



## ADVERTISEMENT PRICE LIST

THIS PRICE LIST REMAINS VALID FROM 23 SEPTEMBER 2016

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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 advertising campaigns carried out on Gazeta.pl.**

## 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.

"BUSINESS/INFO" PACKAGE	"WOMAN" PACKAGE	"MAN" PACKAGE	"ACTIVE PEOPLE" PACKAGE	"YOUNG PEOPLE AND ENTERTAINMENT"
WEBSITES	WEBSITES	WEBSITES	WEBSITES	WEBSITES
Tokfm.pl	Edziecko.pl	Sport.pl	Sport.pl	Kultura.Gazeta.pl
Next.Gazeta.pl	Avanti24.pl	LadnyDom.pl	Zczuba.pl	Glol.pl
Wiadomosci.Gazeta.pl	DomiWnetrze.pl	Logo24.pl	PolskaBiega.Sport.pl	Tv.Gazeta.pl
Wiadomości Lokalne	Ugotuj.to	Bryla.pl	PolskaNaRowery.Sport.pl	Tuba.pl
MetroWarszawa	Palcelizac.Gazeta.pl	Moto.pl	Futbolowo.pl	Plotek.pl
MetroCafe	Kobieta.Gazeta.pl	Zczuba.pl	NaNarty.Sport.pl	Deser.pl
	E-ogrody.pl	Futbolowo.pl	Fitness.Sport.pl	Photoblog.pl
	Zdrowie.Gazeta.pl	Next.Gazeta.pl	Off.Sport.pl	Kwejk.pl
	Plotek.pl	Off.Sport.pl	Junior.Sport.pl	Naprzerwie.pl
	Fitness.Sport.pl	Swiatmotocykli.pl	Podroze.Gazeta.pl	Blox.pl
	Weekend.Gazeta.pl		Pogoda.Gazeta.pl	EduLandia.pl
	Haps.pl		PolskaGrawGolfa.Sport.pl	Haps.pl
	Czterykaty.pl		Wfzklasa.Sport.pl	
	Domosfera.pl		Swiatmotocykli.pl	
	Magazyn-kuchnia.pl			

- DEDICATED CAMPAIGNS**

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



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

## 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 + DHTML* or toplayer)	<b>40%</b>
<b>Capping</b>	<b>10%</b>

\*DHTML – publication only on the homepage of Gazeta.pl

## 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, Światmotocykli.pl, Tokfm.pl, Weekend.Gazeta.pl, Wiadomosci.Gazeta.pl, Wyborcza.pl			STANDARD PUBLICATION OF ADVERTISING FORMATS			
PRODUCT	DEDICATED CAMPAIGNS	THEMATIC PACKAGES	ALL SCREENS	DESKTOP & TABLET	DESKTOP	SMART PHONE
<b>Doublebillboard</b> 750x200/600x300	170 PLN	82 PLN	●			
<b>Triboard</b> 750x300/600x300	190 PLN	100 PLN	●			
<b>Wideboard</b> 940x300/600x300	240 PLN	120 PLN	●			
<b>Rectangle</b> 300x250	110 PLN	55 PLN		●		
<b>Halfpage</b> 300x600	130 PLN	65 PLN		●		
<b>Toplayer, Banderola, Floorad</b>	290 PLN	140 PLN			●	
<b>Top Mobile Board</b> 300x150	250 PLN	120 PLN				●
<b>Middle Mobile Rectangle</b> 300x250	200 PLN	100 PLN				●
<b>Bottom Mobile Rectangle</b>	190 PLN	82 PLN				●
<b>Interstitial/Page Break</b>	375 PLN	180 PLN				●

