

Stockholm, 2017.11.17

REQUEST FOR OFFER  
FOR INTERNET CAMPAIGN ON NORWEGIAN MARKET

Polish Tourist Organisation Office in Stockholm is looking for a contractor to execute the internet campaign in Norway in December 2017/January 2018.

We are looking for a possibility to use your direct marketing / native advertising channels for possibly wide active reach. Important for us is to have the biggest scope of newsletter reach or native advertising on CPC basis. The budget for the campaign is 100.000 NOK, VAT inclusive (if applicable). You are welcome to combine different tools within the campaign, in order to bring the best effect. We need the campaign to last minimum 5 weeks, starting latest week 51 in 2017.

Target group is families with/without children, planning winter holidays / city breaks. There will be landing page with competition, placed on [www.polen.travel/no](http://www.polen.travel/no).

Offers will be given points depending on campaign price and reach, where for lowest price the offer can get max. 30 points and for best reach max. 70 points. Maximum number of points is 100.

We are looking for the offers until **23 November 2017 until 14:00 o'clock**.

The offers should be sent to [mh@polen.travel](mailto:mh@polen.travel). In case on further questions please contact Malgorzata Hudyma, available at 0046 70 738 1121.

1. This procedure is not covered by the Law dd. 29 January 2004 on public procedures (Law Journal dd. 2013, pp. 907 with later updates).
2. Information on the offer choice does not mean offer acceptance. In order to validate the choice the contract with the best tenderer must be signed.
3. The Ordering Party may:
  - cancel the procedure or invalidate it, partly or wholly, at any moment
  - close the procedure without choosing the offer
  - ask detailed questions and information from the tenderers at any stage of the procedure
4. In case the Ordering Party uses any of above clauses, there is no remuneration offered to the tenderers, who took part in the procedure.

