



## ADVERTISEMENT PRICE LIST

THIS PRICE LIST REMAINS VALID FROM **1 MAY 2017**

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This price list is addressed to businesses and does not constitute information addressed to persons wishing to purchase the services offered for purposes not related directly to their business or professional activity. Such persons are requested to contact Agora S.A. in order to obtain information about prices that include VAT.

In matters not regulated by this price list the "General Terms and Conditions of Placing Advertisements on the Gazeta.pl Website" and the "Technical Specification of

Advertising Products on the Gazeta.pl Website" will apply.

In order to obtain detailed information please contact the Advertising Department of Gazeta.pl. Contact information can be found at [www.gazeta.pl/reklama](http://www.gazeta.pl/reklama).

**Please provide a secondary creative 600x300 for all advertisings campaigns carried out on Gazeta.pl.**

\*For further information please contact the Advertising Office of Gazeta.pl, [biuroreklamy@agora.pl](mailto:biuroreklamy@agora.pl), phone 507 095 463

## GAZETA.PL DISPLAY CAMPAIGNS

The display campaigns are carried out by using the CPM model. The advertising campaigns on the Gazeta.pl website may include all or only some devices (depending on the format).

### CAMPAIGN TYPES

- **REACH CAMPAIGNS – ROS**

The most prestigious ROS among websites – the greatest level of matching users and the advertisements displayed among the inhabitants of large cities who hold tertiary education credentials.

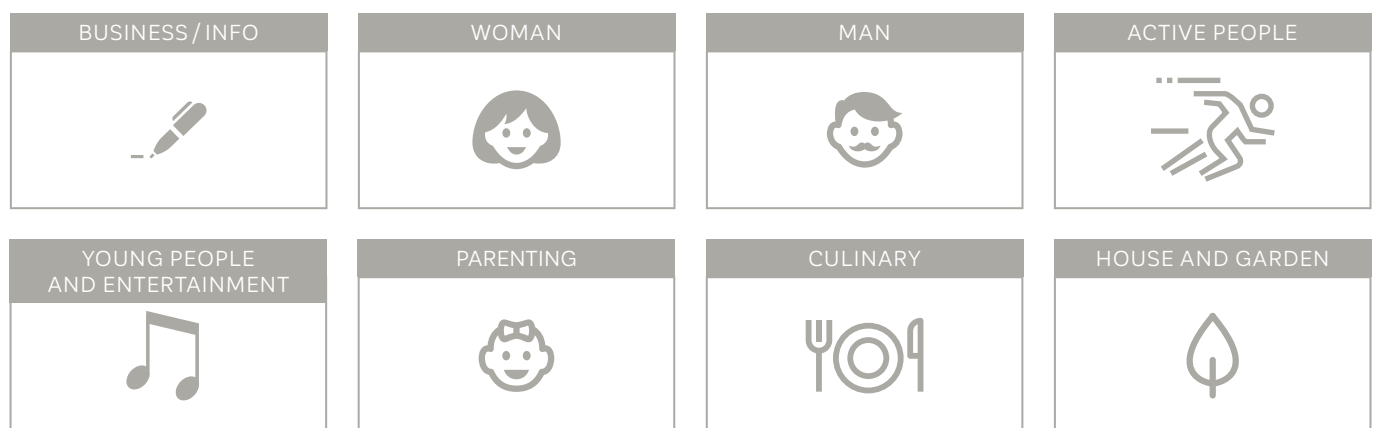
- **TARGETED REACH CAMPAIGNS – ROS**

Publication of advertisements for the target group defined by the variables of sex, age and education, which contributes to effective use of the advertising budget. It is also possible to publish advertisements with other targets in mind. To do this, please contact the

- **THEMATIC CAMPAIGNS**

A closed list of websites on which the campaign is carried out. For the service pack, report to Advertising Office Gazeta.pl

### PACKAGES



- **THEME PACKAGES' PROFILE :**

The campaign is broadcasted to the visitors of all services owned by Gazeta.pl Group.

- **DEDICATED CAMPAIGNS**

Campaigns displayed on any website configuration, enabling precise reaching of the selected target group.



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## SURCHARGES

### WALL CAMPAIGN TYPES – DISPLAY CAMPAIGNS AND DAILY CAMPAIGNS

<b>Technical targeting</b> (geolocation, devices)	<b>30%</b>
<b>Rich Media extensions</b> (expand, scroll, stream)	<b>50%</b>
<b>Combined publication</b> (upper format + wallpaper)	<b>30%</b>
<b>Combined publication</b> (upper format + DHTM* or toplayer)	<b>40%</b>
<b>Capping</b>	<b>10%</b>
<b>Surcharge to large formats</b>	<b>25%</b>

## DISPLAY CAMPAIGNS – PRICES

### DISPLAY CAMPAIGNS

PUBLICATION ON PREMIUM WEBSITES: Avanti24.pl, Bryla.pl Czterykaty.pl, Domsfera.pl, eDziecko.pl, e-ogrody.pl, Ladnydom.pl, Logo24.pl, Next.Gazeta.pl, Sport.pl, Swiatmotocykli.pl, Tokfm.pl, Weekend.Gazeta.pl, Wiadomosci.Gazeta.pl				STANDARD PUBLICATION OF ADVERTISING FORMATS			
PRODUCT	DEDICATED CAMPAIGNS	THEMATIC PACKAGES	THEME PACKAGES PROFILES	ALL SCREENS	DESKTOP & TABLET	DESKTOP	SMART PHONE
Doublebillboard 750x200/600x300	250 PLN	125 PLN	100 PLN	●			
Rectangle 300x250	225 PLN	110 PLN	90 PLN		●		
Toplayer, Banderola, Floorad	480 PLN	300 PLN	240 PLN			●	
Top Mobile Board 300x150	300 PLN	150 PLN	120 PLN				●
Middle Mobile Rectangle 300x250	225 PLN	115 PLN	90 PLN				●
Interstitial/Page Break	480 PLN	300 PLN	240 PLN				●
Video Spot	300 PLN	250 PLN	250 PLN	●			

