

## **BIDDING DOCUMENTATION**

for Facebook Advertising Services

**1. name and head office of the client, telephone number, fax number, website, email:**

Croatian National Tourist Board Head Office  
Iblerov trg 10/IV, p.p. 251  
10000 ZAGREB  
telephone: 01 4699 333  
fax: 01 4557 827  
website: [www.croatia.hr](http://www.croatia.hr)  
email: [web@htz.hr](mailto:web@htz.hr)  
registration number: 3943658  
identification number: 72501368180

**2. bidding department/contact person:**

Internet Department

Bidding contacts:

- Marin Kraljev
- Ivana Mikleuš Stojnić
- Denis Sinovčić

**3. supply type, quality, scale and amount:**

**Supply type and scale:**

Based on the Strategic Marketing Plan for Croatian Tourism 2010-2014, the Operative Marketing Plan for Croatian Tourism for 2013 and the Croatian National Tourist Board's Programme for 2013, the Croatian National Tourist Board ([www.facebook.com/croatia.hr](http://www.facebook.com/croatia.hr)) shall start advertising on the social networking site Facebook with the aim of attracting new fans.

In accordance with the strategy and current trends in holiday booking, advertising shall be carried out in the following emissive markets that are of interest to Croatian tourism:

- Germany, the Czech Republic, Austria, Italy, Norway, Sweden, Denmark, Finland, Great Britain, Slovakia, Slovenia, France, the Netherlands, Spain, Switzerland and Hungary.

**Supply quantity:**

Facebook advertising services for the Croatian National Tourist Board shall be carried out in the period from 1st June 2013 to 10th December 2013, they will vary from one market to another, and the total budget is HRK 1,306,000.00.



**accordance with the Bidding documentation rules, Contract performance Guarantee shall be enforced.**

**Defining types of adverts:**

Each advertising month has a set budget according to the type of advert i.e. the position of the placed advert. Mobile advertising refers to all types of adverts sponsored stories in Facebook mobile newsfeed, while desktop Facebook advertising refers to all adverts and sponsored stories that appear to desktop Facebook users.

Source: Facebook Ads and Sponsored Stories Guide (January 2013), pg. 8, Placements

The bidder can use any available advert source offered by Facebook in order to achieve the best advertising result.

Source: Facebook Ads and Sponsored Stories Guide (January 2013), pg. 2, Products

<https://www.facebook-studio.com/fbassets/resource/33/AdsandSponsoredStoriesGuide.pdf>

**Proposal assessment method:**

Bidders are required to submit proposals in **writing** in a sealed envelope, and any **tables** included in the Bidding documentation should also be submitted **in digital MS Excell form** that is part of the appendix in the Bidding documentation.

Bidders are required to submit the best possible proposals within the set parameters. Bids that are received during the bidding process shall be reviewed according to the total number of new fans in the table. The bid guaranteeing the highest total number of new fans through advertising shall be considered as the best bid.

The bidder with the best overall proposal across all markets shall sign the Contract with the Croatian National Tourist Board for Facebook Advertising Services.

**Advertisement implementation methods:**

Before they start advertising, the bidder shall sign a Statement ensuring that they will uphold all provisions in the Guidelines on Safety in Social Network Administration and Content Publishing, which will be provided by the Croatian National Tourist Board.

The bidder shall allow the Croatian National Tourist Board access to the online interface in order to monitor advertising progress. The interface has to clearly state the results according to countries and types of adverts (mobile and desktop).

The bidder shall submit regular monthly advertising reports, as well as all other advertising reports at the request of the Croatian National Tourist Board. The reports should clearly state the results according to countries and types of adverts (mobile and desktop).

Communication with the Client:

Further to implementing the bidding documentation and a signed Contract, the bidder commits to the following:

- Appoint at least one person responsible for daily communication with the Internet Department of the Croatian National Tourist Board and the relevant representative offices. The bidder shall supply contact details for that person.
- The bidder agrees to reply within 24 hours to every electronic enquiry made by the Croatian National Tourist Board and a representative Office. Should this not be followed through, the Contract performance Guarantee shall be enforced.

**Advertising Analyses and assessment methods used by the Croatian National Tourist Board:**

During and after the campaign, the bidder shall allow the Croatian National Tourist Board to supervise the campaign and usage of funds, and at the end of the campaign will submit all documentation to the Croatian National Tourist Board, and will contractually agree that should this legally binding documentation fail to be submitted, the bidder will not claim such funds from the Croatian National Tourist Board.

