

THE CROATIAN NATIONAL TOURIST BOARD – MAIN OFFICE, Iblerov trg 10/IV, 10000 Zagreb, hereby invites

TENDERS

For Joint Advertising of the Croatian National Tourist Board, the System of Tourist Boards and Economic Operators in 2009

(Model I)

Article 1

In the year 2009 the Croatian National Tourist Board will carry out joint advertising in all markets, together with all Croatian entities, that is, the system of tourist boards and economic operators in Croatia.

Joint advertising comprises print media, television and radio advertising, inclusive of advertising on Internet portals, and billboard ads.

Joint advertising does not include brochure printing and advertising on parties' websites.

Article 2

CNTB has set a total gross amount of 5 000 000 Croatian kuna (five million Croatian kuna) for joint advertising, which amount will be allocated pursuant to the results of this tender.

Article 3

In the process of fund allocation priority will be given to media plan proposals, previously coordinated between economic operators and the system of tourist boards, regulating the preseason and postseason advertising, subject to Tender Committee's decision.

Media plan coordination activities at the county level will be performed by county tourist boards.

Article 4

Specialized associations (Croatian Camping Union (KUH), Croatian Association of Hoteliers and Restaurateurs (HUH), Marina Association, Association of Croatian Travel Agencies (UHPA), Union of Croatian Independent Travel Agents (UNPAH), etc.) will be treated as corporate members from business.

Article 5

Upon county tourist boards' proposal, uniting regional opinions on the matter and regional entities, the Main Office of the Croatian National Tourist Board will join funds using the 1+1+2 principle, that is:

- 25% of the funds will be provided by CNTB;
- 25% of the funds will be provided by county, city, municipal and town tourist boards;
- 50% of funds will be provided by economic operators.

Based on the distribution in accordance with the said principle, the advertiser will individually or via a promotion agency, and based on the adopted media plan and signed contract, perform advertising. In case services of a promotion agency are used, the agency will issue an invoice to each participant for the respective part of advertising, with required attachments and evidence enclosed.

Article 6

The Croatian National Tourist Board will make payments pursuant to the Joint Advertising Contract to the advertiser or a promotion agency against an itemized bill issued by the advertiser or a promotion agency containing a specification of actual costs resulting from joint advertising. A comprehensive and proper documentation must be enclosed with the bill.

The following shall be regarded as comprehensive and proper documentation:

- A signed copy of the Contract comprising the following essentials: the Media Plan containing an itemized list of ads, by media and terms, and an itemized financial list comprising each ad and total financial cost of advertising;
- Original ads published in print media pursuant to the Media Plan;
- Photographic documentation for billboard advertising pursuant to the Media Plan;
- A printout and an audio and video recording on a CD or DVD for TV, radio and online advertising pursuant to the Media Plan;
- When implementing the Contract individually, the advertiser is obligated to submit the copies of invoices for advertising activities performed issued by suppliers, pursuant to the Media Plan.

All forms of joint advertising must bear the logo of the Croatian National Tourist Board, except ads broadcasted on the radio and news stories.

Article 7

The Croatian National Tourist Board is not obligated to settle any invoice issued pursuant to the Joint Advertising Contract which is not in compliance with Article 6 of this Tender.

Article 8

All joint advertising invoices for the year 2009 must be delivered to the CNTB Main Office not later than December 15, 2009, so they could be settled in the 2009 calculation period.

In case an invoice is received after December 15, 2009, the same will not be settled and will be returned to the contractor.

Article 9

Submitted tenders for joint advertising must include:

- 1.) A corresponding term and financial media plan for joint advertising in 2009,
- 2.) A written confirmation from all participants in joint advertising the advertiser is nominating as candidates.

Tenderers whose tenders do not contain all documents listed herein will not be eligible for joint advertising funds allocation.

CROATIAN NATIONAL TOURIST BOARD – MAIN OFFICE, Iblerov trg 10/IV, 10000 Zagreb, hereby invites

TENDERS

For Joint Advertising of the Croatian National Tourist Board and the System of Tourist Boards in 2009
(Model II)

Article 1

In the year 2009 the Croatian National Tourist Board (CNTB) will conduct joint advertising in all markets together with the system of tourist boards.

