Londonist - Final Quote 26/27

Campaign Phases	Property Of the Day	First Page Visibility	Emailer	Social Media	Fest	Micro - Drama	Total	Discount added (Amber pro- coin discount) *	Londonist To Pay	Extra Campaigns covered by Amber	Additional Offerings covered by Amber(* The amount for these campaigns is not payable by Londonist and will not be charged)	Total Campaign Benefit for Londonist
Phase 1: April -May	40	60	3		-	1	£42,600	£10,650	£31,950	Social Media (1 detailed campaign) Custom Tags (55 tags) Roommate Series (3 episodes)	£17,500	£60,100
Phase 2 : June (Fest)	-	-	-	-	15	0	£21,000	£5,250	£15,750	-	-	£21,000
Phase 3: July -Sept	30	50	3	1	-	0	£51,950	£12,988	£38,963	Custom Tags (75 tags)	£6,700	£58,650
Total Cost							£115,550	£28,888	**£86,663**		£24,200	£139,750

***Please note:**

1. Amber Pro Coins are additional bonus coins that Amber provides to partners when they reach specific milestones. They effectively increase the value of the money in your wallet

2. Refer to your amberconnect dashboard to check how your current pro coins in your wallet to get maximum benefit.