



CAMPAIGN:
PERIOD:

Media type
OOH
DOOH
Digital

Perelepitus - Sügis 2024
14.10-14.11.2024

Channel / format
Valgusvitriinid ja bussiootepaviljonid üle Tallinna lasteasutuste läheduses (20 tk)
Selveri kauplused üle Eesti (54 kauplust / 184 ekraani); Viru keskuse siseekraanid (14 ekraani)
Delfi EE mobile (Kroonika, Naisteka väljaanded, capping 3, sisubänner 1-3 positsioon; Delfi RU mobile - kogu keskkond, capping 3; Õhtuleht - kogu keskkond, capping 3

2024		Oktober			November	
Lang.	Mon	14	21	28	04	11
	Tue	15	22	29	05	12
	Wed	16	23	30	06	13
	Thu	17	24	31	07	14
	Fri	18	25	01	08	15
	Sat	19	26	02	09	16
	Sun	20	27	03	10	17
	W	42	43	44	45	46
EE			20	20	F	
EE			198	198		
EE/RU						

CLIENT: TRICKSTER
CAMPAIGN: PERELEPITUS
PERIOD: 21.10 - 10.11.2024



CITY	LOCATION	URL	NUMBER OF CLIPS IN HOUR	LENGTH	SIZE / RESOLUTION	NUMBER OF SCREENS	NUMBER OF ACTIVE DAYS	OTS DURING CAMPAIGN PERIOD	2024							2024							2024																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
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Plan valid until:
Deadline for layouts: 14.10.2024

Prices and discount apply only to the volumes and conditions indicated in the plan.
Only approved proposals/plans will be executed.

Eurosize planeering: Lasteaedade, koolide (pigem alg- ja põhikoolide) läheduses + Onnepalee juures

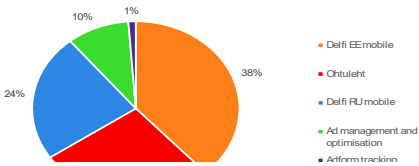
F (filler) - JCDcaux eksponeerib kampaaniat vabade asukohtade olemasolul

Client: Pereleptus
Brand: Pereleptus
Product: Pereleptus
Project: KVR264
TG: Kõik 25+
From: 14.10.2024
To: 14.11.2024



Publisher	Placement	Device	Format Type	Layout	Banner size (pix)	Language	Buying model	Total units	Total impressions ('000)	Total clicks
Digital media										
Delfi EE mobile	Kroonika, Naisteka väljaanded, capping 3, sisubänner 1-3 positsioon	Mobile	Banner	Sisubänner 3D kuubik	3-5x 600x500	EE	CPM	588	588	1 176
Delfi RU mobile	Kogu keskkond, capping 3	Mobile	Banner	Sisubänner 3D kuubik	3-5x 600x500	RU	CPM	378	378	756
Ohtuleht	Kogu keskkond, capping 3	Cross-device	Banner	Nurgabänner	300x250	EE	CPM	300	300	600
Digital media total										
Management, setup, production, etc.										
Ad management and optimisation	Kampaania seadistamine, raporteerimine ja optimeerimine	-	-	-	-	-	Hours	5		
Adform tracking	Delfi, Ohtuleht tracking	-	-	-	-	-	CPM	1 266		
Management total										
Totals										
									1 266	2 532

Designs	
Code	Design
A	Pereleptus



Planned
Prognosis

Client: Pereleptus
Brand: Pereleptus
Product: Pereleptus
Project: KVR264
TG: K&K 25+
From: 14.10.2024
To: 14.11.2024



From date	To date	Publisher	Placement	Device	Language	Buying model	Total units	42							43							44							45							46						
								14.10.24	15.10.24	16.10.24	17.10.24	18.10.24	19.10.24	20.10.24	21.10.24	22.10.24	23.10.24	24.10.24	25.10.24	26.10.24	27.10.24	28.10.24	29.10.24	30.10.24	31.10.24	01.11.24	02.11.24	03.11.24	04.11.24	05.11.24	06.11.24	07.11.24	08.11.24	09.11.24	10.11.24	11.11.24	12.11.24	13.11.24	14.11.24			
Digital media								A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A														
	14.10.2024																																									
	14.10.2024																																									
	04.11.2024																																									
Digital media total																																										
Management, setup, production, etc																																										
	14.10.2024																																									
	14.10.2024																																									
Management total																																										
Totals																																										

Designs

Code	Design
A	Pereleptus

Client: Pereleplus
Brand: Pereleplus
Product: Pereleplus
Project: KVR264



1. Send landing page URL with materials!
2. To ensure smooth workflow, please provide all materials together, not one by one!
3. Banner file names have to contain size, channel and language specifications!

How to name files:
campaign_design/message_channel_size_language

Publisher	Placement	Device	Format Type	Layout	Language	Design	Banner size (pix)	Format	Size KB	Material deadline 12-09	Contact person	e-mail	Technical terms	Comments
Deif EE mobile	Kroonika, Naisleka väljandend, capping 3, sisubänner 1:3 positsioon	Mobile	Banner	Sisubänner 3D kuubik	EE	Pereleplus	3-5x 600x500	JPG or PNG	80 per banner	09.10.2024	Karolina Virkus	karolina.virkus@intensegroup.ee	https://showroom.deif.ee/mobile/cube	
Deif RU mobile	Kogu keskkond, capping 3	Mobile	Banner	Sisubänner 3D kuubik	RU	Pereleplus	3-5x 600x500	JPG or PNG	150	09.10.2024	Karolina Virkus	karolina.virkus@intensegroup.ee	https://showroom.deif.ee/mobile/cube	
Ohuleht	Kogu keskkond, capping 3	Cross-device	Banner	Nurgabänner	EE	Pereleplus	300x250	JPG or PNG	150	30.10.2024	Karolina Virkus	karolina.virkus@intensegroup.ee	https://www.ohulehtkujasus.ee/reklaam/veeb/lehtlised-4ngimused/	
DOH			Banner		EE	Pereleplus	1185x1750mm			14.10.2024	Rene Peekmann	rene.peekmann@intensegroup.ee		
DOH			Banner		EE	Pereleplus	1080x1920 px		10"	14.10.2024	Rene Peekmann	rene.peekmann@intensegroup.ee		

*Send landing page URL with materials!