Client: Food Standards Scotland Campaign: Summer BBQ 2017 #REF! Date:

Status:

PROPOSED BOOKED

Publisher / Media Owner



al Client Cost	June 26		August					
		3	10	17	24	31	7	14

Volume Buy Rate Gross Cost Client Cost Adserving

YouTube MOBILE Adludio	Pre-roll Mobile web & app	6 second bumper ads	Predominantly 18-34 males. Sporting Events, Evenings & Thurday to Sunday up-weight Sc	otland	CPM	1,500,000			
	Mobile web & app				CI IVI	1,300,000	[C 1' 22/4\/L\]		
	Mobile web & app						[Section s.33(1)(b)]		
Adludio	Mobile web & app								
	Adludio Mobile web & app Full page interstitiial		Predominantly 18-34 males. Sporting Events, Evenings & Thurday to Sunday up-weight Scotlan		CPE	20,000			
MUSIC									
Spotify	Desktop & app	Mobile sponsored session (video) (max frequency 1 p/w)	Predominantly 18-34 males. Sporting Events, Evenings & Thurday to Sunday up-weight. Summer & Scot		CPM	120,000			
		Audio & cover art (max frequency 2 p/w)	BBQ type playlists where possible	Ottano	CPM	150,000			
SOCIAL									
Facebook	Newsfeed & RHS	Video	18-34 males. Sporting Events, Evenings & Thurday to Sunday up-weight S		CPM	1,000,000			
Facebook	Newsfeed & RHS	Single or multi image ads			CPM	1,000,000			
Instagram	Mobile mewsfeed	Video			CPM	600,000			
Instagram	Mobile mewsfeed	Stories (Vertical Video)			CPM	900,000			
Snapchat	In-Between Snaps	Vertical Video Snap Ads (swiping to long-form content)			CPM	349,935			
TOTALS									
*All rates subject to final nego	otiation and airtime subject	to availability at time of booking							

Targeting

The ASBOF Levy is applied to the gross spend of all clients and is a voluntary industry contribution to the Advertising Standards Authority plus a contribution to DDS and Trade Insurance costs.