Joint advertising comprises print media, television and radio advertising, inclusive of advertising on Internet portals, and billboard ads.

Joint advertising does not include brochure printing and advertising on parties' websites.

Article 2

CNTB has set a total gross amount of 5 000 000 Croatian kuna (five million Croatian kuna), inclusive of VAT, to be apportioned for joint advertising pursuant to this Tender.

Article 3

In the process of fund allocation priority will be given to media plan proposals, previously coordinated within the system of tourist boards, regulating the preseason and postseason advertising, subject to Tender Committee's decision.

Article 4

When joint advertising is carried out by the Croatian National Tourist Board and the system of tourist boards, joint funds distribution between the Main Office of the Croatian Tourist Board and county, city, municipal and town tourist boards of coastal Croatia and the city of Zagreb will be done according to the 1:1 principle, that is:

- 50 % of the funds will be provided by the Croatian National Tourist Board,
- 50 % of the funds will be provided by county, city, municipal and town tourist boards

Based on the distribution in accordance with the said principle the advertiser will individually or via a promotion agency, and based on the adopted media plan and signed contract, realize advertising. In case services of a promotion agency are used, the agency will issue an invoice to each participant for the respective part of advertising, with required attachments and evidence enclosed.

Article 5

The Croatian National Tourist Board will make payments pursuant to the Joint Advertising Contract to the advertiser or a promotion agency against an itemized bill issued by the advertiser or a promotion agency containing a specification of actual costs resulting from joint advertising. A comprehensive and proper documentation must be enclosed with the bill.

The following shall be regarded as comprehensive and proper documentation:

- A signed copy of the Contract comprising the following essentials: the Media Plan containing an itemized list of ads, by media and terms, and an itemized financial list comprising each ad and total financial cost of advertising;
- Original ads published in print media pursuant to the Media Plan;
- Photographic documentation for billboard advertising pursuant to the Media Plan;
- A printout and an audio and video recording on a CD or DVD for TV, radio and Internet advertising pursuant to the Media Plan;
- When implementing the Contract individually, the advertiser is obligated to submit the copies of invoices for advertising activities performed issued by suppliers pursuant to the Media Plan.

All forms of joint advertising must bear the logo of the Croatian National Tourist Board, except ads broadcasted on the radio and news stories.

Article 6

The Croatian National Tourist Board is not obligated to settle any invoice issued pursuant to the Joint Advertising Contract which is not in compliance with Article 5 of this Tender.

Article 7

All joint advertising invoices in 2009 must be delivered to the CNTB Main Office not later than December 15, 2009, so they could be settled in the 2009 calculation period.

In case an invoice is received after December 15, 2009, the same will not be settled and will be returned to the contractor.

Article 8

Submitted tenders for joint advertising must include:

- 1.) A corresponding term and financial media plan for joint advertising in 2009,

Tenderers whose tenders do not contain all documents listed herein will not be eligible for joint advertising funds allocation.

CROATIAN NATIONAL TOURIST BOARD – MAIN OFFICE, Iblerov trg 10/IV, 10000 Zagreb, hereby invites

TENDERS

for Joint Advertising of the Croatian National Tourist Board and Tour Operators in 2009 (Model III)

Article 1

In 2009 the Croatian National Tourist Board will carry out joint advertising of tourist programs for Croatia in all markets together with tour operators, that is, domestic tourist agencies acting on behalf of foreign tour operators.

Joint advertising comprises print media, television and radio advertising, inclusive of advertising on Internet portals, and billboard ads.

Joint advertising does not include the printing of tour operators' brochures and catalogues and designing of and advertising on parties' websites.

Article 2

A foreign tour operator can win a right to the funds reserved for joint advertising directly from the Croatian National Tourist Board or through the agency of only one domestic tourist agency.

Article 3

The Croatian National Tourist Board has set a total gross amount of 10 300 000 kuna, inclusive of VAT, (ten million and three hundred thousand kuna) for joint advertising for allocation pursuant to this tender.

