08/2022			
	Daily Telegraph	1/2 Page	Main News	3 working days prior	322,217	PamCo	1	https://specle.net/uk/telegraph-media-group-ltd/the-daily-telegraph	26/08/2022			
	The Guardian	1/2 Page	Main News	3 working days prior	811,601	PamCo	1	https://specle.net/za/mail-and-guardian/mail-and-guardian	27/08/2022			

Planned

Booked

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Schedule of Media Activity 2022

Client: Visit Jersey
 Period: September
 Campaign: Autumn 2022
 Channel: Newsbrands

Status: Planned
 Planner: UM



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

Media Channel	Media partner	Format	Position	Creative Deadline	Print Circulation	Volume type	Insertions	Specle Hyperlink	Copy Deadline	September				
										w/c 29th Aug	w/c 05/9	w/c 12/9	w/c 19/9	w/c 26/9
Newsbrand Print	Times	25 x 4	Main News	3 working days prior	256,657	PamCo	1	https://specle.net/uk/news-international-ltd/the-times	02/09/2022		5th			
	Times Magazine	1/2 Page	ROP	2 weeks ahead of live date	256,657	PamCo	2	https://specle.net/uk/news-international-ltd/the-times-magazine	31/08/2022 & 07/09/2022	3rd	10th			
	Sunday Times Magazine	1/2 Page	ROP	2 weeks ahead of live date	512,620	PamCo	2	https://specle.net/uk/news-international-ltd/the-sunday-times-magazine	01/09/22 & 15/09/2022	4th		18th		
	Mail on Sunday	1/2 Page	Main News	3 working days prior	778,000	PamCo	1	https://specle.net/uk/associated-newspapers/the-mail-on-sunday	01/09/2022	4th				
	Mail on Sunday	25 x 4		3 working days prior	778,000	PamCo	1	https://specle.net/uk/associated-newspapers/the-mail-on-sunday	08/09/2022		11th			
	Daily Telegraph	25 x 4	Main News	3 working days prior	322,217	PamCo	2	https://specle.net/uk/telegraph-media-group-ltd/the-daily-telegraph	11/09/2022 & 23/09/2022			14th		26th
	The Guardian	25 x 4	Main News	3 working days prior	811,601	PamCo	3	https://specle.net/uk/guardian-news-media/the-guardian-and-observer-tablet-edition	29/08/2022 & 04/09/2022 & 06/09/2022	1st	7th		19th	

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Schedule of Media Activity 2022

Client: Visit Jersey **Status:** Booked
Period: August **Planner:** UM
Campaign: Autumn 2022
Channel: VOD



Media Partner / Engine	Campaign Dates	Targeting	Geo	Audience	Creative Format	Creative Deadline	Deal Type	Estimated Impressions	Estimated Clicks	Est. VTR	Est. Views
All4	29th - 31st August	VOD Audience and Geographical Targeting	Meridian & London	ABC1 Adults	20"	5 working days prior to live date	CPM	29,277	29	98.8%	28,926
ITV			Meridian & London	ABC1 Adults	20"		CPM	24,239	24	98.8%	23,949
Sky			Meridian & London	ABC1 Adults	20"		CPM	24,239	24	98.8%	23,949
								77,756	78		76,823

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Schedule of Media Activity 2022

Client: Visit Jersey **Status:** Booked
Period: September **Planner:** UM
Campaign: Autumn 2022
Channel: VOD



Media Partner / Engine	Campaign Dates	Targeting	Geo	Audience	Creative Format	Creative Deadline	Deal Type	Estimated Impressions	Est. VTR	Est. Views
All4	1st - 30th September 2022	VOD Audience and Geographical Targeting	Meridian & London	ABC1 Adults	20"	5 working days prior to live date	CPM	405,185	98.8%	400,323
ITV			Meridian & London	ABC1 Adults	20"		CPM	379,861	98.8%	375,303
Sky			Meridian & London	ABC1 Adults	20"		CPM	379,861	98.8%	375,303
								1,164,907		1,150,929