**Invoicing methods:**

Invoices shall be submitted monthly, for the previous month. Invoices marked "Invoices for Facebook advertising services" should have an attached specification of accrued costs, and complete and clear documentation. Without full documentation for each month, the Croatian National Tourist Board will not be able to process payments for previous months.

Complete and clear documentation includes:

- Signed contract
- Screenshots of adverts in specified countries:
  - Screenshots for each country in the market where the bidder is advertising should be submitted weekly in electronic form;
  - Screenshots should include visible banners of the Croatian National Tourist Board's Facebook page, and the date and time of the screenshot;
  - Screenshots from the "online" interface for monitoring of the implementation of Facebook advertising services. The bidder will thus prove that they have realised a certain number of new fans, and their monthly invoices shall be settled based on such evidence. Any deviation from the interface statistics shall not be accepted, and payment shall be made only for the realized numbers of new fans;
- Statistical data on implemented advertising with clear results for each country and advert type (mobile and desktop)
- A copy of Facebook's invoice for advertising

Invoices should show the following items:

- Advertising time period per month;
- Title "Invoice for Facebook Advertising Services";
- Cost breakdown by country (as realised in different countries);
- Other items as required by the Law.

For the duration of the advertising campaign, the bidder shall send a report on every first day of the month with advertising results for each time period and country.

Should the bidder use the entire budget for an allocated country without achieving the required numbers of new fans they stated in their proposal, they shall continue to work to

ensure the remaining numbers of new fans at no additional cost to the Croatian National Tourist Board.

Should the bidder achieve the number of new fans as stated in their proposal without using the entire budget, advertising shall continue under the same terms until the entire allocated budget is used.

Should the stated time period finish without the allocated budget being used nor the bidder achieving the numbers or new fans for the previous month, the bidder shall complete this in the period of 10 days following the end of the term period. In this case, the bidder shall submit a report on the final tenth day of such period on the realisation of such overdue requirements.

**Should the bidder fail to realise such overdue requirements within 10 days, they shall realise these requirements at the end of the entire advertising term with no additional cost to the client.**

Any budget overrun shall not be tolerated nor paid.

All advertising invoices for 2013 have to be sent to the Head Office of the Croatian National Tourist Board by 15th December 2013, so that they can be settled in the 2013 settlement period.

Where invoices are submitted after 15th December 2013 they shall not be paid, and will be returned to the bidder without any settlement for the month of December.

In exceptional circumstances, Invoice for advertising undertaken in the month of December can be sent after 15th December, or once complete documentation and payment evidence has been completed.

#### **Payment methods:**

The bidder shall submit monthly reports on achieved results for Facebook advertising services. Invoices shall be settled monthly, for the previous month. Invoices need to be accompanied by a clearly marked and complete documentation, without which the Croatian National Tourist Board shall not be able to pay them.

#### **4. Proposals should be sent to:**

Delivery: Head Office, Croatian National Tourist Board, Iblerov trg 10/IV, Zagreb

#### **5. Date and time for Proposal delivery:**

Proposal delivery deadline is 20.05.2013 at 12pm.

**contract length:** Until the end of the current year.

#### **6. Description and labelling of groups or sections of supply items, if allowed in the bidding process**

The bidder is bidding for all countries proposed by the Croatian National Tourist Board.

#### **7. Eligibility requirements for companies, proof of eligibility and monetary value of such proof, if available**

#### **A. Legal and commercial eligibility proofs:**

- Name of eligibility proof: Company register or other appropriate proof ,
- authorisation, agreement and similar proof if necessary to carry out relevant work in target country .
- Name of issuing body: appropriate Courts, Companies House, or other appropriate bodies.
- Value indicators of eligibility: the bidder shall prove that they are registered for the trade they are applying for.
- If the proof of eligibility is not issued in the country where the company is based, bidders are required to submit an accompanying statement signed and stamped by the appropriate governing body.

