

Verplichting
2009-24266

Naam opdrachtgever:
E-mail opdrachtgever:
Debituurnr.:
Product:
Debituurnr.:
Campagne:
Campagne nr.:
Advertentie nr.:
PO nummer:
Datum:
Versie:
Planner (email)/ Campaign Manager Initiative:
Startdatum Campagne:
Einddatum Campagne:
Reclamebureau:
Contact:
Mediumtype:

Ministerie van VWS
5.1.2e @minvws.nl
12610
Voorlichting
12610
VWS Corona App campagne sep-okt 2020 ONLINE
18242
52955
2009-24266
07-10-2020
2
5.1.2e @initiative.com
09-10-2020
31-12-2020
Roorda + 60 seconds
Online

Dienst Publiek en Communicatie
Ministerie van Algemene Zaken
Uitgevoerd door Initiative

Exploitant	Website	Secctie	Inzet	Strategie	Aantal seconden	Type	Rich Media	Platform	Startdatum	Einddatum	Verwachte impressies	Verwachte clicks	Prijstyp-e	Net/Net kosten	Totale net/net kosten
Ad Alliance BV	www.adalliance.nl	EXTRA BUDGET - INFORM-EREN	27 seconden	Awareness	0	Video Non-Programmatic	Nee	Desktop, Tablet, Mobile	10-10-2020	31-10-2020	1.284.240	1.284	CPM		
Adform	www.adform.com	ACTIVER-EN		Traffic	0	Display Programmatic	Nee	Mobile	12-10-2020	31-12-2020	4.500.000	13.276	CPC		
Adform	www.adform.com	INFORM-EREN		Traffic	0	Display Programmatic	Nee	Tablet, Mobile	12-10-2020	25-10-2020	4.500.000	8.851	CPC		
Apple Distribution International	searchads.apple.com	ACTIVER-EN - ASA		Conversie	0	Search	Nee	Desktop, Tablet, Mobile	12-10-2020	31-12-2020	0	50.000	CPC		
DPG Media Online Services BV	www.dpgmedia.nl	EXTRA BUDGET - INFORM-EREN	Commercial Post	Awareness	0	Display Non-Programmatic	Nee	Desktop, Tablet, Mobile	12-10-2020	18-10-2020	3.504.506	3.505	CPM		
DPG Media Online Services BV	www.dpgmedia.nl	EXTRA BUDGET - INFORM-EREN	Xtra Social	Awareness	0	Display Non-Programmatic	Nee	Desktop, Tablet, Mobile	12-10-2020	18-10-2020	2.378.409	2.378	CPM		
DPG Media Online Services BV	www.dpgmedia.nl	ACTIVER-EN		Traffic	0	Display Non-Programmatic	Nee	Mobile	12-10-2020	31-12-2020	1.000.000	2.800	CPM		
DPG Media Online Services BV	www.dpgmedia.nl	ACTIVER-EN		Traffic	0	Display Non-Programmatic	Nee	Mobile	12-10-2020	31-12-2020	2.500.000	3.750	CPM		
DPG Media Online Services BV	www.dpgmedia.nl	ACTIVER-EN	Xtra social	Traffic	0	Display Non-Programmatic	Nee	Mobile	12-10-2020	31-12-2020	600.000	2.400	CPM		
DPG Media Online Services BV	www.dpgmedia.nl	INFORM-EREN		Traffic	0	Display Non-Programmatic	Nee	Mobile	12-10-2020	25-10-2020	666.667	1.867	CPM		
DPG Media Online Services BV	www.dpgmedia.nl	INFORM-EREN		Traffic	0	Display Non-Programmatic	Nee	Mobile	12-10-2020	25-10-2020	1.666.667	2.500	CPM		
DPG Media Online Services BV	www.dpgmedia.nl	INFORM-EREN	Xtra social	Traffic	0	Display Non-Programmatic	Nee	Mobile	12-10-2020	25-10-2020	400.000	1.600	CPM		
Facebook Netherlands BV	www.facebook.com	INFORM-EREN - JONGERE-N	Video Linkads	Awareness	0	Social Media Video	Nee	Desktop, Tablet, Mobile	13-10-2020	08-11-2020	4.596.772	0	CPM		
Facebook Netherlands BV	www.facebook.com	MOTIVER-EN - JONGERE-N	Link-ads, Carousel Story	Awareness	0	Social Media Video	Nee	Desktop, Tablet, Mobile	02-11-2020	29-11-2020	4.596.772	0	CPM		
Facebook Netherlands BV	www.facebook.com	INFORM-EREN - RIET NEDERLANDSPRE-KENDEN	Linkads & Story	Awareness	0	Social Media Video	Nee	Desktop, Tablet, Mobile	09-11-2020	29-11-2020	4.838.712	0	CPM		
Google Ireland Limited	www.google.nl	ACTIVER-EN - Search		Traffic	0	Search	Nee	Desktop, Tablet, Mobile	09-10-2020	31-12-2020	0	100.000	CPC		
Google Ireland Limited	www.google.nl	ACTIVER-EN - UAC		Conversie	0	Search	Nee	Desktop, Tablet, Mobile	12-10-2020	31-12-2020	0	150.000	CPC		
Google Ireland Limited Adwords	www.youtube.com	INFORM-EREN		Awareness	20	Video Programmatic	Nee	Desktop, Tablet, Mobile	09-10-2020	25-10-2020	1.075.269	5.376	CPM		
Google Ireland Limited Adwords	www.youtube.com	MOTIVER-EN		Awareness	20	Video Programmatic	Nee	Desktop, Tablet, Mobile	19-10-2020	06-12-2020	1.680.108	8.399	FIXED		
Mannenmedia BV	www.mannenmedia.nl	ACTIVER-EN	Mobile halfpages (320x240/300x250) (TAG) & App install banner (TRACKING ONLY)	Traffic	0	Display Non-Programmatic	Nee	Mobile	12-10-2020	31-12-2020	4.800.000	18.000	CPC		
Mannenmedia BV	www.mannenmedia.nl	ACTIVER-EN	App install banner (TRACKING ONLY)	Traffic	0	Display Non-Programmatic	Nee	Mobile	12-10-2020	31-12-2020	0	0	CPC		
Mannenmedia BV	www.mannenmedia.nl	INFORM-EREN	Mobile halfpages (320x240/300x250) (TAG) & App install banner (TRACKING ONLY)	Traffic	0	Display Non-Programmatic	Nee	Mobile	12-10-2020	25-10-2020	4.800.000	12.000	CPC		
Mannenmedia BV	www.mannenmedia.nl	INFORM-EREN	App install banner (TRACKING ONLY)	Traffic	0	Display Non-Programmatic	Nee	Mobile	12-10-2020	25-10-2020	0	0	CPC		

