

## BIDDING DOCUMENTATION

for online advertising contracts

**1. name and head office of the client, telephone number, fax number, website, email:**

Croatian National Tourist Board Head Office  
Iblerov trg 10/IV, p.p. 251  
10000 ZAGREB  
telephone: 01 4699 333  
fax: 01 4557 827  
website: [www.croatia.hr](http://www.croatia.hr)  
email: [web@htz.hr](mailto:web@htz.hr)  
registration number: 3943658  
identification number: 72501368180

**2. bidding department/contact person:**

Internet Department  
Bidding contacts:

- Marin Kraljev
- Ivana Mikleuš Stojnić
- Iva Žagar

**3. supply type, quality, scale and amount:**

**Supply type and scale:**

Based on the Strategic marketing plan for Croatian tourism in the 2010 – 2014 period, the Operative marketing tourism plan for Croatia for 2013, and the Programme of the Croatian National Tourist Board for 2013, online advertising will be carried out on tourist and news websites in outbound travel markets.

Pursuant to the strategy and current booking trends, advertising will be carried out in the following outbound travel markets that are of interest to Croatian tourism:

- Austria, Belgium, The Czech Republic, France, Italy, Netherlands, Germany, Poland, The Scandinavian countries (Norway, Sweden, Denmark, Finland), Slovakia, Slovenia, Spain, Switzerland, United Kingdom.

**Supply quantity:**

Online advertising will be carried out starting with the signing of the Contract i.e. in the time period between 1st March 2013 and 30th September 2013, depending on the market, with a total budget in the amount of 12,337,650.00 HRK.

**Bidding process:**

Proposals will be collected by completing the tables set out by the Croatian National Tourist Board for every individual country, with budgets and websites for each country defined in advance.

Sample table for each country is in *table 1*. Columns within the table are marked with numbers. .

Country						
1.	2.	3.	4.	5.	6.	7.
URL/website	Website value index	Page	Size	IMPR	CPM	PRICE/HRK
<b>TOTAL:</b>						

Table 1: Sample table for each country

Websites, the "Website value index" parameter, advert position (page) and size on a particular website, as well as total budget for each country in *table 1* are defined by the Croatian National Tourist Board, while the remaining columns for each country (highlighted in orange) will be completed by the bidder. Websites are organized according to the "Website value index" parameters that relate to respective markets and which are valued as such. Websites with the highest "Website value index" will therefore be of higher importance.

Bidders for each of the websites shall define the number of advert impressions, the price per 1000 impressions (CPM), and the total budget for each website. Budget for each website cannot be less than 5% of the total budget for that country. Price amount, that is to say the budget for each website, will be entered into column 7 marked "PRICE" in *table 1*. The total website budget (the sum of all values in column 7 marked "PRICE" in *table 1*) will have to correspond to the allocated budget for the entire country defined by the Croatian National Tourist Board (column "TOTAL:" in *table 1*).

Quoted price has to be shown in Croatian Kuna (HRK) and must include all taxes. (To note: Croatia is entering the European Union on 1st July 2013). Agency commission shall be included in the quoted price and does not need to be entered into the table. In addition, the price must include all additional costs (e.g. AdServer costs, suppliers and partners' commissions, and other agency costs).

This documentation is necessary for the lease model for any of the media positions. In addition, it is not possible to offer other standard advert formats than those defined in bidding documentation.

The bidder should send the Proposal for online advertising to for all websites defined by the Croatian National Tourist Board in a target country. In addition, bidder can bid on one or more target markets.

## **Examples of budget allocation and impressions**

In addition to the information defined in *table 1* which includes websites, "Website value index", advert position and page, advert size and budget for each target country, the Croatian National Tourist Board also defines the following:

- Table defining time period for advertising, number of days within each period and the percentage of total budget for every period (*table 2*). The bidder should adhere to the defined time periods and allocation for each market. A sample of such table for market ABC is below:

<b>Period</b>	<b>Number of days</b>	<b>Total budget percentage/HRK</b>
01.03.2013 – 31.03.2013	31	16,5
01.04.2013 – 30.04.2013	30	33
01.05.2013 – 31.05.2013	31	34
01.06.2013 – 15.06.2013	15	16,5
<b>TOTAL:</b>	<b>91</b>	<b>100%</b>

Table 2: Sample table for advertising time period with percentage of total budget distribution for each individual period - example for market ABC

- Table defining daily budget allocation (*table 3*). Bidder should adhere to the defined time periods and allocation for every market. A sample table for market ABC is below:

<b>Time of day/ hour</b>	<b>Distribution percentage %</b>
00:00 – 08:00	-
08:00 – 12:00	-
12:00 – 16:00	50
16:00 – 20:00	50
20:00 – 00:00	-
<b>TOTAL:</b>	<b>100%</b>

Table 3: Sample table for daily schedule of budget allocation in percentages for every time of day - example for market ABC

### ➤ **Example of budget allocation and impressions for advertising time periods (*table 2*):**

Website budgets and the number of impressions per website in a target country should be divided into equal percentages, as defined in *table 2*. Stated budget and impression allocation is the same for all websites in a target country.

An example of such allocation for market ABC (based on *table 2*) is shown in *table 2a*. It is important to note that budget amounts and numbers of impressions in *table 2a* should serve as **examples** only. Budget allocation is marked orange, and impressions allocation is marked green.

The campaign should be active on **all** portals for **every** defined period in a target country.

