

Direct packages that give you MORE

1. Choose the target recipients:

<p>direct to ALL</p> <p>You reach people who are most interested in your campaign</p>	<p>direct to WOMEN</p> <p>You reach a group of recipients mostly consisting of women</p>	<p>direct to MEN</p> <p>You reach a group of recipients mostly consisting of men</p>
<p>direct to 18-34</p> <p>You reach young people aged 18-34</p>	<p>direct to SHOPPING retail FMCG</p> <p>You reach people on their way for daily shopping</p>	<p>direct to PHARMACY retail HEALTH & BEAUTY</p> <p>You reach people near drugstores and beauty supply stores</p>
<p>direct to SUBWAY</p> <p>You reach people that are currently near the subway</p>	<p>direct & LOCAL</p> <p>You reach people in 1 city selected from the 8 biggest cities in Poland</p>	<p>direct & CUSTOM</p> <p>If you need to combine selected packages – contact us</p>

2. Choose the package size:

<p>S PACKAGE</p> <p>1.100.000 impressions</p> <p>List price PLN 112,266.00 net</p>	<p>M PACKAGE</p> <p>1.900.000 impressions</p> <p>List price PLN 187,110.00 net</p>	<p>L PACKAGE</p> <p>4.000.000 impressions</p> <p>List price PLN 396,673.00 net</p>
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POST SCRIPTUM

The packages refer to the MORE network in the 8 biggest cities, apart from „direct to subway” which is possible in Warsaw only. As part of the package, you do not choose the carrier locations.

ALL – All viewers aged 7-75. **We know their gender and age in 4 ranges.**

We know the current location of the target group thanks to the ARA technology and the sensors on MORE screens. The minimum guaranteed share in the target group depends on the package.

Number of impressions confirmed by Proof of Play, the tool supplies by an external company – Gemius.

Extra payments for packages: only for a photo report from the campaign.