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**HEAD OFFICE**

**TENDER APPLICATION DOCUMENT**

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|  | Croatian National Tourist Board  Iblerov trg 10/IV  10000 Zagreb | Croatia www.croatia.hr | Tel: +385 (01) 4699 333  Faks: +385 (01) 4557 827  E-mail:info@htz.hr |

**TENDER APPLICATION DOCUMENT**

for procurement of on-line advertising services

1. **Client Contact Details**

The Croatian National Tourist Board is carrying out the tender for on-line advertising services in 2012.

Contact informations:  
  
Glavni ured Hrvatske turističke zajednice (Croatian National Tourist Board Head Office)  
Iblerov trg 10/IV, p.p.251  
10 000 Zagreb  
Phone: 385 (0) 1 4699 333  
Fax: 385 (0) 1 4557 827  
Internet: [www.croatia.hr](http://www.croatia.hr)

E-mail: [web@htz.hr](mailto:web@htz.hr)

Registration number: 3943658  
OIB: 72501368180

**2. Advertising on portals of generating markets**  
Based on the strategic marketing plan of Croatian tourism for the period 2010 - 2014 and the annual programme of the Croatian Tourist Board for 2012, online advertising is carried out on the popular information and tourist web portals in the tourist generating markets.  
  
According to the current strategy and trends in the tenure of travel packages, advertising will be conducted in the following markets of interest:  
  
 • Austria, Germany, Italy, Slovenia, The Netherlands, France, Hungary, The Czech Republic, Belgium, Poland, Slovakia, Russia, Switzerland, Spain, Great Britain and Scandinavia (Norway, Finland, Sweden and Denmark).

**3. On-line advertising budget allocation method**

The services of on-line advertising will be implemented during the period from the signing of the contracts ie from 7 May 2012 until 15 September 2012, with a total budget of 6,555,616.00 kn.  
  
The above mentioned total budget will be allocated as follows depending on the specific time period of advertising:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Period** | **Number of Days** | **Daily Budget**  **/kn** | **Total Budget/kn** | **Percentage of Total Budget**  **/kn** |
| 7 May 2012- 31 May 2012 | 25 | 32.778,00 | 819.452,00 | 12,5% |
| 1 June 2012-30 June 2012 | 30 | 54.630,00 | 1.638.904,00 | 25% |
| 1 July 2012- 31 July 2012 | 31 | 52.868,00 | 1.638.904,00 | 25% |
| 1 Aug 2012- 31 Aug 2012 | 31 | 52.868,00 | 1.638.904,00 | 25% |
| 1 Sep 2012- 15 Sep 2012 | 15 | 54.630,00 | 819.452,00 | 12,5% |
| **TOTAL:** | 132 |  | **6.555.616,00** | **100%** |

**4. Bidding Process**

Bids are collected by way of the candidates filling out the table for each individual country using the budgets and portals defined by the Croatian National Tourist Board in advance.

Example of table layout for each country:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Country |  |  |  |  |  |  |
| URL/website | "Reach" | Page | Dimensions | Impressions | CPM | PRICE/kn |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
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|  |  |  |  |  |  |  |
| TOTAL: |  |  |  |  |  |  |

Website address, banner dimension, position of the banner and the value ("Reach") on a particular portal as well as the total budget for each country are defined by the Croatian National Tourist Board. The bidder fills out the remaining columns (marked orange).The portals are arranged according to the scope of the audience ("Reach") within a particular market and are evaluated as such. The portal with a higher value of the parameter "Reach" consequently has the greater importance.  
  
For every individual portal, the bidder defines the number of impressions, the cost per 1000 impressions (CPM) and the total budget for each portal. The budget defined for each individual website must not be less than 5% of the total budget allocated for the country. The amount of cost or budget for a particular website should be entered in the "PRICE" column on the above shown table. The total budget (the sum of all values ​​in the ‘PRICE’ column in the table) must correspond to the estimated budget for the whole country as defined by the Croatian National Tourist Board (the row showing ‘TOTAL’ within the table).