#### **B. Criminal checks:**

- Name of eligibility proof: Signed statement certified by the notary public or other governing body with which the bidder will prove the following (**Appendix 1**): that the economic operator or their representative is/are not subject to non-appealable sentencing for criminal actions with a conspiracy to commit criminal actions, accepting bribery in conducting business, offering bribery in conducting business, abuse of power, abuse of power in the public sector, illegal brokering, accepting bribery, offering bribery, fraud, computer fraud, fraud in conducting business or concealing illegal funds; or for such criminal actions as defined by the country of the economic operator, that is appropriate proof of the home country if the bidder is registered outside the Republic of Croatia.
- Name of issuing body: a person authorized to represent the economic operator on behalf of themselves and the economic operator shall provide a signed statement certified by the notary public or other relevant body of the Head Office country, or relevant body of the Head Office country if such evidence is issued in that country.

#### **C. Financial eligibility proof:**

##### Credit rating

- Name of eligibility proof: statement issued by relevant tax body confirming credit rating, or a corresponding document of the governing body of the bidders registered country,
- Name of issuing body: Ministry of Finance - Inland Revenue, or appropriate governing body in registered Country,
- Value indicators of eligibility: the bidder must demonstrate that they have fulfilled all tax, pension and national insurance requirements. This eligibility proof should be no more than thirty (30) days old than the application and it should be issued by the governing body in the registered country.

##### Solvency

- Name of eligibility proof: Forms BON 1 and BON 2 (i.e. SOL 2) and profit and loss accounts for the last three financial years.
- Name of issuing body: Financial Agency (FINA) for BON 1 and BON 2 (or SOL 2) or an appropriate banking, financial institution or body if the bidder is registered outside the Republic of Croatia, and profit and loss account signed and stamped by the bidder.

- Value indicators of eligibility: the bidder or group of bidders must prove that their average annual income over the last three years is equal to or higher than 2,000,000.00 HRK.

### Bid bond

- Name of financial eligibility proof: Bid bond.  
As a bid bond, the bidder should submit a bank guarantee payable to the Client at "first call" and "without prejudice" in the amount of 10% (ten per cent) of the budget value for each of the markets for which the bidder is applying for, or a personal bond in the amount of 10% (ten per cent) of the budget value for each of the markets for which they are applying for, the form and content of which should be in accordance with the Rules on Bond Form and Content (Official Gazette, No. 16/2011), and solemnized by the notary public.  
A bid bond shall be payable in case the bidder withdraws their Proposal during the delivery period.  
A bid bond shall form an integral part of the Proposal, and must not be damaged, pierced or punched, but enclosed in a transparent plastic folder so that it can be returned to the bidder.  
A bid bond shall be activated in case the bidder withdraws their Proposal during the delivery period, or submits untrue or insufficient eligibility evidence, or fails to submit bid bonds, professional liability insurance guarantees or refuses to sign the contract if successful.
- Should the bidder agree to the Client's request to extend the Proposal period, bid bonds shall be extended to cover the newly extended period.
- The Client shall return all bid bonds to bidders within 30 days of their Decision.

### Contract performance guarantee

- Name of financial eligibility proof: The acting party must submit a Contract performance guarantee to the Client when signing the Contract.  
Contract performance guarantee must be submitted when signing the contract in the form of a Bank Guarantee, payable to the Client at "first call" and "without prejudice" in the amount of 100% (one hundred per cent) of the budget value for each market the bidder is applying for, or a personal bond in the amount of 100% (one hundred per cent) of the budget value for each market the bidder is applying for in accordance with the Rules on Bond Form and Content (Official Gazette, No. 16/2011), solemnized by the notary public.

Contract performance guarantee shall be enforced in the following situations:

If the bidder fails to fulfil any outstanding commitments at the end of the contract period without additional cost to the Croatian National Tourist Board, Contract performance guarantee shall be enforced:

- If the bidder realises less than 50% of the total planned number of new fans, Contract performance guarantee shall be activated in the amount of 100% of the value of the Contract.

- If the bidder realises between 50-64% of the total planned number of new fans, Contract performance guarantee shall be activated in the value of 70% of the Contract.
- If the bidder realises between 65-79% of the total planned number of new fans, Contract performance guarantee shall be activated in the value of 50% of the Contract.
- If the bidder realises between 80-95% of the total planned number of new fans, Contract performance guarantee shall be activated in the value of 30% of the Contract.

If the bidder does not reply to every email sent by the Croatian National Tourist Board or their representative Office within 24 hours, Contract performance Guarantee shall be enforced in the amount of 5% of the total value of the Contract.