ABC		TOTAL	TOTAL	16,5%	16,5%	33%	33%	34%	34%	16,5%	16,5%
URL	Period	Budget/H RK	impressions no.	March - budget	March – impr.	April- budget	April – impr.	May - budget	May – impr.	June - budget	June – impr.
abc.net	01.03.2013 – 15.06.2013	190.000,00	1.200.000	31.350,00 kn	198.000	62.700,00 kn	396.000	64.600,00 kn	408.000	31.350,00 kn	198.000
xyz.net	01.03.2013 – 15.06.2013	70.000,00	850.000	11.550,00 kn	140.250	23.100,00 kn	280.500	23.800,00 kn	289.000	11.550,00 kn	140.250
def.net	01.03.2013 – 15.06.2013	40.000,00	600.000	6.600,00 kn	99.000	13.200,00 kn	198.000	13.600,00 kn	204.000	6.600,00 kn	99.000
<b>TOTAL</b>		<b>300.000,00</b>	<b>2.650.000</b>	<b>49.500,00 kn</b>	<b>437.250</b>	<b>99.000,00 kn</b>	<b>874.500</b>	<b>102.000,00 kn</b>	<b>901.000</b>	<b>49.500,00 kn</b>	<b>437.250</b>

Table 2.a: Sample table for budget allocation and impressions for example ABC

➤ **Examples of budget and impression allocation according to a daily schedule (table 3):**

Defined percentage of a daily budget allocation set out in *table 3* and described for market ABC is in *table 3.a*.

ABC	March				
URL	Time of day	Budget allocation percentage	Budget amount	Impression allocation percentage	Impression amount
abc.net	12:00 - 16:00	50%	15,675.00 kn	50%	99,000
	16:00 - 20:00	50%	15,675.00 kn	50%	99,000
xyz.net	12:00 - 16:00	50%	5,775.00 kn	50%	70,125
	16:00 - 20:00	50%	5,775.00 kn	50%	70,125
def.net	12:00 - 16:00	50%	3,300.00 kn	50%	49,500
	16:00 - 20:00	50%	3,300.00 kn	50%	49,500

Table 3.a: Sample table for allocation of daily budget on the market ABC

Based on the received Proposals, Croatian National Tourist Board will carry out an assessment of the received proposals as described below.

**Proposal assessment method:**

The bidder should submit the Proposal in writing; tables set out in the bidding documentation should also be submitted in digital MS Excel format, as an appendix to the bidding documentation.

Proposals checking and assessment shall be carried out in four steps;

1. Assessment of the budget allocation ensuring that each website represents at least 5% of the entire market budget.
2. Assessment of the ratio of price and impressions based on the quoted price per 1000 impressions (CPM).
3. Comparison of the sum of budgets for requested websites with regards to the total budget, per target market.
4. Assessment of submitted Proposal for a particular market based on the following criteria/parameters:

- a. Second column in *table 1* shows the value of the parameter "Website value index" which defines the importance of the website of a particular market. Higher value of the "website value index" parameter represents a higher value of the website of a particular market.
- b. A target market can have websites with equal parameters in "Website Value index". In such cases, websites shall be valued as equally important.
- c. From Monday, bidders are expected to submit best possible proposals in accordance with the above requirements.

The bidder whose proposal is assessed the highest for a particular market will sign a contract with the Croatian National Tourist Board for Online advertising services.

### **Advertisement implementation methods:**

1. It is important to note that the implementation of online advertising requires a digital breakdown to be submitted at the beginning of each month, in accordance with the budgets defined by the Croatian National Tourist Board, as follows:
  - total budget per website and the total number of impressions per website according to the percentage defined for a specific advertising time period as defined in the proposals for each month (*table 2*)
  - at the beginning of every month the stated distribution should be submitted to the Internet Department of the Croatian National Tourist Board for approval.
2. Bidder agrees to ensure supervision of the advertising campaign and spent funds through the established online interface (AdServer).
3. Bidder agrees to submit weekly statistical data on advertising implementation, and a total break down at the end of every calendar month. The week starts on the first day in the month until the first Sunday. Every next Monday is the start of the new week, which ends with Sunday. Every Tuesday bidders shall submit data and statistical analyses on advertising in the previous week. The table and data that should be submitted are both defined in the "Invoicing" Section and in *table 4*.
4. Communication with the Client:

Further to submitting the bidding documentation and signing the Contract, the bidder agrees to:

- Appoint at least one person for each market to be available for communication on a daily basis with the Internet Department of the Croatian National Tourist Board and certain representative offices in target markets. The bidder agrees to submit contact information for such a person.
- Bidder agrees to reply to every electronic enquiry made by the Croatian National Tourist Board and a representative Office within 24 hours. Should this not be followed through, the Contract performance Guarantee shall be enforced.

### **Analyses and assessment methods used by the Croatian National Tourist Board:**

During and after the campaign, bidders shall enable Croatian National Tourist Board supervision of the campaign and the usage of funds, and at the end will submit all documentation to the Croatian National Tourist Board and will contractually agree that should the legally binding documentation fail to be submitted the bidder will not claim such funds from the Croatian National Tourist Board.

Bidder agrees to enable access for Croatian National Tourist Board access on the AdServer interface in order to monitor the course of the implementation of online advertising services. Interface access should be enabled for at least one user. All markets where one bidder carries out online advertising based on their best proposal should include at least one online interface. Individual portals should have individual overviews within AdServer.

Bidder agrees to accept and take as relative statistical data from the defined AdServer interface for monitoring the implementation of online advertising.

### **Invoicing methods:**

Invoices marked "invoices for online advertising services" should be accompanied by an attached specification of accrued costs, and complete and clear documentation. Without such documentation submitted for each month in full, Croatian National Tourist Board will not be able to process payments for previous months.

Complete and clear documentation includes:

- Signed contract
- Screenshots of adverts on specified websites:
  - Screenshots for each website in a particular market that the bidder is working on should be submitted weekly in electronic form
  - Screenshots should include visible banners of Croatian National Tourist Board, name of the website, and date and time of the screenshot
  - Screenshots from „online“ interface for monitoring the implementation of services on websites:
    - Bidders shall use AdServer to prove that they are realizing the stated amount and that based on submitted evidence on implemented advertising (AdServer, screenshots and other) his invoice will be paid for the month in question/the stated month. Any deviation from the interface statistics shall not be accepted. Should planned advertising not be completed, bid bonds will be enforced, with the exception of cases of force majeure.
- Statistical data on implemented advertising on certain websites whose period and amounts need to correspond to the period and amounts on a submitted Invoice, and include the following (*table 4*):
  - Advertising time period
  - Planned budget for the previous month per website
  - Planned number of impressions for the previous month per website in the country
  - Achieved number of impressions per website in every week of the past month for which an invoice is issued. For every month, a week shall begin with a first Monday of the month, and end with the following Sunday. Every next Monday is the start of a new week, which will end with the Sunday.
  - The total number of impressions per website at the end of the month for the previous month
  - Percentage of realized impressions per website in relation to the number of planned impressions for the previous month.
  - The number of remaining/extra (surplus) delivered impressions per portal for the previous month.