**The offer price must be expressed in kuna currency and include all tax liabilities. Agency commission must be included in the price and does not need to be displayed within the table.**  
  
The bidder is required to submit a bid for advertising on portals for **all** of the portals in each country as defined by the Croatian National Tourist Board. Also, **the bidder may bid for one or more countries.**  
  
Based on the tenders, the Croatian National Tourist Board will conduct the tender evaluation process as described below.

**5. Tender evaluation process**

The bidder must submit the offer in writing as well as present all the tables listed in the bidding documents in digital form in MS Excel format. Selected candidates will be contacted subsequently.  
  
The process of reviewing and assessment will be carried out in four steps:

1. Checking that the allocated budget for each portal fulfills the requirement of a minimum of 5% of the budget for the particular market.
2. Checking the relationship between price and showings based on the reported prices for 1000 impressions (CPM).
3. Comparison of the sum of the budget for the requested sites with a total budget for each individual market.
4. Rating of the reported bid for each market based on the following parameters:  
    •The second column of the table contains the parameter "Reach," which defines the particular importance of the portal in an individual market. The parameter "Reach" represents the value of the parameter "range" for each country based on the average values ​​of this parameter in 2011.   
    • The higher the value of the parameter "Reach" the more important is the site in a particular market.  
    • An individual market may have more portals with the same "Reach" values. In this case, the portals are valued as equally important. The portals for which there is no available data on the value of "Reach" will use the smallest "Reach" value ​​for that particular market.

The candidate whose bid results in better scores for a certain individual market will be assigned that particular market.

**6. Billing methods and payments**

The candidate agrees to submit monthly reports on the realized targets when conducting the services of on-line advertising. The accounts will be paid monthly. The invoice must be marked with a denotation "Account for the services of on-line advertising" and must be accompanied by the specification of realized expenses and complete and orderly documentation.  
  
Complete and orderly documentation is considered to be:  
 • A signed contract  
 • Proof of advertising on a particular portal  
 • Statistics on advertising on a particular portal where the period and the amount spent shall correspond to the period and the amount stated on the submitted invoice  
  
Once the overall advertising plan has been achieved, the provider is required to submit a complete report of generated orders with all specifications and statistics of the advertising and a sample of the published ads.

1. **Conditions of capability of the candidate, proof of that capability and value parameters of that proof if evidence can be presented**

**A. Proof of financial capability:**  
**Credit worthiness**  
- Proof of capability: Financial statement - profit and loss statement or BON 1 for 2011,  
- Name of the referee for the proof of capability: Financial Agency (FINA) for BON 1 or a corresponding banking or financial institution or body if the bidder is incorporated outside of Croatia as well as the profit and loss statement, verified and signed by the bidder,  
- Monetary proof of financial capability: The bidder must demonstrate that his annual income was equal to or greater than 7,500,000.00 kn,  
- Evidence is submitted in an original or certified copy, certified with the signature of a notary public or other competent authority.

**B. Proof of legal capability:  
References**  
- Proof of capability: Statement on the possession of international references for 2011, for the on-line banner advertising in the markets for which the bidder is competing, for the minimum value of the estimated budget for the group of countries for which the bidder is competing   
- Monetary proof of financial capability: The bidder must present the evidence of work carried out in international campaigns during 2011 with the minimum value of the estimated budget for the group of countries for which they will be competing. The bidder will present this evidence at the request of the client (who will issue the statement of confidentiality).  
  
**Bids received from candidates who fail to provide the requested evidence or demonstrate the required skills will be excluded from the procurement process.**

1. **The format, method of development, content and method of submitting the bids**

**A. The format and method of submitting the bid**  
  
Bids must be made ​​in the format specified in the tender documents with the properly filled out tables for one or more markets. The offer must be bound together by a security cord and stamped on the back. The final version of the tender document must not be modified and supplemented.  
  
All pages are to be marked with the number of the page over the total number of pages or the total number of pages over the number of the page. The offers are to be written in indelible ink.  
Adjustments in the offer must be made ​​in a visible or verifiable manner. Adjustments must state the dates and be certified by a valid signature and a stamp of an authorized legal individual.

