

III Media Match Maker

Mediaplan: 26022025-013

Canada

Canada	#Ad Impressions	Estimated Reach	Budget (\$US)	Average CPM (\$US)
	161,966	53,989	2,000	12,3

Geo	Campaign Type	Desktop / Mobile	Interactive Video Out/Instream	Channels	#Ad Impressions	Frequency Cap	Estimated Reach
CA	Reach	Desktop 50% of budget	Interactive video placements 300x600, 300x250	Travel and tourism domains and News, Media, Finance domains	59,679	3 per campaign	53,989
			Instream preroll / midroll interactive video	Travel and tourism domains and News, Media, Finance domains	21,304	3 per campaign	
		Mobile 50% of budget	Interactive video placements 300x600, 300x250	Travel and tourism domains and News & Media, Finance domains	59,679	3 per campaign	
			Instream preroll / midroll interactive video	Travel and tourism domains and News & Media, Finance domains	21,304	3 per campaign	

* Including audience targeting costs

Germany

Germany	#Ad Impressions	Estimated Reach	Budget (\$US)	Average CPM (\$US)
	391,296	130,432	3,000	7,7

Geo	Campaign Type	Desktop / Mobile	Interactive Video / Story Ads	Channels	#Ad Impressions	Frequency Cap	Estimated Reach
DE	Reach	Desktop 50% of budget	Interactive video placements 300x600, 300x250	Travel and tourism domains and News, Media, Finance domains	150,545	3 per campaign	116,020
			Instream preroll / midroll interactive video	Travel and tourism domains and News, Media, Finance domains	23,485	3 per campaign	
		Mobile 50% of budget	Interactive video placements 300x600, 300x250	Travel and tourism domains and News, Media, Finance domains	150,545	3 per campaign	
			Instream preroll / midroll interactive video	Travel and tourism domains and News, Media, Finance domains	23,485	3 per campaign	
	Retargeting	StoryAds	StoryAds	Previous clicking users tracked on all domains	43,236	3 per campaign	14,412

* Including audience targeting costs

United States of America → Next Page

United States of America

United States	#Ad Impressions	Estimated Reach	Budget (\$US)	Average CPM (\$US)
	455,725	151,908	6,500	14,3

Geo	Campaign Type	Desktop / Mobile	Interactive Video / Story Ads	Channels	#Ad Impressions	Frequency Cap	Estimated Reach
USA	Reach	Desktop 50% of budget	Interactive video placements 300x600, 300x250	Travel and tourism domains and News, Media, Finance domains	143,764	3 per campaign	116,089
			Instream preroll / midroll interactive video	Travel and tourism domains and News, Media, Finance domains	30,369	3 per campaign	
		Mobile 50% of budget	Interactive video placements 300x600, 300x250	Travel and tourism domains and News, Media, Finance domains	143,764	3 per campaign	
			Instream preroll / midroll interactive video	Travel and tourism domains and News, Media, Finance domains	30,369	3 per campaign	
	Retargeting	StoryAds	StoryAds	Previous clicking users tracked on all domains	107,459	3 per campaign	35,820

* Including audience targeting costs

Canada - Example Sitelist

blogto.com	cnn.com	investing.com
weatherspark.com	dailymail.co.uk	thestreet.com
traveloffpath.com	foxnews.com	foxbusiness.com
princeoftravel.com	globalnews.ca	fortune.com
thebanffblog.com	wenxuecity.com	stocktwits.com
theplanetd.com	msn.com	kitco.com
tripadvisor.ca	6parknews.com	economictimes.com
flyertalk.com	nypost.com	greedyfinance.com
royalcaribbeanblog.com	worldtravelling.com	benzinga.com
travelerdreams.com	singtao.ca	finviz.com
roadtripalberta.com	ifscience.com	tmx.com
planetware.com	monddestars.com	stockcharts.com
disneydining.com	forbes.com	bnnbloomberg.ca
vancouvertrails.com	timesofisrael.com	nasdaq.com
viewfromthewing.com	jpost.com	oilprice.com
flightaware.com	ndtv.com	investopedia.com
cntraveler.com	huffpost.com	coinmarketcap.com
travelandleisure.com	buzzfeed.com	watcher.guru
skyscanner.ca	aljazeera.com	savvynewcanadians.com
flytrippers.com	yahoo.com	businessinsider.in
tideschart.com	ctvnews.ca	legit.ng
onemileatime.com	cbc.ca	financialpost.com
goingawesomelaces.com	reuters.com	moneycontrol.com
atlasobscura.com	people.com	coindesk.com
theweather.net	jang.com.pk	newtraderu.com
tripadvisor.com	vice.com	marketwatch.com
ulifestyle.com.hk	creaders.net	stockhouse.com
theculturetrip.com	vedettequebec.com	tipranks.com
numbeo.com	electrek.co	barchart.com
rome2rio.com	moneywise.com	stockwatch.com
toronto.com	udn.com	moneysense.ca
todocanada.ca	drivepedia.com	goldprice.org
tripsavvy.com	variety.com	investors.com

