

Korupcijas novēršanas un apkarošanas birojs

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2022.gada 29.aprīlī

IESNIEGUMS

par priekšvēlēšanu aģitācijas materiālu izvietojumu internetā izcenojumiem

Httpool Latvia SIA, reģistrācijas Nr.40203196695, turpmāk tekstā – “**Sabiedrība**”, saskaņā ar Priekšvēlēšanu aģitācijas likumu vēlas informēt Korupcijas novēršanas un apkarošanas biroju par 2022.gada Saeimas priekšvēlēšanu aģitācijas materiālu izvietojumu internetā izcenojumiem.

Sabiedrība piedāvās par samaksu izvietot 2022.gada Saeimas priekšvēlēšanu aģitācijas materiālus šādās interneta vietnēs/platformās:

1. Meta Platforms, Inc. (agrāk zināms kā Facebook, Inc.) piederošajās/uzturētajās platformās – Facebook, Instagram, Messenger, Audience Network. Šo platformu interneta vietnes ir www.facebook.com, www.instagram.com, www.messenger.com, un www.facebook.com/audiencenetwork/;
2. AdColony interneta vietnē - www.adcolony.com.

Atlaides priekšvēlēšanu aģitācijas materiālu izvietojumu internetā izcenojumiem netiek piemērotas.

Priekšvēlēšanu aģitācijas materiālu izvietojumu internetā izcenojumi:

1. Facebook, Instagram, Messenger, Audience Network:
 - CPM* cenas modelis izsolē ir vidēji 1.50 – 2.00 EUR.
 - *Reach & Frequency* pirkšana (iepriekš rezervēta reklāmas vieta, ja auditorijas lielums ir virs 200 tūkstošiem) CPM* ir vidēji 0.60 – 1.20 EUR.
 - Izcenojums ir atkarīgs no auditorijas pārklājuma.
- *CPM - Cost per 1000 impressions

Kampaņā izmantotās platformas izmaksas kampaņas periodā attiecīgajiem cenu modeļiem (CPM, CPC, CPE, CPV, utt.) tiks noteiktas pēc RTB (*Real Time Bidding*) principa.

Httpool Latvia SIA

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2. AdColony. Priekšvēlēšanu aģitācijas materiālu izvietojums internetā izcenojami šajā platformā ir norādīti pielikumā, kas pievienots šim Sabiedrības iesniegumam. Sabiedrība kampaņas periodam var noteikt fiksētus minimālos kampaņas budžetus.

Pielikumā:

- 1) Priekšvēlēšanu aģitācijas materiālu izvietojums internetā izcenojami platformā "AdColony" uz 2 (divām) lapām.

Ar cieņu

Arnis Ozols

Httpool Latvia SIA valdes loceklis

DOKUMENTS PARAKSTĪTS AR DROŠU ELEKTRONISKO PARAKSTU

MANAGED PRICING

Video Only CPCV	Video Only CPCV LDA (gambling and alcohol)
€0.016	€0.020

PROGRAMMATIC PRICING

Self Serve PMP	Video	€12.00
	Display Interstitial	€6.00
	Display Banner	€3.50
Managed PMP	Video	€15.00
	Display Interstitial	€6.00
	Display Banner	€4.00

MINIMUM QUARTERLY BUDGETS

Product	Budgets
VIDEO ONLY	€2,000
BASIC	€3,500
BASIC+	€6,000
PREMIUM	€10,000
PREMIUM+	€16,000
BASIC GAME	€20,000
PREMIUM GAME	€30,000
BASIC AURORA	€30,000
PREMIUM AURORA	€50,000
BRAND STUDY	€10,000
OPTIMIZED	€50,000
BASIC REPURPOSE	€2,000
DEC REPURPOSE	€4,000
AURORA REPURPOSE	€14,000

BASIC

Basic End card,
TBC,
Basic Gallery (Mini & Full page),
Video Gallery,
Hotspot,
Quiz,
Video Thumbnail,
Switch,
Pre card,
Ready to Go,
All CTA Actions (Tap to call, Social Share, App Install),
Store Locator,
Add to calendar

BASIC+

Swipe,
Shake,
Tilt,
_x000B_Parallax,
Haptic

PREMIUM

Premium Endcard,
Premium Gallery (Video & Audio),
Drag & Drop,
Wipe away _x000B_,
Countdown,
Slider - Mask,
Slider - Point

PREMIUM+

3D Pre-roll,
Audio _x000B_,
360 View,
Teleport

BASIC GAME & BASIC AURORA

Only tap actions

PREMIUM GAME & PREMIUM AURORA

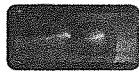
All other actions

AD PLACEMENTS

BASIC

**Basic Endcard**

Design: 1 day
Computer Project: 10 hours
Development Project: none

**TBC**

Design: 10 hours
Computer Project: 10 hours
Development Project: none

**Mini Gallery**

Design: 24 hours
Computer Project: 10 hours
Development Project: none

**Full Page Gallery**

Design: 24 hours
Computer Project: 10 hours
Development Project: none

**Video Gallery**

Design: 24 hours
Computer Project: 10 hours
Development Project: none

**Hotspot**

Design: 48 hours
Computer Project: 48 hours
Development Project: none

**Quiz**

Design: 24 hours
Computer Project: 48 hours
Development Project: none

**Video Thumbnail**

Design: 24 hours
Computer Project: 10 hours
Development Project: none

**Switch**

Design: 24 hours
Computer Project: 24 hours
Development Project: none

BASIC+

**Swipe**

Design: 24 hours
Computer Project: 10 hours
Development Project: 1 day

**Shake Action**

Design: 24 hours
Computer Project: 10 hours
Development Project: none

**Tilt Action**

Design: 24 hours
Computer Project: 10 hours
Development Project: none

**Parallax Action**

Design: 24 hours
Computer Project: 10 hours
Development Project: none

**Haptic Action**

Design: 24 hours
Computer Project: 24 hours
Development Project: none

PREMIUM

**Premium Endcard**

Design: 1 day
Computer Project: 24 hours
Development Project: 1 day

**Premium Gallery**

Design: 48 hours
Computer Project: 48 hours
Development Project: none

**Drag & Drop**

Design: 48 hours
Computer Project: 1 day
Development Project: none

**Wipe Away**

Design: 48 hours
Computer Project: 10 hours
Development Project: 1 day

**Countdown**

Design: 16 hours
Computer Project: 10 hours
Development Project: 1 day

**Slider - Mask**

Design: 24 hours
Computer Project: 24 hours
Development Project: none

**Slider - Point**

Design: 24 hours
Computer Project: 10 hours
Development Project: 1 day

PREMIUM+

**3D Preroll**

Design: 1 day
Computer Project: 1 day
Development Project: none

**Audio**

Design: 1 day
Computer Project: 10 hours
Development Project: 1 day

**360 View**

Design: 1 day
Computer Project: 10 hours
Development Project: 1 day

BASIC GAME & BASIC AURORA

**Basic Game**

Design: 1 day
Computer Project: 10 hours
Development Project: none

**Aurora - BOS**

Design: 10 hours
Computer Project: 10 hours
Development Project: none

**Basic Aurora**

Design: 10 hours
Computer Project: 10 hours
Development Project: none

PREMIUM GAME & PREMIUM AURORA

**Premium Game**

Design: 1 day
Computer Project: 10 hours
Development Project: 1 day

**Premium Aurora**

Design: 1 day
Computer Project: 10 hours
Development Project: 1 day