**B. A proposal consists of the following certified documents completed and signed by an authorized legal individual:**  
  
1. A completed tender form (Appendix 1 of Tender Application Document)  
2. A completed reference statement (Appendix 2 of Tender Application Document)  
3. Evidence of ability (credit worthiness)  
4 A detailed advertising plan   
5. A description of the methodology of managing an advertising campaign  
6. A description of how to enable monitoring of the campaign by the Croatian National Tourist Board  
7. A description of the proof of funds spent  
8. Biographies of experts who will be involved in the campaign.

During and after the campaign, the bidder will allow the Croatian National Tourist Board control over the campaign, and the funds spent. Subsequently, the bidder will submit documentation and proof of payment to third parties (portals or agencies) to the Croatian National Tourist Board. The bidder will contractually agree that in case of the bidder withholding legally verifiable documentation the Croatian National Tourist Board will not be liable to issue payment connected to that specific documentation or the lack of it.

**C. Method of submitting the bids**

Bids shall be submitted in writing, in a sealed envelope with the name and address of the client, the name and address of the candidate, indicating the object of procurement to which the offer relates with a denotation **"For the for procurement of on-line advertising services Ref. No. 8 /12 - Do not open”** and other data according to the tender application document. During the period for submission of bids the candidate can modify, update or withdraw the bid by submitting a legal, certified statement. An amendment of the bid is submitted in the same manner as the offer.

**Date, time and place for submission of tenders**  
Deadline for submission is 2 May 2012 by 12.00 o’clock. Offers should be delivered or posted to:

Hrvatska turistička zajednica (Croatian National Tourist Board) – Glavni ured, Iblerov trg 10/IV, Zagreb.

**Department in charge of communication with candidates**IT Department

**Croatian National Tourist Board**

**Head Office**

**Appendix 1. Tender Application Document**

**Offer for procurement of on-line advertising services**

|  |  |
| --- | --- |
| Name of the candidate |  |
| Address of the candidate |  |
| Identification Number |  |
| OIB |  |
| Tel: |  |
| Fax: |  |
| E-mail: |  |
| Name and surname of the authorised individual |  |
| Contact person |  |
| Offer expiry date |  |

The candidate should enter the bids into the table(s) according to countries and portals.

Signature of the authorised person

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Austria** |  |  |  |  |  |  |
| **URL/website** | **"Reach"** | **Page** | **Dimensions** | **IMPRESSIONS** | **CPM** | **PRICE /kn** |
| orf.at | 34,9 | Homepage | 300x250 |  |  |  |
| gmx.at | 29,2 | Homepage | 300x250 |  |  |  |
| krone.at | 18,2 | Homepage | 300x250 |  |  |  |
| wetter.at | 12,3 | Homepage | 300x250 |  |  |  |
| derstandard.at | 9,9 | Homepage | 300x250 |  |  |  |
| kleinezeitung.at | 9,1 | Homepage | 120x600 |  |  |  |
| kurier.at | 8,4 | Homepage | 300x250 |  |  |  |
| 123people.at | 7,5 | Homepage | 300x250 |  |  |  |
| diepresse.com | 5,7 | Homepage | 300x250 |  |  |  |
| TOTAL: |  |  |  |  |  | 435.065,00 |

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| --- | --- | --- | --- | --- | --- | --- |
| **Germany** |  |  |  |  |  |  |
| **URL/website** | **"Reach"** | **Page** | **Dimensions** | **IMPRESSIONS** | **CPM** | **PRICE /kn** |
| t-online.de | 31,1 | Homepage | 300x250 |  |  |  |
| web.de | 28,5 | Homepage | 300x250 |  |  |  |
| bild.de | 17,6 | Homepage | 300x250 |  |  |  |
| chip.de | 13,5 | Homepage | 300x250 |  |  |  |
| spiegel.de | 12,3 | Homepage | 300x250 |  |  |  |
| gutefrage.de | 10,0 | Homepage | 300x250 |  |  |  |
| sueddeutsche.de | 5,1 | Homepage | 300x250 |  |  |  |
| reisen.de | 2,9 | Homepage | 300x250 |  |  |  |
| gmx.de | 1,8 | Homepage | 300x250 |  |  |  |
| express.de | 1,3 | Homepage | 300x250 |  |  |  |
| TOTAL: |  |  |  |  |  | 1.261.688,00 |