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Schedule of Media Activity 2022

Client: Visit Jersey **Status:** Booked
Period: October **Planner:** UM
Campaign: Autumn 2022
Channel: VOD



Media Partner / Engine	Campaign Dates	Targeting	Geo	Audience	Creative Format	Creative Deadline	Deal Type	Estimated Impressions	Est. VTR	Est. Views
All4	1st - 31st October 2022	VOD Audience and Geographical Targeting	Meridian & London	ABC1 Adults	20"	5 working days prior to live date	CPM	405,185	98.8%	400,323
ITV			Meridian & London	ABC1 Adults	20"		CPM	379,861	98.8%	375,303
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Schedule of Media Activity 2022

Client: Visit Jersey
 Period: August
 Campaign: Autumn 2022
 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
Digital												
MIQ	29th - 31st August	Using a combination of keyword, audience, contextual and pixel based targeting to reach travel intenders in the right place at the right time	UK	Authentic Adventurers, Easy Explorers, Culture Chasers	SeenThis: Standard IAB, DMPU & Billboard video	5 days prior to live date	CPM	270,136	0.06%	162	N/A	N/A
					SublimeSkinz			28,721	1.00%	287	N/A	N/A
					Standard Pre Roll Video			34,543	NA	NA	65%	22,453
					Standard Display			87,130	0.07%	61	N/A	N/A
								420,530		510		

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- Fixed ad-serving rate agreed at £0.18CPM

Schedule of Media Activity 2022

Client: Visit Jersey
 Period: September
 Campaign: Autumn 2022
 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
Digital												
MIQ	1st - 30th September	Using a combination of keyword, audience, contextual and pixel based targeting to reach travel intenders in the right place at the right time	UK	Authentic Adventurers, Easy Explorers, Culture Chasers	SeenThis: Standard IAB, DMPU & Billboard video	5 days prior to live date	CPM	2,853,579	0.06%	1,712	N/A	N/A
					SublimeSkinz			370,875	1.00%	3,709	N/A	N/A
					Standard Pre Roll Video			402,134	NA	NA	65%	261,387
					Standard Display			945,032	0.07%	662	N/A	N/A
								4,571,620		6,082		

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- Fixed ad-serving rate agreed at £0.18CPM

Visit Jersey
 October
 Autumn 2022
 Digital

Status: Planned
 Planner: UM



Campaign Dates	Targeting	Geo	Audience	Creative Format	Creative Deadline	Deal type	Est. Impressions	Est. CTR	Est. Clicks	Est. VTR	Est. Views
1st - 31st October	Using a combination of keyword, audience, contextual and pixel based targeting to reach travel intenders in the right place at the right time	UK	Authentic Adventurers, Easy Explorers, Culture Chasers	SeenThis: Standard IAB, DMPU & Billboard video	5 days prior to live date	CPM	2,853,579	0.06%	1,712	N/A	N/A
				SublimeSkinz			370,875	1.00%	3,709	N/A	N/A
				Standard Pre Roll Video			402,134	NA	NA	65%	261,387
				Standard Display			945,032	0.07%	662	N/A	N/A
							4,571,620		6,082		

Schedule of Media Activity 2022

Client: Visit Jersey
Period: September
Campaign: Autumn 2022
Channel: OOH

Status: Booking Requested
Planner: UM



Media	In Charge Dates	Media Owner	Format	Targeting Strategy	Geo Targeting	Share/Timing	Buy Model	Est Impacts (Greater London)	Reach (Greater London)	Frequency	No. of Panels	Cost per Panel
Global	12/09/22 - 25/09/22*	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 - 18.9% cover, 1,659,420 ABC1s - 20.6% cover, 1,107,662	Ads - 7.87 OTS ABC1s - 7.96 OTS	155	350

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

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