



Media Insertion Order 2022-04-215UT-3612022

Bill To Account:
KAUNAS IN VŠĮ
A. Mickevičiaus g. 58
Kaunas, LT-44244
Lithuania

Advertiser: KAUNAS IN VŠĮ
Date: 4/21/2022
Proposal Name: EU Kaunas Native Q2
2022
Sojern Order Number: Q-28741
Currency: EUR

Send Invoice to:
zygimantas@kaunasin.lt
info@kaunasin.lt

Billing Contact:
Zygimantas Gudisauskas
A. Mickevičiaus g. 58
Kaunas, LT-44244
Lithuania

Campaign Start: 5/2/2022
Campaign End: 6/30/2022
Customer PO Ref:
Payment Terms: Net 30

Line Items:

Line Item	Start Date	End Date	Type	Quantity	Net Rate	Total
Native - CPM_DE, UK, FI, PL - Travel Intent to LT & competitors	5/2/2022	6/30/2022	CPM	1,818,000	€5.50	€9,999.00
Total						€9,999.00

Terms and Conditions

By executing this Insertion Order, the Parties hereto agree to be bound by the IAB Standard Terms and Conditions for Internet Advertising for Media Buys One Year or Less, Version 3.0 found at https://www.iab.com/wp-content/uploads/2015/06/IAB_4As-tsandcs-FINAL.pdf and the Sojern Advertising Policy found at <https://www.sojern.com/advertising-policy/> (collectively the "Terms and Conditions"). The Parties acknowledge and agree that this Insertion Order (including the Terms and Conditions and the Cover Page) shall be binding on both parties when signed on behalf of each Party and delivered to the other Party (which delivery may be accomplished by electronic delivery of the signature pages hereto).

If Advertiser or Agency (as applicable) elects to establish an online Client Account with Media Company, Advertiser/Agency agrees to provide accurate and truthful information when establishing such Client Account and to keep such information current. Advertiser/Agency shall be responsible for all activity that occurs in its Client Account. Information made available in the Client Account is Confidential Information (as defined in the Terms and Conditions).

All IOs will be governed by the laws of England and Wales, and any claims, legal proceedings, or litigation arising in connection with the IO (including these Terms) will be brought solely in the courts thereof.



Contact	Name	Email	
Sales:	Natalia Sokal	natalia.sokal@sojern.com	Sojern, Ltd 5 St John's Ln, 3rd Floor Farringdon, London EC1M 4BH, United Kingdom
Account Manager:	Fabiola Taracena	fabiola.taracena@sojern.com	
Accounting:	Chandni Bist	accounting@sojern.com	

Sojern, Ltd	KAUNAS IN VA
Andrew Dolan (Apr 21, 2022 09:00 GMT+1)	Tadas Stankevičius (Apr 21, 2022 10:27 GMT+3)
By: Andrew Dolan (Signature)	By: Tadas Stankevičius (Signature)
Print: Senior Manager (Print or Type)	Print: Director (Print or Type)
Title: Senior Manager (Print or Type)	Title: Director (Print or Type)
Date: Apr 21, 2022	Date: Apr 21, 2022



Campaign	Kaunas IN
Flight	2 months
Markets	Poland, Germany, UK, Finland
Budget	€9 999,00
Offer valid until	2022-04-30
Campaign objective	Raise awareness and trip consideration to Kaunas and drive quality traffic to the website.

Buy							Delivery			
Markets	Network	Targeting	Flight	Channels	KPI Goal (Objective)	CTR Benchmark	Rate Card CPM	Discounted CPM	Impressions	Total gross
Germany (DE ads)	All devices	PROSPECTING STRATEGY: + High propensity Lithuania and Kaunas lookers + Lookers: Leisure city-breakers searching for competitive destinations in Eastern Europe - Google Audiences based on Kaunas audience personas, ie. Outdoor Enthusiasts, Foodies, Art & Theater Aficionados, Travel Buffs, Shoppers, etc RETARGETING STRATEGY: Users who visited the website or have engaged with the campaign but have not yet booked a trip to the destination.	2 months	Native	Cost per Land < 7€	0,15%	€6,25	€5,50	909 091	€5 000,00
UK, Finland, Poland (EN ads)									908 909	€4 999,00
Total									#####	€9 999,00



Notes:

Creative lines: max. 2 per language
 Frequency 3 - 5 per user
 Attribution model: 30 day post view + 30 days post click
 DBM for brand safety inventory control

Client Sign Off -----