**Page**

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| --- | --- | --- | --- | --- | --- | --- |
| **Italy** |  |  |  |  |  |  |
| **URL/website** | **"Reach"** | **Page** | **Dimensions** | **IMPRESSIONS** | **CPM** | **PRICE /kn** |
| libero.it | 42,0 | Homepage | 300x250 |  |  |  |
| virgilio.it | 28,9 | Homepage | 300x250 |  |  |  |
| repubblica.it | 21,9 | Homepage | 300x250 |  |  |  |
| ebay.it | 21,9 | Homepage | 300x250 |  |  |  |
| corriere.it | 19,9 | Homepage | 300x250 |  |  |  |
| ilmeteo.it | 17,8 | Homepage | 300x250 |  |  |  |
| yahoo.it | 15,0 | Homepage | 300x250 |  |  |  |
| mediaset.it | 14,6 | Homepage | 300x250 |  |  |  |
| [ilsole24ore.com](https://www.google.com/adplanner/#siteDetails?uid=domain%3A%20ilsole24ore.com&geo=IT) | 9,2 | Homepage | 300x250 |  |  |  |
| [viamichelin.it](https://www.google.com/adplanner/#siteDetails?uid=domain%3A%20viamichelin.it&geo=IT) | 3,2 | Homepage | 300x250 |  |  |  |
| turismoallariaaperta.com | 1,0 | Homepage | 300x250 |  |  |  |
| TOTAL: |  |  |  |  |  | 1.000.649,00 |

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| --- | --- | --- | --- | --- | --- | --- |
| **Slovenia** |  |  |  |  |  |  |
| **URL/website** | **"Reach"** | **Page** | **Dimensions** | **IMPRESSIONS** | **CPM** | **PRICE /kn** |
| 24ur.com | 56,6 | Homepage | 300x250 |  |  |  |
| siol.net | 41,3 | Homepage | 300x250 |  |  |  |
| najdi.si | 39,1 | Homepage | 300x250 |  |  |  |
| [bolha.com](https://www.google.com/adplanner/#siteDetails?uid=domain%3A%20bolha.com&geo=001) | 34,1 | Homepage | 300x250 |  |  |  |
| zurnal24.si | 30,1 | Homepage | 300x250 |  |  |  |
| [dnevnik.si](https://www.google.com/adplanner/#siteDetails?uid=domain%3A%20dnevnik.si&geo=001) | 19,9 | Homepage | 300x250 |  |  |  |
| [finance.si](https://www.google.com/adplanner/#siteDetails?uid=domain%3A%20finance.si&geo=001) | 17,6 | Homepage | 300x250 |  |  |  |
| [amzs.si](https://www.google.com/adplanner/#siteDetails?uid=domain%3A%20amzs.si&geo=001) | - | Homepage | 300x250 |  |  |  |
| [avtokampi.si](https://www.google.com/adplanner/#siteDetails?uid=domain%3A%20avtokampi.si&geo=001) | - | Homepage | 300x250 |  |  |  |
| adrialog.com | - | Homepage | 300x250 |  |  |  |
| alaris.si | - | Homepage | 300x250 |  |  |  |
| TOTAL: |  |  |  |  |  | 391.558,00 |

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| --- | --- | --- | --- | --- | --- | --- |
| **Netherlands** |  |  |  |  |  |  |
| **URL/website** | **"Reach"** | **Page** | **Dimensions** | **IMPRESSIONS** | **CPM** | **PRICE /kn** |
| telegraf.nl | 35,2 | Homepage | 300x250 |  |  |  |
| startpagina.nl | 34,8 | Homepage | 300x250 |  |  |  |
| zoover.nl | 7,6 | Homepage | 728x90 |  |  |  |
| TOTAL: |  |  |  |  |  | 348.052,00 |