- Amounts spent per website which have to be shown in HRK and Euros.
  - Remaining budget balance/amounts per website for previous month.
  - Percentage of the remaining amount per website for the previous month in relation to that month's planned amount.
- The number of impressions per website for the month which is being invoiced should not be less than 90% of the planned number of impressions for that website, not higher than the 110% of the planned number of impressions for that website for the month which is being invoiced. Any deviation higher than 110% of the planned number of impressions is free to Croatian National Tourist Board, shall be charged to the bidder and will not be included in the final number of impressions for that website.
  - The cumulative number of realized impressions per market for the month which is being invoiced must not be smaller than 95% of the planned number of impressions per market for the month which is being invoiced. Unrealized number of impressions in the amount of 5% is transferred into the next month in such a way that it is distributed equally between the websites which underperformed in the previous month.
    - For example, market A had a planned number of 100 impressions for March and 105 impressions for April. Bidder realized 95% at the end of March on that market. The remaining number of impressions which the bidder has to make up for in the next month is 5%, which means that the planned number of impressions for April is 110.
  - If the realized number of impressions or the amount of the price is higher than the planned number of impressions or price for that month for the market, that amount is free for the Croatian National Tourist Board, it shall be invoiced to the bidder and will not be calculated in the final amount of realized numbers of impressions for that portal.
  - The cumulative number of the number of impressions for the market for a campaign should not be less than 97% of the planned number of impressions for the market and the campaign.

The following items need to be shown on the Invoice:

- Advertising time period for each month
- Words: "Invoice for online advertising services"
- Name of the country where advertising took place - the bidder commits to issuing separate invoices for each country
- Other items as defined by the Law.

Sample table for statistical data that needs to be completed and submitted each Tuesday of the month, and at the end of each month in the form of an attachment to the Invoice, as per *table 4*. This sample refers to March 2013 for market ABC. Tables should be submitted in electronic form.

Agency							March 2013							March 2013			March 2013				
Country							Campaign period 2012	Planned budget	March 2012 – 16,5%	1.3 - 3.3	4.3 - 10.3	11.3 - 17.3	18.3 - 24.3	25.3 - 31.3	Realized impressions	Percentage of realized impressions	Remaining impressions	Amount used/HRK	Amount remaining/HRK	Ren per ar	
URL/website	Index	Page	Dimension	IMPR	CPM/HRK	PRICE/HRK															
<b>TOTAL:</b>																					

Table 4: Sample table for statistical data for every Tuesday of the month, and for the end of every month



## **Payment methods:**

The bidder is required to send monthly updates on their online advertising services. Invoices shall be paid monthly, in arrears. Invoices must be accompanied with the complete and clear documentation, without which the Croatian National Tourist Board cannot process payments. Different markets should be invoiced separately.

### **4. Proposals should be sent to:**

Delivery: Head Office, Croatian National Tourist Board, Iblerov trg 10/IV, Zagreb

### **5. Date and time for Proposal delivery:**

Proposal delivery deadline is 15.02.2013 at 12pm.

### **contract length:**

30/9/2013.

### **6. Description and labelling of groups or sections of supply items, if allowed in the bidding process**

Bidder can apply for more than one market.

### **7. Eligibility requirements for companies, proof of eligibility and monetary value of such proof, if available**

#### **A. Legal and commercial eligibility proofs:**

- Name of eligibility proof: Company register or other appropriate proof ,
- authorisation, agreement and similar proof if necessary to carry out relevant work in target country .
- Name of issuing body: appropriate Courts, Companies House, or other appropriate bodies.
- Value indicators of eligibility: the bidder shall prove that they are registered for the trade they are applying for.
- If the proof of eligibility is not issued in the country where the company is based, bidders are required to submit an accompanying statement signed and stamped by the appropriate governing body.

#### **B. Criminal checks:**

- Name of eligibility proof: Signed statement certified by the notary public or other governing body with which the bidder will prove the following (**Appendix 1**): that the economic operator or their representative is/are not subject to non-appealable sentencing for criminal actions with a conspiracy to commit criminal actions, accepting bribery in conducting business, offering bribery in conducting business, abuse of power, abuse of power in the public sector, illegal brokering, accepting bribery, offering bribery, fraud, computer fraud, fraud in conducting business or concealing illegal funds; or for such criminal actions as defined by the country of the economic operator, that is appropriate proof of the home country if the bidder is registered outside the Republic of Croatia.
- Name of issuing body: a person authorized to represent the economic operator on behalf of themselves and the economic operator shall provide a signed statement certified by the notary public or other relevant body of the Head Office country, or relevant body of the Head Office country if such evidence is issued in that country.

### C. Financial eligibility proof:

#### Credit rating

- Name of eligibility proof: statement issued by relevant tax body confirming credit rating, or a corresponding document of the governing body of the bidders registered country,
- Name of issuing body: Ministry of Finance - Inland Revenue, or appropriate governing body in registered Country,
- Value indicators of eligibility: the bidder must demonstrate that they have fulfilled all tax, pension and national insurance requirements. This eligibility proof should be no more than thirty (30) days old than the application and it should be issued by the governing body in the registered country.

#### Solvency

- Name of eligibility proof: Forms BON 1 and BON 2 (i.e. SOL 2) and profit and loss accounts for the last three financial years.
- Name of issuing body: Financial Agency (FINA) for BON 1 and BON 2 (or SOL 2) or an appropriate banking, financial institution or body if the bidder is registered outside the Republic of Croatia, and profit and loss account signed and stamped by the bidder.
- Value indicators of eligibility: the bidder or group of bidders must prove that their average annual income over the last three years is equal to or higher than 7,000,000.00 HRK.

