

OFFERTA TECNICA

CAMPAGNA PROMOZIONALE DELLA REGIONE ABRUZZO MEDIANTE ATTIVITÀ PAID SOCIAL E ATTIVITÀ DI PROGRAMMATIC

**BRAND AWARENESS
PAID SOCIAL/PROGRAMMATIC
Sep-Dec 2024**

Channel	Tipologia Campagna	Sep'24	Oct'24	Nov'24	Dec'24	TOTAL Budget VAT NET NET	Note
Paid Social (Media)	Traffico	€500	€1.250	€1.250	€1.250	€4.250	Non è possibile boost post con formato Carosello. Ideale ricevere calendario editoriale
	Follower	€250	€500	€500	€500	€1.750	
Programmatic		€2.400	€6.000	€6.000	€6.000	€20.400	
pDOOH*		€0	€0	€0	€5.000	€5.000	Necessario ricevere video 10" + immagine statica
Total (Media)		€3.150	€7.750	€7.750	€12.750	€31.400	
Paid Social (Fee)		€100	€250	€250	€250	€ 850	
Reporting + Management + coordinamento		€500	€750	€750	€750	€2.750	
TOTAL Media + Fee		€3.750	€8.750	€8.750	€13.750	€35.000	
TOT Budget VAT NET NET	€39.000						

* 5 days

CARSA srl

Società con Unico Socio

SEDE LEGALE E OPERATIVA
piazza Salvador Allende, 4
65128 Pescara /Italia
tel. +39 085 43 03 1 pbx

SEDE OPERATIVA L'AQUILA
Via Sallustio, 5/A
67100 L'Aquila /Italia
tel. +39 0862 294408

Cap. soc. € 100.000,00 i.v.
C.F. e P.IVA 0115887 068 1
PEC: segreteria.carsa@pec-pmi.it
Reg. Impr. PE 0115887 068 1
R.E.A. PE 72612



FEE PROGRAMMATIC

Format	CPM	Budget VAT NET NET	Impression
Display	€8	€10.200	1.275.000
Native	€5	€10.200	2.040.000
pDOOH	€46	€5.000	108.696
TOTALE	-	€25.400	€6.750.000

Campaign settings (Programmatic & Meta)

Socio Demo
Male/Female 35-64. FB: 60% F & 40% M; IG 50% F & 50% M, PG 50% M & 50% F
Geo
All Italy excluding the regions of Abruzzo and Molise
Interests
They are actively looking for trips to Italy and Abruzzo and are planning their holidays
Behaviours
Browsing from websites and apps dedicated to travel and tourism
Keyword & URL
Users who actively browse websites related to: holidays in Abruzzo, summer holidays in Italy, group holidays in Abruzzo, etc