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| --- | --- | --- | --- | --- | --- | --- |
| **France** |  |  |  |  |  |  |
| **URL/website** | **"Reach"** | **Page** | **Dimensions** | **IMPRESSIONS** | **CPM** | **PRICE /kn** |
| lefigaro.fr | 10,2 | Homepage | 300x250 |  |  |  |
| leparisien.fr | 9,3 | Homepage | 300x250 |  |  |  |
| lequipe.fr | 9,1 | Homepage | 300x250 |  |  |  |
| lemonde.fr | 8,4 | Homepage | 300x250 |  |  |  |
| lexpress.fr | 5,7 | Homepage | 300x250 |  |  |  |
| opodo.fr | 2,7 | Homepage | 300x250 |  |  |  |
| govoyages.com | 1,5 | Homepage | 300x250 |  |  |  |
| TOTAL: |  |  |  |  |  | 300.732,00 |

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| **Hungary** |  |  |  |  |  |  |
| **URL/website** | **"Reach"** | **Page** | **Dimensions** | **IMPRESSIONS** | **CPM** | **PRICE /kn** |
| origo.hu | 57,3 | Homepage | 300x250 |  |  |  |
| index.hu | 42,7 | Homepage | 728x90 |  |  |  |
| blog.hu | 42,4 | Homepage | 300x250 |  |  |  |
| vatera.hu | 23,9 | Homepage | 300x250 |  |  |  |
| port.hu | 23,9 | Homepage | 300x250 |  |  |  |
| idokep.hu | 19,7 | Homepage | 728x90 |  |  |  |
| portfolio.hu | 18,3 | Homepage | 250x250 |  |  |  |
| TOTAL: |  |  |  |  |  | 78.312,00 |

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| **Czech Republic** |  |  |  |  |  |  |
| **URL/website** | **"Reach"** | **Page** | **Dimensions** | **IMPRESSIONS** | **CPM** | **PRICE /kn** |
| seznam.cz | 90,6 | Homepage | 300x250 |  |  |  |
| novinky.cz | 75,0 | Homepage | 300x250 |  |  |  |
| super.cz | 68,3 | Homepage | 300x250 |  |  |  |
| idnes.cz | 56,8 | Homepage | 300x300 |  |  |  |
| centrum.cz | 51,9 | Homepage | 300x250 |  |  |  |
| nova.cz | 21,1 | Homepage | 300x250 |  |  |  |
| blesk.cz | 22,3 | Homepage | 300x600 |  |  |  |
| TOTAL: |  |  |  |  |  | 330.649,00 |

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| **Slovakia** |  |  |  |  |  |  |
| **URL/website** | **"Reach"** | **Page** | **Dimensions** | **IMPRESSIONS** | **CPM** | **PRICE /kn** |
| zoznam.sk | 51,3 | Homepage | 300x300 |  |  |  |
| azet.sk | 46,9 | Homepage | 300x300 |  |  |  |
| topky.sk | 42,6 | Homepage | 300x300 |  |  |  |
| sme.sk | 39,3 | Homepage | 300x300 |  |  |  |
| aktuality.sk | 32,1 | Homepage | 300x300 |  |  |  |
| atlas.sk | 32,1 | Homepage | 300x300 |  |  |  |
| centrum.sk | 29,6 | Homepage | 300x300 |  |  |  |
| UKUPNO: |  |  |  |  |  | 304.545,00 |

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| **Belgium** |  |  |  |  |  |  |
| **URL/website** | **"Reach"** | **Page** | **Dimensions** | **IMPRESSIONS** | **CPM** | **PRICE /kn** |
| skynet.be | 34,9 | Homepage | 300x250 |  |  |  |
| TOTAL: |  |  |  |  |  | 36.756,00 |

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| --- | --- | --- | --- | --- | --- | --- |
| **Poland** |  |  |  |  |  |  |
| **URL/website** | **"Reach"** | **Page** | **Dimensions** | **IMPRESSIONS** | **CPM** | **PRICE /kn** |
| onet.pl | 67,9 | Homepage | 300x250 |  |  |  |
| wp.pl | 62,1 | Homepage | 300x250 |  |  |  |
| interia.pl | 38,7 | Homepage | 300x250 |  |  |  |
| gazeta.pl | 38,6 | Homepage | 300x250 |  |  |  |
| TOTAL: |  |  |  |  |  | 635.195,00 |