PUBLICATION ON OTHER GAZETA.PL WEBSITES					STANDARD PUBLICATION OF ADVERTISING FORMATS			
PRODUCT	DEDICATED CAMPAIGNS	THEMATIC PACKAGES	DATA OCEAN SEGMENTS	REACH CAMPAIGNS-ROS	ALL SCREENS	DESKTOP & TABLET	DESKTOP	SMART PHONE
<b>Doublebillboard</b> 750x200/600x300	140 PLN	65 PLN	140 PLN	45 PLN	●			
<b>Triboard</b> 750x300/600x300	170 PLN	82 PLN	140 PLN	55 PLN	●			
<b>Wideboard</b> 940x300/600x300	200 PLN	100 PLN	140 PLN	66 PLN	●			
<b>Rectangle</b> 300x250	93 PLN	45 PLN	140 PLN	33 PLN		●		
<b>Halfpage</b> 300x600	120 PLN	55 PLN	140 PLN	45 PLN		●		
<b>Toplayer, Banderola, Floorad</b>	240 PLN	120 PLN	-	88 PLN			●	
<b>Top Mobile Board</b> 300x150	220 PLN	106 PLN	-	80 PLN				●
<b>Middle Mobile Rectangle</b> 300x250	180 PLN	86 PLN	-	65 PLN				●
<b>Bottom Mobile Rectangle</b>	162 PLN	66 PLN	-	45 PLN				●
<b>Interstitial/Page Break</b>	310 PLN	150 PLN	-	112 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.

On tablets and smartphones materials are published in JPG or PNG format. Dailies published on tablets and smartphones have priority over other, permanent publications. If the advertising materials are delivered later than 5 days before publication date, a surcharge of PLN 2000 net will be required for express work. It is possible to submit a 300x150 px creative dedicated for smartphones (static creative).

PRODUCT	BUSINESS DAYS	SATURDAYS AND SUNDAYS	STANDARD PUBLICATION OF ADVERTISING FORMATS			
			ALL SCREENS	DESKTOP & TABLET	DESKTOP	SMART PHONE
Top board 750x200/600x300	155 000 PLN	120 000 PLN	●			
Top board 1170x300/600x300	185 000 PLN	140 000 PLN	●			
Mainboard 750x200/600x300	145 000 PLN	110 000 PLN	●			
Mainboard 1170x300/600x300	175 000 PLN	130 000 PLN	●			
Bizboard 750x200/600x300	130 000 PLN	85 000 PLN	●			
Bizboard 1170x300/600x300	145 000 PLN	110 000 PLN	●			
Stylboard 750x200/600x300	75 000 PLN	57 000 PLN	●			
Stylboard* 1170x300/600x300	95 000 PLN	72 000 PLN	●			
Funboard 750x200/600x300	60 000 PLN	45 000 PLN	●			
Funboard 1170x300/600x300	75 000 PLN	50 000 PLN	●			
Motoboard 750x200/600x300	45 000 PLN	35 000 PLN	●			
Motoboard 1170x300/600x300	65 000 PLN	45 000 PLN	●			

#### DESKTOP & TABLET DAILIES ON THE HOMEPAGE OF GAZETA.PL

Constant 24 hr presence on the homepage of Gazeta.pl in advertising boxes. Static formats or content marketing creative located between editorial boxes.

PRODUCT	BOXES		STANDARD PUBLICATION OF ADVERTISING FORMATS		
	BUSINESS DAYS	SATURDAYS AND SUNDAYS	ALL SCREENS	DESKTOP & TABLET	SMARTPHONE
Bizbox 370x300	65 000 PLN	46 000 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.

PRODUCT	LINKS		STANDARD PUBLICATION OF ADVERTISING FORMATS		
	BUSINESS DAYS	SATURDAYS AND SUNDAYS	ALL SCREENS	DESKTOP & TABLET	SMARTPHONE
Info link	22 000 PLN	15 000 PLN		●	
Biz link	15 000 PLN	10 000 PLN		●	
Lokal Link	15 000 PLN	10 000 PLN		●	
Styl Link	15 000 PLN	10 000 PLN		●	

\*It is possible to expand the Styleboard to 600 px with 50% surcharge. We recommend static forms.