Contract performance guarantee cannot be shorter in time than the time period defined by the Contract.

### **Other proofs**

- If there is a legitimate reason why the bidder is unable to provide eligibility proofs from Article 7, the bidder can submit other forms of proof so long as that proof has the same strength as the documents required in Article 7.

## **8. Proposal style and format, and delivery methods**

### **A. Proposal style and format**

- Proposal has to be prepared as defined in the Bidding Documentation
- Proposal must be bound together including the bond, bearing a stamp on the back.
- The text in the bidding document must not be changed or altered.
- All pages in the Proposal shall be numbered throughout.
- Proposal should be written in permanent ink.
- Corrections in the Proposal must be made in a way that it is clear and easy to prove that they are corrections, bearing the date the correction was made, and stamp and signature of the relevant person.

### **B. Proposal content:**

**Proposal should include the following completed and signed and stamped documents:**

- a completed Proposal form and a Cost estimate (Appendix 2 of the Bidding documentation),
- eligibility proof,
- detailed advertising plan,
- description of the methodology of managing the advertising campaign,
- description of campaign monitoring by the Croatian National Tourist Board,
- description of proof of spent funds,
- expert CVs for those involved in the campaign,
- a list of all relevant parts and/or amendments to the Proposal,
- any other information required by the bidding documentation.

**Bidder is required to submit all the proofs listed in Article 7, and the lack of submitting such proof will be seen as unacceptable and will make the Proposal inadmissible. Eligibility proofs from Article 7 have to be originals or certified copies, certified by the notary public or relevant governing bodies.**

C. Proposal delivery:

Proposal shall be delivered in writing, in a sealed envelope with the name and address of the bidder, and stating the following

**"Procedure implementation for Facebook advertising services ev. no. 45/13 - do not open"**

and any other information relating to the bidding documentation. Bidders can amend, expand or withdraw their Proposal in writing on a signed document within the delivery time frame. Any amendments to the Proposal shall be delivered in the same way as the main proposal.

**Contact department for bidding enquiries:**

Internet Department, Head Office, Croatian National Tourist Board,

Email: [web@htz.hr](mailto:web@htz.hr)

Tel: +385 1 4699362

**9. Admissibility of proposals in electronic form**

Proposals submitted in electronic form will not be considered

**10. Admissibility of alternative proposals**

Alternative proposals are inadmissible.

**11. Admissibility of joint proposals**

Group of bidders can make joint proposals.

**12. Payment methods, conditions and time frames**

Payment shall be made within 30 days from the completion of services. There are no advance payments.

**13. Proposal validity time**

60 days from the start of the bidding process.

**14. Proposal selection criteria:**

The best proposals received in the required time frame shall be selected by the total number of proposed new fans of the Croatian National Tourist Board's Facebook page, which can be realised within the set budget. The best proposal will be the proposal which guarantees the realisation of the highest number of new fans for the Croatian National Tourist Board's new page.

**15. Language or languages of the Proposal or its parts:** Croatian and English.

**16. Date, time and place for submitting and opening of Proposals**

The final deadline for submitting the Proposals is 20.05.2013 at 12pm, at the Head Office of the Croatian National Tourist Board, Iblerov trg 10/IV, Zagreb.

**17. Decision time on accepting or cancelling proposals**

30 days from the end date for submitting the proposal.

**18. Availability of bidding documentation**

Bidding documentation is available online at [www.croatia.hr](http://www.croatia.hr). Final deadline for collecting documentation is: 20.05.2013 at 12pm.

Proposals shall be opened on 20.05.2013 at 12pm at the Head Office of the Croatian National Tourist Board, Iblerov trg 10/IV, Zagreb.

**Croatian National Tourist Board  
Head Office**

**Appendix 1.**

Pursuant to Invitation to bid by the Head Office of the Croatian National Tourist Board, I hereby make the following

**STATEMENT**

I, \_\_\_\_\_  
(name and surname)

from \_\_\_\_\_ do hereby declare that there are no circumstances which

would be contrary to Article 8 of the Bidding documentation of the Head Office of the Croatian National Tourist Board, or the economic operator represented by me, and myself as a person authorized to represent an economic operator are not subject to non-appealable sentencing for criminal actions with a conspiracy to commit criminal actions, accepting bribery in conducting business, offering bribery in conducting business, abuse of power, abuse of power in the public sector, illegal brokering, accepting bribery, offering bribery, fraud, computer fraud, fraud in conducting business or concealing illegal funds; or for such criminal actions as defined by the country of the economic operator.