#### Bid bond

- Name of financial eligibility proof: Bid bond.  
As a bid bond, the bidder should submit a bank guarantee payable to the Client at "first call" and "without prejudice" in the amount of 10% (ten per cent) of the budget value for each of the markets for which the bidder is applying for, or a personal bond in the amount of 10% (ten per cent) of the budget value for each of the markets for which they are applying for, the form and content of which should be in accordance with the Rules on Bond Form and Content (Official Gazette, No. 16/2011), and solemnized by the notary public.  
A bid bond shall be payable in case the bidder withdraws their Proposal during the delivery period.  
A bid bond shall form an integral part of the Proposal, and must not be damaged, pierced or punched, but enclosed in a transparent plastic folder so that it can be returned to the bidder.  
A bid bond shall be activated in case the bidder withdraws their Proposal during the delivery period, or submits untrue or insufficient eligibility evidence, or fails to submit bid bonds, professional liability insurance guarantees or refuses to sign the contract if successful.
- Should the bidder agree to the Client's request to extend the Proposal period, bid bonds shall be extended to cover the newly extended period.
- The Client shall return all bid bonds to bidders within 30 days of their Decision.

#### Contract performance guarantee

- Name of financial eligibility proof: The acting party must submit a Contract performance guarantee to the Client when signing the Contract. Contract performance guarantee must be submitted when signing the contract in the form of a Bank Guarantee, payable to the Client at "first call" and "without prejudice" in the amount of 100% (one hundred per cent) of the budget value for each market the bidder is applying for, or a personal bond in the amount of 100% (one hundred per cent) of the budget value for each market the bidder is applying for in accordance with the Rules on Bond Form and Content (Official Gazette, No. 16/2011), solemnized by the notary public.

Contract performance guarantee shall be **enforced** in the following situations:

- If the bidder does not reply to every email sent by the Croatian National Tourist Board or their representative Office within 24 hours, Contract performance Guarantee shall be enforced in the amount of 5% of the total value of the Contract.
- If the number of impressions on each website is less than 90% planned for the month which is being invoiced, Contract performance guarantee shall be enforced in the amount of 5% of the total value of the Contract.
- If the cumulative number of realized impressions per market is lower than 97% of the planned number, Contract performance guarantee shall be enforced in its entirety.
- In case the bidder realizes less than 50% of the planned impressions number in total for the market and campaign, Contract performance guarantee shall be enforced in its entirety.
- In case the bidder realizes from 50-75% of the planned number of impressions in total for the market and campaign, Contract performance guarantee shall be enforced in the amount of 75% of the total value of the Contract.
- In case the bidder realizes from 75-97% of the planned number of impressions in total for the market and campaign, Contract performance guarantee shall be enforced in the amount of 50% of the value of the Contract.
- In case the bidder does not allow online access to the AdServer online interface, Contract performance guarantee shall be enforced in its entirety.

Contract performance guarantee cannot be shorter in time than the time period defined by the Contract.

#### Other proofs

- If there is a legitimate reason why the bidder is unable to provide eligibility proofs from Article 7, the bidder can submit other forms of proof so long as that proof has the same strength as the documents required in Article 7.

## 8. Proposal style and format, and delivery methods

### A. Proposal style and format

- Proposal has to be prepared as defined in the Bidding Documentation
- Proposal must be bound together including the bond, bearing a stamp on the back.
- The text in the bidding document must not be changed or altered.
- All pages in the Proposal shall be numbered throughout.
- Proposal should be written in permanent ink.
- Corrections in the Proposal must be made in a way that it is clear and easy to prove that they are corrections, bearing the date the correction was made, and stamp and signature of the relevant person.

### B. Proposal content:

**Proposal should include the following completed and signed and stamped documents:**

- a completed Proposal form and a cost estimate (Appendix 2. Bidding documentation), both printed and in electronic form - complete and sent only for markets the bidder is applying for,
- eligibility proofs,
- detailed advertising plan,
  - detailed advertising plan that includes a table with precise budget distribution and a term plan, as required in the bidding documentation (*table 2* and *table 3* for every country the bidder is applying for).
- description of the methodology of managing the advertising campaign.
- description of campaign monitoring by the Croatian National Tourist Board.
- Description of proof of spent funds.
- Expert CVs for those involved in the campaign.
- a list of all relevant parts and/or amendments of the Proposal.
- any other information required by the bidding documentation.

**Bidder is required to submit all the proofs listed in Article 7, and the lack of submitting such proof will be seen as unacceptable and will make the Proposal inadmissible. Eligibility proofs from Article 7 have to be originals or certified copies, certified by the notary public or relevant governing bodies.**

### C. Proposal delivery:

Proposal shall be delivered in writing, in a sealed envelope with the name and address of the bidder, and stating the following

**"procedure implementation for online advertising services ev. no. 29/13 - do not open"**

and any other information relating to the bidding documentation. Bidders can amend, expand or withdraw their Proposal in writing on a signed document within the delivery time frame. Any amendments to the Proposal shall be delivered in the same way as the main proposal.

In addition to the written Proposal, bidder is required to submit a Proposal in electronic form together with completed tables provided by the Croatian National Tourist Board in electronic format. Bidders who fail to submit completed tables in electronic form shall not be assessed.

**Contact department for bidding enquiries:**

Internet Department, Head Office, Croatian National Tourist Board,  
Email: [web@htz.hr](mailto:web@htz.hr)  
Tel: +385 1 4699362

**9. Admissibility of proposals in electronic form**

Proposals should also be submitted in electronic form.

**10. Admissibility of alternative proposals**

Alternative proposals are inadmissible.

**11. Payment methods, conditions and time frames**

Payment shall be made within 30 days from the completion of services. There are no advance payments.

**12. Proposal validity time**

60 days from the start of the bidding process.