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Exploitant	Website	Sectle	Inzet	Strategie	Aantal seconden	Type	Rich Media	Platform	Startdatum	Einddatum	Verwachte impressies	Verwachte clicks	Prijstyp	Net/Net kosten	Totale net/net kosten
Mannenmedia BV	www.mannenmedia.nl	MOTIVEREN		Awareness	20	Video Non-Programmatic	Nee	Desktop, Tablet, Mobile	19-10-2020	06-12-2020	736.915	7.369	CPM		
Mediahuis NL BV	www.mediahuis.nl	ACTIVEREN	Fluid ad	Traffic	0	Display Non-Programmatic	Nee	Mobile	12-10-2020	31-12-2020	2.592.000	17.143	CPC		
Mediahuis NL BV	www.mediahuis.nl	ACTIVEREN	Elastic social	Traffic	0	Display Non-Programmatic	Nee	Mobile	12-10-2020	31-12-2020	2.400.000	17.143	CPC		
Mediahuis NL BV	www.mediahuis.nl	INFORMEREN	Fluid ad	Traffic	0	Display Non-Programmatic	Nee	Mobile	12-10-2020	25-10-2020	2.592.000	11.429	CPC		
Mediahuis NL BV	www.mediahuis.nl	INFORMEREN	Elastic social	Traffic	0	Display Non-Programmatic	Nee	Mobile	12-10-2020	25-10-2020	2.400.000	11.429	CPC		
Mediahuis NL BV	www.mediahuis.nl	EXTRA BUDGET - INFORMEREN	Elastic Social	Awareness	0	Display Non-Programmatic	Nee	Desktop, Tablet, Mobile	12-10-2020	18-10-2020	2.361.276	2.361	CPM		
Next Day Media BV	www.nextdaymedia.nl	ACTIVEREN		Traffic	0	Display Non-Programmatic	Nee	Mobile	12-10-2020	31-12-2020	2.592.000	12.959	CPC		
Next Day Media BV	www.nextdaymedia.nl	INFORMEREN		Traffic	0	Display Non-Programmatic	Nee	Mobile	12-10-2020	25-10-2020	2.592.000	8.639	CPC		
RTL Nederland Sales BV	www.rtl.nl	INFORMEREN		Awareness	20	Video Non-Programmatic	Nee	Desktop, Tablet, Mobile	10-10-2020	25-10-2020	730.157	3.651	CPM		
RTL Nederland Sales BV	www.rtl.nl	MOTIVEREN		Awareness	20	Video Non-Programmatic	Nee	Desktop, Tablet, Mobile	19-10-2020	06-12-2020	1.656.543	8.283	CPM		
Sanoma Digital The Netherlands BV	www.sanoma.nl	ACTIVEREN	Commercial post	Traffic	0	Display Non-Programmatic	Nee	Mobile	12-10-2020	31-12-2020	2.592.000	21.600	CPC		
Sanoma Digital The Netherlands BV	www.sanoma.nl	ACTIVEREN		Traffic	0	Display Non-Programmatic	Nee	Mobile	12-10-2020	31-12-2020	4.800.000	11.520	CPC		
Sanoma Digital The Netherlands BV	www.sanoma.nl	INFORMEREN	Commercial post	Traffic	0	Display Non-Programmatic	Nee	Mobile	12-10-2020	25-10-2020	2.592.000	14.400	CPC		
Sanoma Digital The Netherlands BV	www.sanoma.nl	INFORMEREN		Traffic	0	Display Non-Programmatic	Nee	Mobile	12-10-2020	25-10-2020	4.800.000	7.680	CPC		
Snap Group Limited	www.snapchat.com/programmatic	INFORMEREN - JONGEREN	Video Linkads	Awareness	0	Social Media Video	Nee	Desktop, Tablet, Mobile	13-10-2020	08-11-2020	5.779.569	0	CPM		