Article 4

The basis of the calculation and funds distribution among particular tour operators or domestic tourist agencies acting on behalf of foreign tour operators will be the number of passenger arrivals to Croatia realized in 2007, which is proved by reliable business records, including:

- 1) For domestic tourist agencies a copy of the TU 14 form for short trips (lasting several days) to Croatia for 2007 as sent to the Central Bureau of Statistics of the Republic of Croatia.
- 2) For a foreign tour operator a statement, for which the issuer will be held morally and materially responsible, on the number of passengers the foreign tour operator brought to Croatia in 2007. In that statement the foreign tour operator must include a provision allowing the CNTB to check the data therein.

The maximum amount that can be allocated to one tour operator can amount to 15 % of the total sum as set in Article 3 of this tender.

Article 5

In the process of allocation of funds priority will be given to tour operators' programs for the pre-season (January 1 – June 7, 2009) and post-season (September 12 – November 30, 2009).

Article 6

The Croatian National Tourist Board allocates 1 euro per passenger arrival for all foreign markets, exclusive of Great Britain. For Great Britain CNTB allocates 1 pound sterling per passenger arrival, and for Croatia 3 kuna per passenger arrival.

Article 7

The Croatian National Tourist Board joins funds with tour operators using the 1+1 principle, that is:

- 50% of the funds will be provided by a tour operator, that is, a domestic tourist agency on behalf of a foreign tour operator,

- 50% of the funds will be provided by CNTB, but that amount will not exceed the amount a tour operator can realize pursuant to Articles 4 and 6 of this tender.

Article 8

The Croatian National Tourist Board and tour operators, that is, domestic tourist agencies on behalf of foreign tour operators, will set out the terms of their mutual relationships in a contract. The Contract will be executed by the parties participating in joint advertising – the Croatian National Tourist Board, a tour operator and a domestic tourist agency. Advertising will be carried out in line with the agreed Media Plan which constitutes an integral part of the Contract. Operating coordination activities will be carried out by the Croatian National Tourist Board.

Article 9

The parties obliged to perform works pursuant to the Joint Advertising Contract will be the tour operator, that is, a domestic tourist agency on behalf of the foreign tour operator. The Croatian National Tourist Board will control the implementation of the contracted joint advertising.

Article 10

The Croatian National Tourist Board will make payments pursuant to the Joint Advertising Contract to the tour operator or a domestic tourist agency acting on behalf of the foreign tour operator against an itemized bill containing a specification of actual costs resulting from joint advertising. A comprehensive and proper documentation must be enclosed with the bill.

The following shall be regarded as comprehensive and proper documentation:

- A signed copy of the Contract comprising the following essentials: the Media Plan containing an itemized list of ads, by media and terms, and an itemized financial list comprising each ad and total financial cost of advertising;
- Original ads published in print media pursuant to the Media Plan;
- Photographic documentation for billboard advertising pursuant to the Media Plan;
- A printout and an audio and video recording on a CD or DVD for TV, radio and Internet advertising pursuant to the Media Plan;
- The copies of supplier's invoices for advertising activities performed pursuant to the Media Plan.

All forms of joint advertising must bear the logo of the Croatian National Tourist Board, except ads broadcasted on the radio.

Article 11

Payment can be made in two instalments, subsequent to advertising.

The Croatian National Tourist Board is not obligated to settle any invoice issued based on the Joint Advertising Contract which is not in compliance with Article 10 of this Tender.

Article 12

(1) Domestic travel agencies may receive 50 % of the financial assets that Croatian National Tourist Board merges, immediate after contract signing with their liability to submit to the CNTB following documentation according to the contract and for the purposes of the payment insurance which CNTB could claim:

- 2 blank bills of exchange, with the clause "without protest",
- 2 blank bonds, with the indication of the highest amount that CNTB will determine at the time of the contract signing,
- Court register excerpt (not older than 1 month, original),
- Signed card from the bank (copy).

(2) Immediately after submitted evidence documentation by the domestic travel agency about the performed advertising in the amount which will be paid by CNTB according to the Article 10 and Article 12 Paragraph 1 of this tender, CNTB can grant payment of the other half of the stipulated amount to the domestic travel agency.

Article 13

All joint advertising invoices in the year 2009 must be delivered to the CNTB Main Office not later than December 15, 2009, so they could be settled in the 2009 calculation period.