**13. Proposal selection criteria:**

The best proposals shall be judged in accordance with Croatian National Tourist Board's calculations based on Article 4. of the Bidding documentation.

**14. language or languages of the Proposal or its parts:** Croatian and English.

**15. date, time and place for submitting and opening of Proposals**

The final deadline for submitting the Proposals is 15.02.2013 at 12pm, at the Head Office of the Croatian National Tourist Board, Iblerov trg 10/IV, Zagreb.

**16. decision time on accepting or cancelling proposals**

30 days from the end date for submitting the proposal.

**17. availability of bidding documentation**

Bidding documentation is available online at [www.croatia.hr](http://www.croatia.hr). Final deadline for collecting documentation is: 15.02.2013 at 12pm.

Proposals shall be opened on 15.02.2012 at 12pm at the Head Office of the Croatian National Tourist Board, Iblerov trg 10/IV, Zagreb.

**Croatian National Tourist Board  
Head Office**

**Appendix 1.**

Pursuant to Invitation to bid by the Head Office of the Croatian National Tourist Board, I hereby make the following

**STATEMENT**

I, \_\_\_\_\_  
(name and surname)

from \_\_\_\_\_ do hereby declare that there are no circumstances which

would be contrary to Article 8 of the Bidding documentation of the Head Office of the Croatian National Tourist Board, or the economic operator represented by me, and myself as a person authorized to represent an economic operator are not subject to non-appealable sentencing for criminal actions with a conspiracy to commit criminal actions, accepting bribery in conducting business, offering bribery in conducting business, abuse of power, abuse of power in the public sector, illegal brokering, accepting bribery, offering bribery, fraud, computer fraud, fraud in conducting business or concealing illegal funds; or for such criminal actions as defined by the country of the economic operator.

I make this statement myself, as a person authorized to represent a legal entity.

\_\_\_\_\_  
(company)

based in \_\_\_\_\_ and for legal entity.

In \_\_\_\_\_, on \_\_\_\_\_ 2013.

\_\_\_\_\_  
(signature certified to be true by the notary public or another governing body)

**Appendix 2. Bidding documentation**  
**Bidding Form**  
**Offer/bid for Online advertising**

Name of bidder	
Address of bidder	
Registered number	
Identification number	
Tel.	
Fax	
Email	
Person in charge	
Contact person	
Bid valid until:	

The bidder is responsible for completing the tables according to countries and websites in the provided tables - **complete only for countries that you are bidding on**

SIGNED

## AUSTRIA

Austria						
1.	2.	3.	4.	5.	6.	7.
URL/website	Website value index	Page	Size	IMPR	CPM	PRICE/HRK
orf.at	100,00	ROS	300x250			
herold.at	85,80	ROS	300x250			
gmx.at	81,33	ROS	300x250			
oe24.at	78,09	ROS	300x250			
derstandard.at	61,88	ROS	300x250			
krone.at	60,19	ROS	300x250			
kleinezeitung.at	55,25	ROS	300x250			
kurier.at	53,09	ROS	300x250			
news-network.at	52,78	ROS	300x250			
diepresse.com	50,00	ROS	300x250			
<b>TOTAL:</b>						<b>798.000,00</b>

Table 1

Period	Number of days	Total budget percentage/HRK
01.03.2013. – 31.03.2013.	31	16,5
01.04.2013. – 30.04.2013.	30	33
01.05.2013. – 31.05.2013.	31	34
01.06.2013. – 15.06.2013.	15	16,5
<b>TOTAL:</b>	<b>107</b>	<b>100%</b>

Table 2

Time of day/ hour	Distribution percentage %
00:00 – 08:00	-
08:00 – 12:00	-
12:00 – 16:00	50
16:00 – 20:00	50
20:00 – 00:00	-
<b>TOTAL:</b>	<b>100%</b>

Table 3



## GERMANY

Germany						
1.	2.	3.	4.	5.	6.	7.
URL/website	Website value index	Page	Size	IMPR	CPM	PRICE/HRK
t-online.de	100,00	Naslovnica	300x250			
gutefrage.net	84,62	Naslovnica	300x250			
web.de	75,91	Naslovnica	300x250			
bild.de	70,22	Naslovnica	300x250			
gmx.de	69,25	Naslovnica	300x250			
spiegel.de	66,22	Naslovnica	300x250			
chefkoch.de	63,92	Naslovnica	300x250			
wetter.com	61,62	Naslovnica	300x250			
meinstadt.de	61,50	Naslovnica	300x250			
holidaycheck.de	50,00	Naslovnica	300x250			
<b>TOTAL:</b>						<b>1.995.000,00</b>

Table 1

Period	Number of days	Total budget percentage/HRK
01.03.2013. – 31.03.2013.	31	20
01.04.2013. – 30.04.2013.	30	20
01.05.2013. – 31.05.2013.	31	20
01.06.2013. – 15.06.2013.	15	20
01.09.2013. – 15.09.2013.	15	20
<b>TOTAL:</b>	<b>122</b>	<b>100%</b>

Table 2

Time of day/hour	Distribution percentage %
00:00 – 08:00	-
08:00 – 12:00	20
12:00 – 16:00	30
16:00 – 20:00	50
20:00 – 00:00	-
<b>TOTAL:</b>	<b>100%</b>

Table 3

## ITALY

Italy						
1.	2.	3.	4.	5.	6.	7.
URL/website	Website value index	Page	Size	IMPR	CPM	PRICE/HRK
ebay.it	100,00	Naslovnica	728x90			
libero.it	68,75	Naslovnica	728x90			
virgilio.it	66,88	Naslovnica	300x250			
yahoo.it	63,13	Naslovnica	300x250			
lastminute.com	60,00	Naslovnica	300x250			
viaggi.repubblica.it	56,88	Kanal Viaggi	300x250			
viaggi.corriere.it	55,63	Kanal Viaggi	300x250			
ilsole24ore.it	50,00	Naslovnica	300x250			
<b>TOTAL:</b>						<b>1.491.500,00</b>