I make this statement myself, as a person authorized to represent a legal entity.

\_\_\_\_\_  
(company)

based in \_\_\_\_\_ and for legal entity.

In \_\_\_\_\_, on \_\_\_\_\_ 2013.

\_\_\_\_\_  
(signature certified to be true by the notary public or another governing body)

**Appendix 2. Bidding documentation**

**Bidding Form**

Offer/bid for Facebook Advertising Services

Name of bidder	
Address of bidder	
Registered number	
Identification number	
Tel.	
Fax	
Email	
Person in charge	
Contact person	
Bid valid until:	

SIGNED

**Advertising on the Facebook page ([www.facebook.com/croatia.hr](http://www.facebook.com/croatia.hr)) for the Croatian National Tourist Board in June**

Country	Mobile adverts			Desktop adverts			Total	
	Budget	Number of new fans	Cost per fan	Budget	Number of new fans	Cost per fan	Budget	Number of new fans
Austria	15.780,00			10.520,00			26.300,00	
Czech Republic	21.072,00			14.048,00			35.120,00	
Denmark	2.100,00			1.400,00			3.500,00	
Finland	2.004,00			1.336,00			3.340,00	
France	8.076,00			5.384,00			13.460,00	
Italy	15.096,00			10.064,00			25.160,00	
Hungary	3.960,00			2.640,00			6.600,00	
Netherlands	8.040,00			5.360,00			13.400,00	
Norway	2.100,00			1.400,00			3.500,00	
Germany	25.080,00			16.720,00			41.800,00	
Slovakia	11.616,00			7.744,00			19.360,00	
Slovenia	11.220,00			7.480,00			18.700,00	
Spain	8.160,00			5.440,00			13.600,00	
Sweden	5.640,00			3.760,00			9.400,00	
Switzerland	4.704,00			3.136,00			7.840,00	
Great Britain	12.072,00			8.048,00			20.120,00	
<b>TOTAL</b>	<b>156.720,00</b>			<b>104.480,00</b>			<b>261.200,00</b>	
<b>TOTAL mobile+desktop</b>							<b>261.200,00</b>	

**Advertising on the Facebook page ([www.facebook.com/croatia.hr](http://www.facebook.com/croatia.hr)) for the Croatian National Tourist Board in July**

Country	Mobile adverts			Desktop adverts			Total	
	Budget	Number of new fans	Cost per fan	Budget	Number of new fans	Cost per fan	Budget	Number of new fans
Austria	15.780,00			10.520,00			26.300,00	
Czech Republic	21.072,00			14.048,00			35.120,00	
Denmark	2.100,00			1.400,00			3.500,00	
Finland	2.004,00			1.336,00			3.340,00	
France	8.076,00			5.384,00			13.460,00	
Italy	15.096,00			10.064,00			25.160,00	
Hungary	3.960,00			2.640,00			6.600,00	
Netherlands	8.040,00			5.360,00			13.400,00	
Norway	2.100,00			1.400,00			3.500,00	
Germany	25.080,00			16.720,00			41.800,00	
Slovakia	11.616,00			7.744,00			19.360,00	
Slovenia	11.220,00			7.480,00			18.700,00	
Spain	8.160,00			5.440,00			13.600,00	
Sweden	5.640,00			3.760,00			9.400,00	
Switzerland	4.704,00			3.136,00			7.840,00	
Great Britain	12.072,00			8.048,00			20.120,00	
<b>TOTAL</b>	<b>156.720,00</b>			<b>104.480,00</b>			<b>261.200,00</b>	
<b>TOTAL mobile+desktop</b>							<b>261.200,00</b>	

**Advertising on the Facebook page ([www.facebook.com/croatia.hr](http://www.facebook.com/croatia.hr)) for the Croatian National Tourist Board in August**