In case an invoice is received after December 15, 2009, the same will not be settled and will be returned to the contractor.

Article 14

Submitted tenders for joint advertising must include:

- 1.) Reliable business records on the number of organized passenger arrivals to Croatia in 2007,
- 2.) A corresponding term and financial media plan for joint advertising in 2009,
- 3.) Travel brochure-catalogue for Croatia for 2009

A tour operator whose tender does not contain all documents listed herein will not be eligible for joint advertising funds allocation.

CROATIAN NATIONAL TOURIST BOARD – MAIN OFFICE, Iblerov trg 10/IV, 10000 Zagreb, hereby invites

TENDERS

for Joint Advertising of the Croatian National Tourist Board and Tour Operators in the Preseason and Postseason of 2009 (Model IV)

Article 1

In 2009 the Croatian National Tourist Board will carry out joint advertising of tourist programs for Croatia in all markets together with tour operators, that is, domestic tourist agencies acting on behalf of foreign tour operators for short trips (lasting several days) with organized air and bus transport in the preseason and postseason in Croatia. Joint advertising comprises print media, television and radio advertising, inclusive of advertising on Internet portals, and billboard ads. Joint advertising does not include the printing of tour operators' brochures and catalogues and designing of and advertising on parties' websites.

Article 2

The foreign tour operator can win a right to the funds reserved for joint advertising directly from the Croatian National Tourist Board or through the agency of only one domestic tourist agency.

Article 3

The Croatian National Tourist Board has set a total gross amount of 11 000 000 kuna, inclusive of VAT (eleven million kuna) for joint advertising that will be allocated pursuant to this tender.

Article 4

The basis of the calculation and funds distribution among particular tour operators or domestic tourist agencies acting on behalf of foreign tour operators will be the number of passenger arrivals to Croatia realized during the preseason (January 1 – June 7) and postseason (September 12 – November 30) in 2009 proved by reliable business records, including:

- Passenger list (flightlist) certified by a Croatian Airport Authority
- Daily report on the flight to the destination airport in Croatia
- Bus passenger list certified by accommodation establishment (hotel etc.) passengers stayed at; for organized bus transport a passenger list certified by e-mail will be accepted.

The maximum amount that can be allocated to one tour operator is 15 % of the total funds as set in Article 3 of this tender.

Article 5

In the process of fund apportionment priority will be given to:

- 1) Programs of tour operators with air transport of 22 continuous rotations per one airport at the least, or at least 5 continuous rotations per one airport in the preseason and postseason.
- 2) Programs with organized bus transport of at least 5 continuous rotations in the preseason and postseason at one tourist area (cluster).

Article 6

The Croatian National Tourist Board will allocate for joint advertising:

- 1) 20 € per passenger arrival in the preseason and postseason by air transport for all foreign markets except Great Britain. For those markets the amount of 20 £ per passenger arrival in the preseason and postseason will be apportioned.
- 2) 7 € per passenger arrival for all markets for organized bus transport in the preseason and postseason.

Article 7

The Croatian National Tourist Board joins funds with tour operators using the 1+1 principle, that is:

- 50% of the funds will be provided by a tour operator, that is, a domestic tourist agency acting on behalf of a foreign tour operator,
- 50% of the funds will be provided by the Croatian National Tourist Board, but that amount will not exceed the amount a tour operator can realize pursuant to Articles 4 and 6 of this Tender.

A tour operator will, after carrying out advertising and submitting complete and reliable documentation, submit to CNTB a calculation of the amount of funds for joint advertising pursuant to the terms set in Articles 4 and 6 of this tender. After CNTB's approval of the submitted calculation, the tour operator will issue an invoice to CNTB.

Article 8

The Croatian National Tourist Board and tour operators, that is, domestic tourist agencies acting on behalf of foreign tour operators, will set out the terms of their mutual relationships by contract. The Contract will be executed by the parties participating in joint advertising – the Croatian National Tourist Board, a tour operator and a domestic tourist agency. Advertising will be carried out in line with the agreed Media Plan which constitutes an integral part of the Contract. Operating coordination activities will be carried out by the Croatian National Tourist Board.