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| **Russia** |  |  |  |  |  |  |
| **URL/website** | **"Reach"** | **Page** | **Dimensions** | **IMPRESSIONS** | **CPM** | **PRICE /kn** |
| yandex.ru | 81,7 | Homepage | 728x90 |  |  |  |
| mail.ru | 80,9 | Homepage | 300x250 |  |  |  |
| odnoklassniki.ru | 66,7 | Homepage | 200x300 |  |  |  |
| vkontakte.ru | 62,5 | Homepage | 90x120 |  |  |  |
| ucoz.ru | 31,8 | Homepage | 300x250 |  |  |  |
| rambler.ru | 31,1 | Homepage | 300x250 |  |  |  |
| tophotels.ru | 2,7 | Homepage | 300x250 |  |  |  |
| turizm.ru | 2,4 | Homepage | 300x250 |  |  |  |
| tury.ru | 1,8 | Homepage | 130x200 |  |  |  |
| TOTAL: |  |  |  |  |  | 130.520,00 |

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| **Switzerland** |  |  |  |  |  |  |
| **URL/website** | **"Reach"** | **Page** | **Dimensions** | **IMPRESSIONS** | **CPM** | **PRICE /kn** |
| bluewin.ch | 38,6 | Homepage | 300x250 |  |  |  |
| search.ch | 19,5 | Homepage | 300x250 |  |  |  |
| blick.ch | 16,5 | Homepage | 300x250 |  |  |  |
| sbb.ch | 14,8 | Homepage | 300x250 |  |  |  |
| 20min.ch | 12,5 | Homepage | 300x250 |  |  |  |
| autoscout24.ch | 8,3 | Homepage | 300x250 |  |  |  |
| homegate.ch | 7,7 | Homepage | 300x250 |  |  |  |
| anibis.ch | 7,0 | Homepage | 728x90 |  |  |  |
| TOTAL: |  |  |  |  |  | 243.636,00 |