Country	Mobile adverts			Desktop adverts			Total	
	Budget	Number of new fans	Cost per fan	Budget	Number of new fans	Cost per fan	Budget	Number of new fans
Austria	15.780,00			10.520,00			26.300,00	
Czech Republic	21.072,00			14.048,00			35.120,00	
Denmark	2.100,00			1.400,00			3.500,00	
Finland	2.004,00			1.336,00			3.340,00	
France	8.076,00			5.384,00			13.460,00	
Italy	15.096,00			10.064,00			25.160,00	
Hungary	3.960,00			2.640,00			6.600,00	
Netherlands	8.040,00			5.360,00			13.400,00	
Norway	2.100,00			1.400,00			3.500,00	
Germany	25.080,00			16.720,00			41.800,00	
Slovakia	11.616,00			7.744,00			19.360,00	
Slovenia	11.220,00			7.480,00			18.700,00	
Spain	8.160,00			5.440,00			13.600,00	
Sweden	5.640,00			3.760,00			9.400,00	
Switzerland	4.704,00			3.136,00			7.840,00	
Great Britain	12.072,00			8.048,00			20.120,00	
<b>TOTAL</b>	<b>156.720,00</b>			<b>104.480,00</b>			<b>261.200,00</b>	
<b>TOTAL mobile+desktop</b>							<b>261.200,00</b>	

**Advertising on the Facebook page ([www.facebook.com/croatia.hr](http://www.facebook.com/croatia.hr)) for the Croatian National Tourist Board in September**

Country	Mobile adverts			Desktop adverts			Total	
	Budget	Number of new fans	Cost per fan	Budget	Number of new fans	Cost per fan	Budget	Number of new fans
Austria	11.835,00			7.890,00			19.725,00	
Czech Republic	15.804,00			10.536,00			26.340,00	
Denmark	1.575,00			1.050,00			2.625,00	
Finland	1.503,00			1.002,00			2.505,00	
France	6.057,00			4.038,00			10.095,00	
Italy	11.322,00			7.548,00			18.870,00	
Hungary	2.970,00			1.980,00			4.950,00	
Netherlands	6.030,00			4.020,00			10.050,00	
Norway	1.575,00			1.050,00			2.625,00	
Germany	18.810,00			12.540,00			31.350,00	
Slovakia	8.712,00			5.808,00			14.520,00	
Slovenia	8.415,00			5.610,00			14.025,00	
Spain	6.120,00			4.080,00			10.200,00	
Sweden	4.230,00			2.820,00			7.050,00	
Switzerland	3.528,00			2.352,00			5.880,00	
Great Britain	9.054,00			6.036,00			15.090,00	
<b>TOTAL</b>	<b>117.540,00</b>			<b>78.360,00</b>			<b>195.900,00</b>	
<b>TOTAL mobile+desktop</b>							<b>195.900,00</b>	

Advertising on the Facebook page ([www.facebook.com/croatia.hr](http://www.facebook.com/croatia.hr)) for the Croatian National Tourist Board in October

Country	Mobile adverts			Desktop adverts			Total	
	Budget	Number of new fans	Cost per fan	Budget	Number of new fans	Cost per fan	Budget	Number of new fans
Austria	7.890,00			5.260,00			13.150,00	
Czech Republic	10.536,00			7.024,00			17.560,00	
Denmark	1.050,00			700,00			1.750,00	
Finland	1.002,00			668,00			1.670,00	
France	4.038,00			2.692,00			6.730,00	
Italy	7.548,00			5.032,00			12.580,00	
Hungary	1.980,00			1.320,00			3.300,00	
Netherlands	4.020,00			2.680,00			6.700,00	
Norway	1.050,00			700,00			1.750,00	
Germany	12.540,00			8.360,00			20.900,00	
Slovakia	5.808,00			3.872,00			9.680,00	
Slovenia	5.610,00			3.740,00			9.350,00	
Spain	4.080,00			2.720,00			6.800,00	
Sweden	2.820,00			1.880,00			4.700,00	
Switzerland	2.352,00			1.568,00			3.920,00	
Great Britain	6.036,00			4.024,00			10.060,00	
<b>TOTAL</b>	<b>78.360,00</b>			<b>52.240,00</b>			<b>130.600,00</b>	
TOTAL mobile+desktop							<b>130.600,00</b>	

**Advertising on the Facebook page ([www.facebook.com/croatia.hr](http://www.facebook.com/croatia.hr)) for the Croatian National Tourist Board in November**