Article 9

The parties obliged to perform works from the Joint Advertising Contract will be the tour operator, that is, a domestic tourist agency acting on behalf of the foreign tour operator. The Croatian National Tourist Board will control the implementation of the contracted joint advertising.

Article 10

The Croatian National Tourist Board will make payments pursuant to the Joint Advertising Contract to the tour operator or a domestic tourist agency acting on behalf of the foreign tour operator against an itemized bill containing a specification of actual costs resulting from joint advertising. A comprehensive and proper documentation must be enclosed with the bill.

The following shall be regarded as comprehensive and proper documentation:

- A signed copy of the Contract comprising the following essentials: the Media Plan containing an itemized list of ads, by media and terms, and an itemized financial list comprising each ad and total financial cost of advertising;
- Original ads published in print media pursuant to the Media Plan;
- Photographic documentation for billboard advertising pursuant to the Media Plan;
- A printout and an audio and video recording on a CD or DVD for TV, radio and Internet advertising pursuant to the Media Plan;
- The copies of supplier's invoices for advertising activities performed pursuant to the Media Plan.

All forms of joint advertising must bear the logo of the Croatian National Tourist Board, except ads broadcasted on the radio.

Article 11

Payment can be made in two instalments, subsequent to advertising.

The Croatian National Tourist Board is not obligated to settle any invoice issued pursuant to the Joint Advertising Contract which is not in compliance with Article 10 of this Tender.

Article 12

(1) Domestic travel agencies may receive 50 % of the financial assets that Croatian National Tourist Board merges, immediate after contract signing with their liability to submit to the CNTB following documentation according to the contract and for the purposes of the payment insurance which CNTB could claim:

- 2 blank bills of exchange, with the clause "without protest",
- 2 blank bonds, with the indication of the highest amount that CNTB will determine at the time of the contract signing,
- Court register excerpt (not older than 1 month, original),
- Signed card from the bank (copy).

(2) Immediately after submitted evidence documentation by the domestic travel agency about the performed advertising in the amount which will be paid by CNTB according to the Article 10 and Article 12 Paragraph 1 of this tender, CNTB can grant payment of the other half of the stipulated amount to the domestic travel agency.

Article 13

All joint advertising invoices in the year 2009 must be delivered to the CNTB Main Office not later than December 15, 2009, so they could be settled in the 2009 calculation period.

In case an invoice is received after December 15, 2009, the same will not be settled and will be returned to the Contractor.

Article 14

The submitted tender for joint advertising must include:

- 1.) Planned number of passenger arrivals for the pre-season and post-season in Croatia for 2009,
- 2.) A term and financial media plan for joint advertising in 2009,
- 3.) Travel brochure-catalogue for Croatia for the pre-season and post-season of 2009.

A tour operator whose tender does not contain all documents listed herein will not be eligible for joint advertising funds allocation.

CROATIAN NATIONAL TOURIST BOARD – MAIN OFFICE, Iblerov trg 10/IV, 10000 Zagreb, hereby invites

TENDERS

for Joint Advertising of the Croatian National Tourist Board and the System of Tourist Boards and Economic Operators for the Promotion of Regional Air-Line Programmes for Croatia in 2009 (Model V)

Article 1

In 2009 the Croatian National Tourist Board will carry out joint advertising for the promotion of regional air-line programmes for Croatia in all markets together with all Croatian entities, that is, the system of tourist boards and economic operators in Croatia. Joint advertising comprises print media, television and radio advertising, inclusive of advertising on Internet portals, and billboard ads.

Joint advertising does not include brochure printing and advertising on signatories' websites.

Article 2

The Croatian National Tourist Board has set a total gross amount of 4 000 000 kuna inclusive of VAT (four million kuna) for joint advertising that will be apportioned pursuant to this tender.

Article 3

In the process of funds allocation priority will be given to the proposals of Media Plans, coordinated between economic operators and the system of tourist boards prior to submittal, related to the advertising of the preseason and postseason, which will be decided upon by the Tender Committee. The coordination of the media plan harmonization at the county level will be carried out by county tourist boards.