More Example Sitelists → Next Page

Germany - Example Sitelist

holidaycheck.de	t-online.de	schwaebische.de
rome2rio.com	focus.de	watson.de
lastminute.de	yahoo.com	shz.de
travelbook.de	spiegel.de	ruhr24.de
weg.de	welt.de	nordbayern.de
swoodoo.com	zeit.de	wp.pl
tripadvisor.de	merkur.de	berliner-zeitung.de
skyscanner.de	bild.de	onet.pl
bergfex.de	n-tv.de	rnd.de
bergfex.at	sueddeutsche.de	nzz.ch
aerotelegraph.com	faz.net	morgenpost.de
mallorcazeitung.es	express.de	abendzeitung-muenchen.de
flightaware.com	stern.de	presseportal.de
hamburg.de	msn.com	freipresse.de
travelcircus.de	gala.de	waz.de
mallorcama magazin.com	karlsruhe-insider.de	ksta.de
skyscanner.net	tz.de	ruhrnachrichten.de
skylinewebcams.com	derwesten.de	augsburger-allgemeine.de
travelmiso.com	rp-online.de	swp.de
fahrplan.guru	tagesspiegel.de	wa.de
fahrplan-bus-bahn.de	tag24.de	saechsische.de
urlaubstracker.de	fr.de	infranken.de
fuehrerschein-bestehen.de	taz.de	abendblatt.de
seeandso.com	mopo.de	kreiszeitung.de
skyscanner.com	hna.de	stuttgarter-nachrichten.de
verkehrsinformation.de	nordkurier.de	bbc.com
tripadvisor.com	bz-berlin.de	stuttgarter-zeitung.de
osthessen-news.de	haz.de	news.de
schwarzwaelder-bote.de	tichyseinblick.de	badische-zeitung.de
ladenzelle.de	berliner-kurier.de	lvz.de
hurriyet.com.tr	freundin.de	suedkurier.de
nw.de	interia.pl	pnp.de
nwzonline.de	glamour.de	noz.de

USA - Example Sitelist

tripadvisor.com	nytimes.com	marketwatch.com
travelandleisure.com	cn.com	foxbusiness.com
flightaware.com	foxnews.com	thetstreet.com
travelerdreams.com	msn.com	investopedia.com
disneydining.com	nypost.com	fool.com
travelchannel.com	washingtonpost.com	investing.com
skyscanner.com	bbc.com	fortune.com
rome2rio.com	usatoday.com	cox.com
wdwnt.com	yahoo.com	coinmarketcap.com
cruisecritic.com	dailymail.co.uk	finviz.com
viewfromthewing.com	cnbc.com	stocktwits.com
masslive.com	people.com	benzinga.com
agoda.com	theguardian.com	newsroomlabs.com
atlasobscura.com	forbes.com	barrons.com
cntraveler.com	wsj.com	investors.com
cruisehive.com	the-sun.com	thepennyhoarder.com
onemileatime.com	nbcnews.com	kitco.com
tripsavvy.com	apnews.com	nasdaq.com
theculturetrip.com	businessinsider.com	gobankingrates.com
thediscoverer.com	buzzfeed.com	doctorofcredit.com
travelquiz.com	cbsnews.com	topclassactions.com
familydestinationguide.com	reuters.com	barchart.com
planetware.com	huffpost.com	stockcharts.com
royalcaribbeanblog.com	politico.com	coindesk.com
thriftytraveler.com	usnews.com	economictimes.com
travelmath.com	thehill.com	tipranks.com
fodors.com	drudgereport.com	kiplinger.com
weatherspark.com	latimes.com	oilprice.com
flyertalk.com	newsweek.com	goldprice.org
mommypoppins.com	bloomberg.com	greedyfinance.com
disboards.com	sfgate.com	manta.com
tucson.com	thedailybeast.com	clark.com
earthtrekkers.com	theatlantic.com	zacks.com