Table 1

Period	Number of days	Total budget percentage/HRK
01.04.2013. – 30.04.2013.	30	20
01.05.2013. – 31.05.2013.	31	50
01.06.2013. – 15.06.2013.	15	30
<b>TOTAL:</b>	<b>76</b>	<b>100%</b>

Table 2

Time of day/ hour	Distribution percentage %
00:00 – 08:00	-
08:00 – 12:00	60
12:00 – 16:00	-
16:00 – 20:00	30
20:00 – 00:00	10
<b>TOTAL:</b>	<b>100%</b>

Table 3

## SLOVENIA

Slovenija						
1.	2.	3.	4.	5.	6.	7.
URL/website	Website value index	Page	Size	IMPR	CPM	PRICE/HRK
24ur.com	100,00	Naslovnica	300x250			
najdi.si	84,68	Naslovnica	300x250			
rtvslo.si	79,84	Naslovnica	300x250			
bolha.com	78,23	Naslovnica	300x250			
vreme.net	71,77	Naslovnica	300x250			
zurnal24.si	71,77	Naslovnica	728x90			
zadovoljna.si	68,55	Naslovnica	300x250			
avto.net	66,94	Naslovnica	300x250			
bibaleze.si	62,10	Naslovnica	300x250			
okusno.je	56,45	Naslovnica	300x250			
finance.si	52,42	Naslovnica	300x250			
ringaraja.net	50,00	Naslovnica	300x250			
avtokampi.si	50,00	Naslovnica	300x250			
adrialog.com	50,00	Naslovnica	300x250			
alaris.si	50,00	Naslovnica	300x250			
<b>TOTAL:</b>						<b>798.000,00</b>

Table 1

Period	Number of days	Total budget percentage/HRK
01.03.2013. – 31.03.2013.	31	40
01.04.2013. – 30.04.2013.	30	25
01.05.2013. – 31.05.2013.	31	25
01.06.2013. – 15.06.2013.	15	10
<b>TOTAL:</b>	<b>107</b>	<b>100%</b>

Table 2

Time of day/ hour	Distribution percentage %
00:00 – 08:00	-
08:00 – 12:00	25
12:00 – 16:00	25
16:00 – 20:00	25
20:00 – 00:00	25
<b>TOTAL:</b>	<b>100%</b>

Table 3

## NETHERLANDS

Netherlands						
1.	2.	3.	4.	5.	6.	7.
URL/website	Website value index	Page	Size	IMPR	CPM	PRICE/HRK
telegraaf.nl	100,00	Naslovnica	300x250			
elsevier.nl	65,86	Naslovnica	300x250			
zoover.nl	52,50	Naslovnica	300x250			
vakantie.nl	50,00	Naslovnica	300x250			
<b>TOTAL:</b>						<b>665.000,00</b>

Table 1

Period	Number of days	Total budget percentage/HRK
01.03.2013. – 29.03.2013.	29	66,5
27.05.2013. – 31.05.2013.	5	15
01.06.2013. – 28.06.2013.	28	18,5
<b>TOTAL:</b>	<b>62</b>	<b>100%</b>

Table 2

Time of day/hour	Distribution percentage %
00:00 – 08:00	-
08:00 – 12:00	50
12:00 – 16:00	40
16:00 – 20:00	10
20:00 – 00:00	
<b>TOTAL:</b>	<b>100%</b>

Table 3

## FRANCE

France						
1.	2.	3.	4.	5.	6.	7.
URL/website	Website value index	Page	Size	IMPR	CPM	PRICE/HRK
www.lemonde.fr	100,00	Naslovnica	300x250			
www.tempsreel.nouvelobs.com	96,72	Naslovnica	300x250			
www.leparisien.fr	71,31	Naslovnica	300x250			
www.opodo.fr	54,10	Naslovnica	300x250			
www.govoyages.com	52,46	Naslovnica	300x250			
www.tripadvisor.fr	52,46	Naslovnica	300x250			
www.routard.com	50,00	Naslovnica	300x250			
<b>TOTAL:</b>						<b>617.500,00</b>

Table 1

Period	Number of days	Total budget percentage/HRK
01.03.2013. – 31.03.2013.	31	45
01.04.2013. – 30.04.2013.	30	30
01.05.2013. – 31.05.2013.	31	25
<b>TOTAL:</b>	<b>92</b>	<b>100%</b>

Table 2

Time of day/ hour	Distribution percentage %
00:00 – 08:00	0
08:00 – 12:00	10
12:00 – 16:00	20
16:00 – 20:00	30
20:00 – 00:00	40
<b>TOTAL:</b>	<b>100%</b>

(opodo, govoyages,routard,tripadvisor)

Time of day/ hour	Distribution percentage %
00:00 – 08:00	0
08:00 – 12:00	40
12:00 – 16:00	25
16:00 – 20:00	35
20:00 – 00:00	0
<b>TOTAL:</b>	<b>100%</b>

(lemonde, leparisien, tempsreel.nouvelobs)

Table 3

## CZECH REPUBLIC

Czech Republic						
1.	2.	3.	4.	5.	6.	7.
URL/website	Website value index	Page	Size	IMPR	CPM	PRICE/HRK
www.seznam.cz	100,00	Naslovnica	300x250			
www.novinky.cz	71,18	Naslovnica	300x250			
www.aktualne.cz	69,67	Naslovnica	300x250			
www.super.cz	62,16	Naslovnica	300x250			
www.stream.cz	51,63	Naslovnica	300x250			
www.idnes.cz	50,25	Naslovnica	300x300			
www.centrum.cz	50,00	Naslovnica	300x250			
<b>TOTAL:</b>						<b>950.000,00</b>

Table 1

Period	Number of days	Total budget percentage/HRK
01.03.2013. – 31.03.2013.	31	30
01.04.2013. – 30.04.2013.	30	30
01.05.2013. – 31.05.2013.	31	25
01.06.2013. – 15.06.2013.	15	15
<b>TOTAL:</b>	<b>107</b>	<b>100%</b>

