Client:	Visit Jersey	Status:	Planned
Period:	August	Planner:	UM
Campaign:	Autumn 2022		
Channel:	Newsbrands		





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

Digital	Sept). 17.0% @ 2.4 013 - 5.7W VS ABCT Addit	<u>.</u>								1		
Media Channel	Media partner	Format	Position	Creative Deadline	Print Circulation	Volume type	Insertions	Specie Hyperlink	Copy Deadline	Mon 29th	Tue 30th	Wed 31st
	Times	1/2 Page	Main News	3 working days prior	256,657	PamCo	1	https://specle.net/uk/news-international-ltd/the-times#fndtn- preparing_files	26/08/2022			
Newsbrand Print	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			
Newsbrand Finit	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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Plarned 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 whenly the Agency welfes the glacement advertisements it is the clemit megoniability to native the Agency in writing within 32 days of date of fracetion if the Clemit advertisement does not appear or is to a different geodination than that agreed in accordance with this Media Schedulu. In the absence of such notifi ments 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 1V media which is dave within 13 days of the date of invoice. Surdrarges applied by media sevene may be levied in the case of late payment. The Client accepts it will be lable for such late casy drages if we, the Agency, are not responsible for providing such copy or at fault for failing to do so on time

Client:	Visit Jersey	Status:	Planned
Period:	September	Planner:	UM
Campaign:	Autumn 2022		
Channel:	Newsbrands		



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

Digital												September			
Media Channel	Media partner	Format	Position	Creative Deadline	Print Circulation	Volume type	Insertions	Specle Hyperlink	Copy Deadline	w/c 29th Aug	w/c 05/9	w/c 12/9	w/c 19/9	w/c 26/9	
	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-Itd/the- sunday-times-magazine	01/09/22 & 15/09/2022	4th		18th			
Newsbrand Print	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		

Planned Booked

Terms and Conditions

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In the advances of any sprement between us whenly the Specing weefing the planner advectment to the development to be determined to be a specing weefing the specing of the specing weefing the specing of the specing o

Payment terms are 24 days from date of invoice, with the margines of TV media which is 53 days of the date of invoice. Surcharges applied by media seven may be located in the asset of late payment. The Class taxatis it will be labele for such tate cary charges of we, the Agency, are not responsible for providing tands cary to at leads for fully tad as are inter-

Client: Period: Campaign: Channel:	Visit Jersey September Autumn 2022 TV	Status: Planner:	Booked UM			UN	J) Jersey	J																			
Digital			_						Second				1	1	Tradi	ng Paramete	rs		1	1	Conversion				All Adult Parameters			
Station	Saleshouse	ABC1 Adult Inde	ax Campaign Dates	Days Active	Copy Length	Day of Week	Dayparts	Copy Rotations		Trading Audience	Universe (000's)	Discount	Discounted CPT	Peak Target %	TVRs	Impacts	Average TVRs	30° equivalent TVRs	30" equivalent Impacts	Peak Impacts		Actual TVR	Actual Impacts	30° equivalent TVRs	30" equivalent Impacts	Universe	Peak Impacts	Estimated Tota Spot Volume
C4 London	C4	93.5	01/09/2022 - 30/09/2022	31	20'	Monday - Sunday	0900-2100	Solus	0.85	Adults	9,938,000	1.00	£ 6.92	60%	39.3	3,905,377	0.457	33.4	3,319,571	1,991,742	100	39.3	3,905,377	33.4	3,319,571	9,938,000	1,991,742	86
ITV Meridian	ITV	75.5	01/09/2022 - 30/09/2022	31	20'	Monday - Sunday	0900-2100	Solus	0.80	Adults	5,888,000	1.00	£ 15.60	70%	18.5	1,090,850	1.924	14.8	872,688	610,881	100	18.5	1,090,860	14.8	872,688	5,888,000	610,881	10
ITV Carlton (London Weekday)	ITV	73.6	01/09/2022 - 30/09/2022	23	20'	Monday - Sunday	0900-2100	Solus	0.83	Adults	9,939,000	1.00	£ 19.65	70%	21.0	2,090,794	1.978	17.5	1,735,359	1,214,752	100	21.0	2,090,794	17.5	1,735,359	9,939,000	1,214,752	11
ITV LWT (London Weekend)	ITV	82.1	01/09/2022 - 30/09/2022	8	20'	Monday - Sunday	0900-2100	Solus	0.80	Adults	9,939,000	1.00	£ 28.64	70%	5.2	517,605	1.87	4.2	414,084	289,859	100	5.2	517,605	4.2	414,084	9,939,000	289,859	3
Upper Furnel Consideration Channels																7,604,637	6	70	6,341,702	4,107,234		84	7,604,637	70	6,341,702	35,702,000	4,107,234	109
				TOTAL	í.																	84	7 604 637	70	6.341.702	2	4.107.234	109

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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 ITV Sky	29th - 31st August	VOD Audience and Geographical Targeting	Meridian & London Meridian & London Meridian & London	ABC1 Adults ABC1 Adults ABC1 Adults	20" 20" 20"	5 working days prior to live date	СРМ СРМ СРМ	29,277 24,239 24,239	29 24 24	98.8% 98.8% 98.8%	28,926 23,949 23,949
								77,756	78		76,823

Terms and Conditions

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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. Surtharges applied by media owners may be levied in the case of late payment. The Client accepts it will be lable for such late copy charges if we, the Agency, are not responsible for providing such copy or at fault for falling to do so on time



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

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

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Client: Period: Campaign: Channel:	Visit Jersey October Autumn 2022 VOD	Status: Planner:	Booked UM		
Media Partner / Engine	Campaign Dates	Targeting	Geo	Audience	Cre

Media Partner / En	gine Campaign Dates	Targeting	Geo	Audience	Creative Format	Creative Deadline	Deal Type	Estimated Impressions	Est. VTR	Est. Views
Ali4 ITV Sky	1st - 31st October 2022	VOD Audience and Geographical Targeting	Meridian & London Meridian & London Meridian & London	ABC1 Adults ABC1 Adults ABC1 Adults	20" 20" 20"	5 working days prior to live date	СРМ СРМ СРМ	405,185 379,861 379,861	98.8% 98.8% 98.8%	400,323 375,303 375,303
								1,164,907		1,150,929

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Client:	Visit Jersey	Status:	Planned	
Period:	August	Planner:	UM	
Campaign:	Autumn 2022			
Channel:	Digital			

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			1	1	1		I	1		Ĩ		
MiQ	29th - 31st August b	Using a combination of keyword, audience, contextual and pixel based targeting to reach travel intenders in the right place at the right time	h UK	Authentic Adventurers, Easy Explorers, Culture Chasers	SeenThis: Standard IAB, DMPU & Billboard video			270,136	0.06%	162	N/A	N/A
					SublimeSkinz	5 days prior to live date	СРМ	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





Client:	Visit Jersey	Status:	Planned
Period:	September	Planner:	UM
Campaign:	Autumn 2022		
Channel:	Digital		

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

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Fixed ad-serving rate agreed at £0.18CPM





Visit Jersey	Status:	Planned
October	Planner:	UM
Autumn 2022		
Digital		

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		5 days prior to live date	СРМ	2,853,579 370,875 402,134 945,032	0.06% 1.00% NA 0.07%	1,712 3,709 NA 662	N/A N/A 65% N/A	N/A N/A 261,387 N/A
							4,571,620		6,082		





Client:	Visit Jersey	Status:	Booking Requested
Period:	September	Planner:	UM
Campaign:	Autumn 2022		
Channel:	OOH		



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

Booked

Planned

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