Country	Mobile adverts			Desktop adverts			Total	
	Budget	Number of new fans	Cost per fan	Budget	Number of new fans	Cost per fan	Budget	Number of new fans
Austria	7.890,00			5.260,00			13.150,00	
Czech Republic	10.536,00			7.024,00			17.560,00	
Denmark	1.050,00			700,00			1.750,00	
Finland	1.002,00			668,00			1.670,00	
France	4.038,00			2.692,00			6.730,00	
Italy	7.548,00			5.032,00			12.580,00	
Hungary	1.980,00			1.320,00			3.300,00	
Netherlands	4.020,00			2.680,00			6.700,00	
Norway	1.050,00			700,00			1.750,00	
Germany	12.540,00			8.360,00			20.900,00	
Slovakia	5.808,00			3.872,00			9.680,00	
Slovenia	5.610,00			3.740,00			9.350,00	
Spain	4.080,00			2.720,00			6.800,00	
Sweden	2.820,00			1.880,00			4.700,00	
Switzerland	2.352,00			1.568,00			3.920,00	
Great Britain	6.036,00			4.024,00			10.060,00	
<b>TOTAL</b>	<b>78.360,00</b>			<b>52.240,00</b>			<b>130.600,00</b>	
TOTAL mobile+desktop							<b>130.600,00</b>	

**Advertising on the Facebook page ([www.facebook.com/croatia.hr](http://www.facebook.com/croatia.hr)) for the Croatian National Tourist Board in December**

Country	Mobile adverts			Desktop adverts			Total	
	Budget	Number of new fans	Cost per fan	Budget	Number of new fans	Cost per fan	Budget	Number of new fans
Austria	3.945,00			2.630,00			6.575,00	
Czech Republic	5.268,00			3.512,00			8.780,00	
Denmark	525,00			350,00			875,00	
Finland	501,00			334,00			835,00	
France	2.019,00			1.346,00			3.365,00	
Italy	3.774,00			2.516,00			6.290,00	
Hungary	990,00			660,00			1.650,00	
Netherlands	2.010,00			1.340,00			3.350,00	
Norway	525,00			350,00			875,00	
Germany	6.270,00			4.180,00			10.450,00	
Slovakia	2.904,00			1.936,00			4.840,00	
Slovenia	2.805,00			1.870,00			4.675,00	
Spain	2.040,00			1.360,00			3.400,00	
Sweden	1.410,00			940,00			2.350,00	
Switzerland	1.176,00			784,00			1.960,00	
Great Britain	3.018,00			2.012,00			5.030,00	
<b>TOTAL</b>	<b>39.180,00</b>			<b>26.120,00</b>			<b>65.300,00</b>	
<b>TOTAL mobile+desktop</b>							<b>65.300,00</b>	

**Advertising on the Facebook page ([www.facebook.com/croatia.hr](http://www.facebook.com/croatia.hr)) for the Croatian National Tourist Board  
TOTAL - From 1<sup>st</sup> June to 10<sup>th</sup> December 2013**

Country	Mobile adverts			Desktop adverts			Total	
	Budget	Number of new fans	Cost per fan	Budget	Number of new fans	Cost per fan	Budget	Number of new fans
Austria	78.900,00			52.600,00			131.500,00	
Czech Republic	105.360,00			70.240,00			175.600,00	
Denmark	10.500,00			7.000,00			17.500,00	
Finland	10.020,00			6.680,00			16.700,00	
France	40.380,00			26.920,00			67.300,00	
Italy	75.480,00			50.320,00			125.800,00	
Hungary	19.800,00			13.200,00			33.000,00	
Netherlands	40.200,00			26.800,00			67.000,00	
Norway	10.500,00			7.000,00			17.500,00	
Germany	125.400,00			83.600,00			209.000,00	
Slovakia	58.080,00			38.720,00			96.800,00	
Slovenia	56.100,00			37.400,00			93.500,00	
Spain	40.800,00			27.200,00			68.000,00	
Sweden	28.200,00			18.800,00			47.000,00	
Switzerland	23.520,00			15.680,00			39.200,00	
Great Britain	60.360,00			40.240,00			100.600,00	
<b>TOTAL</b>	<b>783.600,00</b>			<b>522.400,00</b>			<b>1.306.000,00</b>	
<b>TOTAL mobile+desktop</b>							<b>1.306.000,00</b>	