Table 2

Time of day/ hour	Distribution percentage %
00:00 – 08:00	5
08:00 – 12:00	25
12:00 – 16:00	20
16:00 – 20:00	25
20:00 – 00:00	25
<b>TOTAL:</b>	<b>100%</b>

Table 3

## SLOVAKIA

Slovakia						
1.	2.	3.	4.	5.	6.	7.
URL/website	Website value index	Page	Size	IMPR	CPM	PRICE/HRK
zoznam.sk	100,00	Naslovnica	300x300			
sme.sk	94,52	Naslovnica	300x300			
azet.sk	91,10	Naslovnica	300x300			
topky.sk	77,40	Naslovnica	300x300			
atlas.sk	58,22	Naslovnica	300x300			
cas.sk	50,00	Naslovnica	300x300			
<b>TOTAL:</b>						<b>665.000,00</b>

Table 1

Period	Number of days	Total budget percentage/HRK
15.04.2013. – 30.04.2013.	16	15
01.05.2013. – 31.05.2013.	31	30
01.06.2013. – 30.06.2013.	30	30
01.07.2013. – 31.07.2013.	31	10
01.08.2013. – 15.08.2013.	15	10
01.09.2013. – 10.09.2013.	10	5
<b>TOTAL:</b>	<b>133</b>	<b>100%</b>

Table 2

Time of day/ hour	Distribution percentage %
00:00 – 08:00	-
08:00 – 12:00	10
12:00 – 16:00	40
16:00 – 20:00	20
20:00 – 00:00	30
<b>TOTAL:</b>	<b>100%</b>

Table 3

## BELGIUM

Belgium						
1.	2.	3.	4.	5.	6.	7.
URL/website	Website value index	Page	Size	IMPR	CPM	PRICE/HRK
hln.be	100,00	Putovanja, vremenska prognoza	300x600			
knack.be	66,89	ROS	300x250			
standaard.be	50,00	ROS	300x250			
<b>TOTAL:</b>						<b>237.500,00</b>

Table 1

Period	Number of days	Total budget percentage/HRK
01.03.2013. – 31.03.2013.	31	100%
<b>TOTAL:</b>		<b>100%</b>

Table 2

Time of day/ hour	Distribution percentage %
00:00 – 08:00	-
08:00 – 12:00	50
12:00 – 16:00	-
16:00 – 20:00	-
20:00 – 00:00	50
<b>TOTAL:</b>	<b>100%</b>

Table 3



**POLAND**

<b>Poland</b>						
1.	2.	3.	4.	5.	6.	7.
URL/website	Website value index	Page	Size	IMPR	CPM	PRICE/HRK
www.onet.pl	100,00	Gornja polovica naslovnice	300x250			
www.wp.pl	90,10	Gornja polovica naslovnice	300x250			
www.gazeta.pl	50,00	Gornja polovica naslovnice	300x250			
<b>TOTAL:</b>						<b>1.536.150,00</b>

Table 1

Period	Number of days	Total budget percentage/HRK
18.03.2013. – 29.03.2013.	12	15
15.04.2013. – 26.04.2013.	12	25
06.05.2013. – 24.05.2013.	19	25
03.06.2013. – 15.06.2013.	13	15
19.08.2013. – 31.08.2013.	13	15
01.09.2013. – 14.09.2013.	14	5
<b>TOTAL:</b>	<b>83</b>	<b>100%</b>

Table 2

Time of day/ hour	Distribution percentage %
00:00 – 08:00	0
08:00 – 12:00	50
12:00 – 16:00	20
16:00 – 20:00	20
20:00 – 00:00	10
<b>TOTAL:</b>	<b>100%</b>

Table 3

## SWITZERLAND

Switzerland						
1.	2.	3.	4.	5.	6.	7.
URL/website	Website value index	Page	Size	IMPR	CPM	PRICE/HRK
search.ch	100,00	Naslovnica	160x600			
bluewin.ch	98,78	Naslovnica	980x300			
blick.ch	67,53	ROS	994x118			
sbb.ch	64,94	Naslovnica	300x600			
20min.ch	61,43	ROS	940x300			
ebookers.ch	50,00	Naslovnica	300x250			
travel.ch	50,00	Naslovnica	468x60			
<b>TOTAL:</b>						<b>545.300,00</b>

Table 1

Period	Number of days	Total budget percentage/HRK
15.03.2013. – 31.03.2013.	17	15
08.04.2013. – 30.04.2013.	23	30
06.05.2013. – 31.05.2013.	26	20
01.06.2013. – 15.06.2013.	15	20
15.08.2013. – 31.08.2013.	17	15
<b>TOTAL:</b>	<b>98</b>	<b>100%</b>

Table 2

Time of day/ hour	Distribution percentage %
00:00 – 08:00	0
08:00 – 12:00	20
12:00 – 16:00	30
16:00 – 20:00	40
20:00 – 00:00	10
<b>TOTAL:</b>	<b>100%</b>

Table 3

## SPAIN

Spain						
1.	2.	3.	4.	5.	6.	7.
URL/website	Website value index	Page	Size	IMPR	CPM	PRICE/HRK
www.hola.com	100,00	Naslovnica	300x250			
www.edreams.es	85,47	Naslovnica	300x250			
www.rumbo.es	76,16	Naslovnica	300x250			
www.lavanguardia.com	63,95	Naslovnica	300x250			
http://elpais.com	50,29	Naslovnica	300x250			
www.elmundo.es	50,00	Naslovnica	300x250			
<b>TOTAL:</b>						<b>532.000,00</b>

Table 1

Period	Number of days	Total budget percentage/HRK
11.03.2013. – 15.03.2013.	5	10
08.04.2013. – 12.04.2013.	5	
15.04.2013. – 19.04.2013.	5	15
22.04.2013. – 26.04.2013.	5	
06.05.2013. – 10.05.2013.	5	
20.05.2013. – 24.05.2013.	5	25
27.05.2013. – 31.05.2013.	5	
03.06.2013. – 07.06.2013.	5	
17.06.2013. – 28.06.2013.	12	30
01.07.2013. – 05.07.2013.	5	10
09.09.2013. – 13.09.2013.	5	10
<b>TOTAL:</b>	<b>62</b>	<b>100%</b>