Article 4

Upon county tourist boards' proposal, uniting regional stands on the matter and regional entities, the Main Office of the CNTB will join funds based on the 1+2+1 principle, meaning:

- 25% of the funds will be provided by CNTB;
- 50% of the funds will be provided by county, city, municipal and town tourist boards;
- 25% of funds will be provided by economic operators.

Based on the apportionment of funds among the parties according to the said principle the advertiser will individually or via a promotion agency, and based on the accepted media plan and signed contract, realize advertising. In case services of a promotion agency are used, the agency will issue an invoice to each participant for the respective part of advertising, with required attachments and evidence enclosed.

Article 5

The Croatian National Tourist Board will make payments pursuant to the Joint Advertising Contract to the advertiser or a promotion agency against an itemized bill issued by the advertiser or a promotion agency containing a specification of actual costs resulting from joint advertising. A comprehensive and proper documentation must be enclosed with the bill

The following shall be regarded as comprehensive and proper documentation:

- A signed copy of the Contract comprising the following essentials: the Media Plan containing an itemized list of ads, by media and terms, and an itemized financial list comprising each ad and total financial cost of advertising;
- Original ads published in print media pursuant to the Media Plan;
- Photographic documentation for billboard advertising pursuant to the Media Plan;
- A printout and an audio and video recording on a CD or DVD for TV, radio and Internet advertising pursuant to the Media Plan;
- When implementing the Contract individually, the advertiser is obligated to submit the copies of supplier's invoices for advertising activities performed pursuant to the Media Plan.

All forms of joint advertising must bear the logo of the Croatian National Tourist Board, except ads broadcasted on the radio and news stories.

Article 6

The Croatian National Tourist Board is not obligated to settle any invoice issued pursuant to the Joint Advertising Contract which is not in compliance with Article 6 of this Tender.

Article 7

All joint advertising invoices in the year 2009 must be delivered to the CNTB Main Office not later than December 15, 2009, so they could be settled in the 2009 calculation period.

In case an invoice is received after December 15, 2009, the same will not be settled and will be returned to the contractor.

Article 8

The submitted tender for joint advertising must include:

- 1.) Airline companies' planned number of passengers travelling to the region, to Croatia, in 2009,
- 2.) A Term and financial media plan for joint advertising in 2009,
- 3.) A written confirmation from all participants in joint advertising the advertiser is proposing.

The parties whose tenders do not contain all documents listed herein will not be eligible for joint advertising funds allocation.

IMPORTANT NOTES:

- I.** The system of tourist boards can submit tenders pursuant to Model II up to the total amount of own funds applied for Model I.
- II.** Candidacies including the joining of county tourist boards' funds with town tourist boards and economic operators' funds (Model I) or only with town tourist boards' funds (Model II), will have advantage over candidacies where town tourist boards (and economic operators) apply independent of county tourist boards.
- III.** Companies that have to pay sojourn tax and tourist membership fee can not participate in the tender for the allocation of funds for joint advertising in 2009.
- IV.** The Main Office of the CNTB Tender for the Allocation of Funds for Joint Advertising will be published in a daily newspaper in Croatia, on CNTB's webpage (www.croatia.hr) and county tourist boards, CNTB's representative offices in foreign countries and professional associations (HUH, KUH, OMH, UHPA and UNPAH) will be notified of the tender in writing.
- V.** Tender Committee will render a decision on the allocation of funds in line with established models and criteria.
- VI.** Tender submittal deadline for Model I., II. and V. is January 21, 2009. Tender submittal deadline for Model III. and IV. is until expiring of funds, or latest till January 21, 2009. In case all funds are not allocated till January 21, 2009, the tender submittal deadline will be postponed for 30 days.

Tenders must be submitted in writing and sent to the following address:

Croatian National Tourist Board
Glavni ured / Main Office
Iblerov trg 10/IV
10000 Zagreb

Marked with:

"Tender for the Allocation of Funds for Joint Advertising in 2009".

- VII.** The deadline for the approval of funds for Model I., II. and V. pursuant to Tender Committee's decision will be January 31, 2009. The first deadline for the approval of funds for Model III. and IV. pursuant to Tender Committee's decision will be January 31, 2009 and the second deadline February 6, 2009.