PUBLICATION ON OTHER GAZETA.PL WEBSITES					STANDARD PUBLICATION OF ADVERTISING FORMATS			
PRODUCT	DEDICATED CAMPAIGNS	THEMATIC PACKAGES	THEME PACKAGES PROFILES	THEMATIC PACKAGES	ALL SCREENS	DESKTOP & TABLET	DESKTOP	SMART PHONE
Doublebillboard 750x200/600x300	200 PLN	100 PLN	80 PLN	65 PLN	●			
Rectangle 300x250	180 PLN	90 PLN	75 PLN	60 PLN		●		
Toplayer, Banderola, Floorad	400 PLN	250 PLN	200 PLN	150 PLN			●	
Top Mobile Board 300x150	260 PLN	130 PLN	105 PLN	85 PLN				●
Middle Mobile Rectangle 300x250	200 PLN	100 PLN	80 PLN	80 PLN				●
Interstitial/Page Break	400 PLN	250 PLN	200 PLN	150 PLN				●
Video Spot	300 PLN	250 PLN	200 PLN	200 PLN	●			

## DAILY ADVERTISEMENTS IN THE GAZETA.PL GROUP

### DAILY GAZETA.PL ADVERTISEMENTS

- GAZETA.PL ALL SCREENS DAILY

Constant 24 hr presence on the homepages of Gazeta.pl and m.Gazeta.pl, as well the main index of the Gazeta.pl Live application. Orders for daily advertisements must be placed at least 7 days prior to publication. On desktop, extensions, i.e. Expand, Stream, DHTML, Wallpaper, Toplayer are published only with the upper format.

			STANDARD PUBLICATION OF ADVERTISING FORMATS			
PRODUCT	BUSINESS DAYS	SATURDAYS AND SUNDAYS	ALL SCREENS	DESKTOP & TABLET	DESKTOP	SMART PHONE
Top board 750x200/600x300	250 000 PLN	195 000 PLN	●			
Mainboard 750x200/600x300	230 000 PLN	175 000 PLN	●			
Bizboard 750x200/600x300	205 000 PLN	135 000 PLN	●			
Stylboard 750x200/600x300	150 000 PLN	115 000 PLN	●			
Funboard 750x200/600x300	110 000 PLN	80 000 PLN	●			
Motoboard 750x200/600x300	80 000 PLN	60 000 PLN	●			

- SPORT.PL ALL SCREENS DAILY**

Constant 24 hr presence on the homepages of Sport.pl and m.Sport.pl, as well the main index of the Sport.pl LIVE application

			STANDARD PUBLICATION OF ADVERTISING FORMATS		
PRODUCT	BUSINESS DAYS	SATURDAYS AND SUNDAYS	ALL SCREENS	DESKTOP & TABLET	SMARTPHONE
<b>Top board</b> 750x200/600x300	125 000 PLN	245 000 PLN	●		
<b>Mainboard</b> 750x200/600x300	105 000 PLN	185 000 PLN	●		

- DESKTOP & TABLET LINKS ON THE HOMEPAGE OF GAZETA.PL**

Constant 24 hr presence on the homepage of Gazeta.pl in advertising links. Text up to 40 characters. Advertisements are subject to approval of the editorial office.

LINKS			STANDARD PUBLICATION OF ADVERTISING FORMATS		
PRODUCT	BUSINESS DAYS	SATURDAYS AND SUNDAYS	ALL SCREENS	DESKTOP & TABLET	SMARTPHONE
Link	25 000 PLN	17 000 PLN		●	

- DESKTOP & TABLET BUTTONS ON THE HOMEPAGE OF GAZETA.PL**

Constant presence on the homepage of Gazeta.pl in advertising buttons over the course of 7 days. Static formats located in the right hand side of the website, next to editorial boxes.

BUTTONS		STANDARD PUBLICATION OF ADVERTISING FORMATS			
PRODUCT	1 DAY	ALL SCREENS	DESKTOP & TABLET	DESKTOP	SMARTPHONE
Button	35 000 zł		●		

## OTHER PRODUCTS OF THE GAZETA.PL GROUP

### OTHER PRODUCTS

- MAILING**

Available mailing criteria (each +30%): sex, age, domicile (city with more than 20,000 inhabitants, province, country), education, job type. Minimum order value 500 PLN.

		STANDARD PUBLICATION OF ADVERTISING FORMATS			
PRODUCT	1 DAY	ALL SCREENS	DESKTOP & TABLET	DESKTOP	SMART PHONE
Mailing	125 PLN	●			
Mailing eDziecko	450 PLN	●			

- SPONSORED ARTICLE**

		STANDARDOWA EMISJA FORMATÓW			
PRODUKT	PRICE	ALL SCREENS	DESKTOP & TABLET	DESKTOP	SMART PHONE
Sponsored article	12 000 PLN	●			●