

Client: Food Standards Scotland  
 Campaign: Discretionary Snacking  
 Date: 21.02.2017  
 Status: **PROPOSED**  
       BOOKED  
       RECONCILED



Media													Dates						Measurement (Es)								
Media	Publisher / Media Owner	Position	Format	Targeting	Geo	Buying Mechanism	Volume	Buy Rate	Gross Cost	Client Cost	Adserving	Total Client Cost	February		March		April		KPI	KPI Volume							
														6	13	20	27	6	13	20	27	3	10	17	24		
<b>Digital</b>																											
Social	Facebook	Mobile newsfeed	Canvas	25-45 year old parents. Live only during mid morning, mid afternoon & after dinner	Scotland	CPM	800,073																				
Social	Facebook	Newsfeed & RHS	Video	25-45 year old parents. Live only during mid morning, mid afternoon & after dinner	Scotland	CPM	833,333																				
Social	Facebook	Newsfeed & RHS	Carousel	25-45 year old parents. Live only during mid morning, mid afternoon & after dinner	Scotland	CPM	1,304,348																				
Social	Instagram	Mobile newsfeed	Video	25-45 year old parents. Live only during mid morning, mid afternoon & after dinner	Scotland	CPM	499,280																				
Social	Instagram	Mobile newsfeed	Carousel	25-45 year old parents. Live only during mid morning, mid afternoon & after dinner	Scotland	CPM	360,000																				
Mobile	Adludio	In tablet & mobile web & app	Touch sensory full screen engagement	25-45 year old parents. Live only during mid morning & mid afternoon in business districts & after dinner in residential areas with wifi connections. Overlaying audience segments: Mums, Business Travellers, Foodies & Main Shoppers	Scotland	CPE	35,000																				
Mobile	Zapp360	In tablet & mobile web & app	Banner tickertape	High indexing sites for 25-45 year old parents. Live only during mid morning, mid afternoon & after dinner with bespoke content for each timeband	Scotland	CPM	769,231																				
VOD	YouTube	In-stream TrueView	Video	25-45 year old parents. Live only during mid morning, mid afternoon & after dinner with bespoke content for each timeband	Scotland	CPV	76,250																				
<b>TOTALS</b>																											
*All rates subject to final negotiation and airtime subject to availability at time of booking																											

[Section s.33(1)(b)]

The ASBOF Levy is applied to the spend of all clients and is a voluntary industry contribution to the Advertising Standards Authority