Snap Group Limited	www.snapchat.com/programmatic	MOTIVEREN - JONGEREN	Single image or video, Story Ad	Awareness	0	Social Media Video	Nee	Desktop, Tablet, Mobile	02-11-2020	29-11-2020	5.779.569	0	CPM		
SocialInfluencers BV	www.socialinfluencers.com	INFORMEREN		Awareness	20	Video Non-Programmatic	Nee	Desktop, Tablet, Mobile	10-10-2020	25-10-2020	426.553	2.133	CPM		
SocialInfluencers BV	www.socialinfluencers.com	MOTIVEREN		Awareness	20	Video Non-Programmatic	Nee	Desktop, Tablet, Mobile	19-10-2020	06-12-2020	967.742	4.838	CPM		
Spotify Netherlands BV	www.spotify.com	MOTIVEREN		Awareness	20	Audio	Nee	Desktop, Tablet, Mobile	12-10-2020	06-12-2020	5.117.314	25.587	CPM		
StreamAds BV	www.streamads.nl	MOTIVEREN		Awareness	20	Video Non-Programmatic	Nee	Desktop, Tablet, Mobile	19-10-2020	06-12-2020	1.600.000	16.000	CPM		
Strossle	www.strossle.com	ACTIVEREN		Traffic	0	Display Non-Programmatic	Nee	Mobile	12-10-2020	31-12-2020	2.592.000	20.000	CPC		
Strossle	www.strossle.com	INFORMEREN		Traffic	0	Display Non-Programmatic	Nee	Mobile	12-10-2020	25-10-2020	2.592.000	13.333	CPC		
Talpa TV BV	www.talpa.tv	EXTRA BUDGET - INFORMEREN	27 seconden	Awareness	0	Video Non-Programmatic	Nee	Desktop, Tablet, Mobile	10-10-2020	31-10-2020	146.251	146	CPM		
Talpa TV BV	www.talpa.tv	INFORMEREN		Awareness	20	Video Non-Programmatic	Nee	Desktop, Tablet, Mobile	10-10-2020	25-10-2020	393.546	1.968	CPM		
Talpa TV BV	www.talpa.tv	MOTIVEREN		Awareness	20	Video Non-Programmatic	Nee	Desktop, Tablet, Mobile	19-10-2020	06-12-2020	892.857	4.464	CPM		

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Subtotaal Media Net/Net € 851.151,63

Net/Net Media		
Retourgedenkorting		
Retourgedenkorting		
DPC-fee		
DPC-fee		
Standaard banner (<200 KB)		
VAST Video (<15 MB)		
Tracking Pixel CPM		
Tracking Pixel CPC		
Admanagement Reservation		
Totaal exclusief BTW		€ 877.512,91
BTW 21%		€ 181.744,21
Totaal inclusief BTW		€ 1.059.257,13

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Toelichting

Na schriftelijk akkoord op bovenstaande procuratie zullen de werkzaamheden opgestart worden. Tarieven zijn op basis van thans bekende prijzen. Het gebruik van programmatic inkoop zorgt ervoor dat de verwachte impressies en clicks een inschatting zijn en flexibel worden beschouwd. De sites Duimpert.nl en GeenStijf.nl worden niet meegenomen in deze campagne. Indien u anders wenst horen wij dit graag.

Naam: 5.1.2e

Datum: 8-10-20 5.1.2e

Handtekening: 5.1.2e