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| **Spain** |  |  |  |  |  |  |
| **URL/website** | **"Reach"** | **Page** | **Dimensions** | **IMPRESSIONS** | **CPM** | **PRICE /kn** |
| elmundo.es | 20,2 | Homepage | 300x250 |  |  |  |
| elpais.com | 18,0 | Homepage | 300x250 |  |  |  |
| segundamano.es | 12,7 | Homepage | 300x250 |  |  |  |
| terra.es | 11,4 | Homepage | 300x250 |  |  |  |
| abc.es | 9,5 | Homepage | 300x250 |  |  |  |
| rumbo.es | 5,8 | Homepage | 300x250 |  |  |  |
| TOTAL: |  |  |  |  |  | 249.038,00 |
|  |  |  |  |  |  |  |
| **Great Britain** |  |  |  |  |  |  |
| URL/website | **"Reach"** | **Page** | **Dimensions** | **IMPRESSIONS** | **CPM** | **PRICE /kn** |
| dailymail.co.uk | 17,7 | Homepage | 300x250 |  |  |  |
| guardian.co.uk | 12,3 | Homepage | 300x250 |  |  |  |
| telegraph.co.uk | 11,0 | Homepage | 300x250 |  |  |  |
| thesun.co.uk | 7,5 | Homepage | 300x250 |  |  |  |
| lastminute.com | 3,8 | Homepage | 300x250 |  |  |  |
| travel.yahoo.com | 1,7 | Homepage | 300x250 |  |  |  |
| lonelyplanet.com | 1,0 | Homepage | 300x250 |  |  |  |
| expedia.com | 0,3 | Homepage | 300x250 |  |  |  |
| cntraveller.com | 0,1 | Homepage | 300x250 |  |  |  |
| TOTAL: |  |  |  |  |  | 113.117,00 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Sweden** |  |  |  |  |  |  |
| **URL/website** | **"Reach"** | **Page** | **Dimensions** | **IMPRESSIONS** | **CPM** | **PRICE /kn** |
| aftonbladet.se | 62,0 | Homepage | 980x120 |  |  |  |
| blocket.se | 51,2 | Homepage | 728x90 |  |  |  |
| eniro.se | 38,6 | Homepage | 728x90 |  |  |  |
| expressen.se | 34,8 | Homepage | 300x250 |  |  |  |
| blogg.se | 24,0 | Homepage | 300x250 |  |  |  |
| hemnet.se | 23,9 | Homepage | 270x123 |  |  |  |
| svd.se | 13,4 | Homepage | 980x120 |  |  |  |
| klart.se | 13,4 | Homepage | 300x250 |  |  |  |
| resguiden.se | 5,7 | Homepage | 300x300 |  |  |  |
| TOTAL: |  |  |  |  |  | 257.558,00 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Norway** |  |  |  |  |  |  |
| **URL/website** | **"Reach"** | **Page** | **Dimensions** | **IMPRESSIONS** | **CPM** | **PRICE /kn** |
| finn.no | 61,5 | Homepage | 980x160 |  |  |  |
| dagbladet.no | 50,5 | Homepage | 300x250 |  |  |  |
| startsiden.no | 46,1 | Homepage | 980x150 |  |  |  |
| tv2.no | 38,4 | Homepage | 300x250 |  |  |  |
| abcnyheter.no | 34,7 | Homepage | 300x250 |  |  |  |
| aftenposten.no | 34,7 | Homepage | 980x150 |  |  |  |
| sol.no | 31,7 | Homepage | 980x150 |  |  |  |
| 1881.no | 31,4 | Homepage | 300x250 |  |  |  |
| nettavisen.no | 23,4 | Homepage | 300x250 |  |  |  |
| klikk.no | 21,8 | Homepage | 768x150 |  |  |  |
| TOTAL: |  |  |  |  |  | 132.259,00 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Denmark** |  |  |  |  |  |  |
| **URL/website** | **"Reach"** | **Page** | **Dimensions** | **IMPRESSIONS** | **CPM** | **PRICE /kn** |
| ekstrabladet.dk | 51,4 | Homepage | 300x250 |  |  |  |
| tv2.dk | 46,5 | Homepage | 300x250 |  |  |  |
| bt.dk | 41,9 | Homepage | 300x250 |  |  |  |
| dba.dk | 31,4 | Homepage | 300x250 |  |  |  |
| jp.dk | 24,2 | Homepage | 300x250 |  |  |  |
| politiken.dk | 23,8 | Homepage | 300x250 |  |  |  |
| epn.dk | 19,6 | Homepage | 300x250 |  |  |  |
| guloggratis.dk | 16,3 | Homepage | 300x250 |  |  |  |
| camping.dk | 0,2 | Homepage | 300x250 |  |  |  |
| campingdenmark.dk | - | Homepage | 300x250 |  |  |  |
| TOTAL: |  |  |  |  |  | 215.792,00 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Finland** |  |  |  |  |  |  |
| **URL/website** | **"Reach"** | **Page** | **Dimensions** | **IMPRESSIONS** | **CPM** | **PRICE /kn** |
| iltalehti.fi | 63,4 | Homepage | 300x250 |  |  |  |
| iltasanomat.fi | 57,4 | Homepage | 300x200 |  |  |  |
| hs.fi | 35,3 | Homepage | 300x250 |  |  |  |
| suomi24.fi | 32,0 | Homepage | 300x250 |  |  |  |
| oikotie.fi | 20,3 | Homepage | 300x200 |  |  |  |
| taloussanomat.fi | 19,8 | Homepage | 300x200 |  |  |  |
| plaza.fi | 14,9 | Homepage | 300x250 |  |  |  |
| TOTAL: |  |  |  |  |  | 90.493,00 |

SIGNATURE OF THE AUTHORISED PERSON

**Appendix 2.**

Based on the invitation to tender by the main office of the Croatian National Tourist Board, I would like to issue the following

**STATEMENT**

I, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Name and Surname)

of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ under substantive and criminal

responsibility state that we hold international references for the year 2011, for the

on-line banner advertising in the markets for which we are competing, for the minimum value

of the estimated budget for the group of countries for which we are competing

and that, if requested by the client, we will submit documentation of completed projects in

international campaigns during 2011 for the minimum value of the estimated budget for the

group of countries for which we are competing (subject to the statement of confidentiality

issued by the client).

I issue this statement on behalf of a legal entity, and as a person authorised to represent such

a legal entity.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Company Name)

with headquaters in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ .

In \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 2012

(Date)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Signature of a certified person authorised for representing a legal entity)