Table 2

Time of day/ hour	Distribution percentage %
00:00 – 08:00	0
08:00 – 12:00	50
12:00 – 16:00	20
16:00 – 20:00	20
20:00 – 00:00	10
<b>TOTAL:</b>	<b>100%</b>

Table 3

## GREAT BRITAIN

Great Britain						
1.	2.	3.	4.	5.	6.	7.
URL/website	Website value index	Page	Size	IMPR	CPM	PRICE/HRK
dailymail.co.uk	100,00	Naslovnica	300x250			
guardian.co.uk	84,66	Naslovnica	300x250			
telegraph.co.uk	80,97	Naslovnica	300x250			
thesun.co.uk	71,02	Naslovnica	300x250			
lastminute.com	60,51	Naslovnica	300x250			
travel.yahoo.com	54,55	Naslovnica	300x250			
lonelyplanet.com	52,56	Naslovnica	300x250			
expedia.com	50,57	Naslovnica	300x250			
cntraveller.com	50,00	Naslovnica	300x250			
<b>TOTAL:</b>						<b>328.700,00</b>

Table 1

Period	Number of days	Total budget percentage/HRK
01.03.2013. – 31.03.2013.	31	35
01.04.2013. – 30.04.2013.	30	20
01.05.2013. – 31.05.2013.	31	15
01.06.2013. – 15.06.2013.	15	10
15.08.2013. – 31.08.2013.	17	5
01.09.2013. – 30.09.2013.	30	15
<b>TOTAL:</b>	<b>154</b>	<b>100%</b>

Table 2

Time of day/ hour	Distribution percentage %
00:00 – 08:00	10
08:00 – 12:00	20
12:00 – 16:00	20
16:00 – 20:00	30
20:00 – 00:00	20
<b>TOTAL:</b>	<b>100%</b>

Table 3

## SWEDEN

Sweden						
1.	2.	3.	4.	5.	6.	7.
URL/website	Website value index	Page	Size	IMPR	CPM	PRICE/HRK
www.aftonbladet.se	100,00	Travel section	300x250			
www.expressen.se	70,73	Travel section	300x250			
www.resguiden.se	50,00	Naslovnica	300x300			
<b>TOTAL:</b>						<b>350.000,00</b>

Table 1

Period	Number of days	Total budget percentage/HRK
01.03.2013. – 31.03.2013.	31	85
25.08.2013. – 31.08.2013.	7	7
01.09.2013. - 08.09.2013.	8	8
<b>TOTAL:</b>	<b>46</b>	<b>100%</b>

Table 2

Time of day/ hour	Distribution percentage %
00:00 – 08:00	-
08:00 – 12:00	-
12:00 – 16:00	-
16:00 – 20:00	40
20:00 – 00:00	60
<b>TOTAL:</b>	<b>100%</b>

Table 3

## NORWAY

Norway						
1.	2.	3.	4.	5.	6.	7.
URL/website	Website value index	Page	Size	IMPR	CPM	PRICE/HRK
www.vg.no	100,00	Travel Section	360x300			
www.finn.no	56,47	Naslovnica	240x300			
www.dagbladet.no	55,92	Travel Section	980x150			
www.restplatss.no	50,00	Naslovnica	160x600			
<b>TOTAL:</b>						<b>290.000,00</b>

Table 1

Period	Number of days	Total budget percentage/HRK
01.03.2013. – 31.03.2013.	31	85
25.08.2013. – 31.08.2013.	7	7
01.09.2013. - 08.09.2013.	8	8
<b>TOTAL:</b>	<b>46</b>	<b>100%</b>

Table 2

Time of day/hour	Distribution percentage %
00:00 – 08:00	-
08:00 – 12:00	-
12:00 – 16:00	-
16:00 – 20:00	40
20:00 – 00:00	60
<b>TOTAL:</b>	<b>100%</b>

Table 3

## DENMARK

Denmark						
1.	2.	3.	4.	5.	6.	7.
URL/website	Website value index	Page	Size	IMPR	CPM	PRICE/HRK
www.ekstrabladet.dk	100,00	Travel Section	300x250			
www.bt.dk	92,31	Travel Section	300x250			
www.rejseliv.dk	53,85	Naslovnica	300x250			
www.camping.dk	50,00	Naslovnica	150x240			
<b>TOTAL:</b>						<b>290.000,00</b>

Table 1

Period	Number of days	Total budget percentage/HRK
01.03.2013. – 31.03.2013.	31	85
25.08.2013. – 31.08.2013.	7	7
01.09.2013. - 08.09.2013.	8	8
<b>TOTAL:</b>	<b>46</b>	<b>100%</b>

Table 2

Time of day/ hour	Distribution percentage %
00:00 – 08:00	-
08:00 – 12:00	-
12:00 – 16:00	-
16:00 – 20:00	40
20:00 – 00:00	60
<b>TOTAL:</b>	<b>100%</b>

Table 3

## FINLAND

Finland						
1.	2.	3.	4.	5.	6.	7.
URL/website	Website value index	Page	Size	IMPR	CPM	PRICE/HRK
www.iltasanomat.fi	100	Naslovnica	300x200			
www.iltalehti.fi	50	Naslovnica	300x250			
<b>TOTAL:</b>						<b>248.000,00</b>

Table 1

Period	Number of days	Total budget percentage/HRK
01.03.2013. – 31.03.2013.	31	85
25.08.2013. – 31.08.2013.	7	7
01.09.2013. - 08.09.2013.	8	8
<b>TOTAL:</b>	<b>46</b>	<b>100%</b>

Table 2

Time of day/ hour	Distribution percentage %
00:00 – 08:00	-
08:00 – 12:00	-
12:00 – 16:00	-
16:00 – 20:00	40
20:00 – 00:00	60
<b>TOTAL:</b>	<b>100%</b>

Table 3