• **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	WEEK	ALL SCREENS	DESKTOP & TABLET	SMARTPHONE
Main button	180 000 PLN		●	
Biz button	160 000 PLN		●	
Lokal button	150 000 PLN		●	

**DAILY SPORT.PL ADVERTISEMENTS**

• **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
Top board 750x200/600x300	78 000 PLN	150 000 PLN	●		
Top board 1170x300/600x300	85 000 PLN	165 000 PLN	●		
Mainboard 750x200/600x300	68 000 PLN	118 000 PLN	●		
Mainboard 1170x300/600x300	75 000 PLN	130 000 PLN	●		
Aboard 750x200/600x300	45 000 PLN	91 000 PLN	●		
Aboard 1170x300/600x300	50 000 PLN	100 000 PLN	●		

• **DESKTOP & TABLET DAILIES ON SPORT.PL**

Constant 24 hr presence on the homepages of Sport.pl and m.Sport.pl.

			STANDARD PUBLICATION OF ADVERTISING FORMATS		
PRODUCT	BUSINESS DAYS	SATURDAYS AND SUNDAYS	ALL SCREENS	DESKTOP & TABLET	SMARTPHONE
Rectangle 300x250	20 000 PLN	20 000 PLN		●	
Halfpage 300x600	15 000 PLN	15 000 PLN		●	

**BUSINESS DAILIES**

• **BUSINESS ALL SCREENS DAILY**

Constant 24 hr presence on the Next.Gazeta.pl, Wiadomosci.Gazeta.pl and Tokfm.pl websites.

			STANDARD PUBLICATION OF ADVERTISING FORMATS		
PRODUCT	BUSINESS DAYS		ALL SCREENS	DESKTOP & TABLET	SMARTPHONE
Top board 750x200/600x300	193 000 PLN		●		
Top board 940x300/600x300	250 000 PLN		●		

• **DESKTOP & TABLET BUSINESS DAILIES**

Constant 24 hr presence on the Next.Gazeta.pl, Wiadomosci.Gazeta.pl and Tokfm.pl websites.

			STANDARD PUBLICATION OF ADVERTISING FORMATS		
PRODUCT	BUSINESS DAYS		ALL SCREENS	DESKTOP & TABLET	SMARTPHONE
Rectangle 300x250	143 000 PLN			●	
Halfpage 300x600	143 000 PLN			●	

## MOBILE DAILY ADVERTISEMENTS

### • MOBILE IMPACT DAILY

Constant 24 hr presence on selected homepages and indices of mobile Gazeta.pl websites (except for the homepages of m.Gazeta.pl and m.Sport.pl). This format is designed for smartphones with high-resolution screens (600x300 creative files scaled down to 300x150 px).

PRODUCT	BUSINESS DAYS	SATURDAYS AND SUNDAYS	STANDARD PUBLICATION OF ADVERTISING FORMATS		
			ALL SCREENS	DESKTOP & TABLET	SMARTPHONE
Top Mobile Board 300x150	40 000 PLN	40 000 PLN			●

### • MOBILE RECTANGLE DAILY

Constant 24 hr presence on the homepages of all mobile websites of the Gazeta.pl Group (except for the local websites), as well as in the Gazeta.pl LIVE and the Sport.pl LIVE applications.

PRODUCT	BUSINESS DAYS	SATURDAYS AND SUNDAYS	STANDARD PUBLICATION OF ADVERTISING FORMATS		
			ALL SCREENS	DESKTOP & TABLET	SMARTPHONE
Middle Mobile Rectangle 300x250	80 000 PLN	80 000 PLN			●
Rich Media in the Middle Mobile Rectangle slot	150 000 PLN	150 000 PLN			●

## OTHER PRODUCTS OF THE GAZETA.PL GROUP

### OTHER PRODUCTS

### • VIGNETTE IN DEDICATED CAMPAIGNS

A vignette published in the FF UUxCMPX2 model.

PRODUCT	CPM	STANDARD PUBLICATION OF ADVERTISING FORMATS			
		ALL SCREENS	DESKTOP & TABLET	DESKTOP	SMART PHONE
Vignette	130 PLN		●		

### • MAILING

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

PRODUCT	CPM	STANDARD PUBLICATION OF ADVERTISING FORMATS			
		ALL SCREENS	DESKTOP & TABLET	DESKTOP	SMART PHONE
Mailing	95 PLN	●			
eDziecko (eChild) Mailing	400 PLN	●			

### • POCZTA.GAZETA.PL BRANDING

Brandings emitted via FF model. One day login window and after login.

PRODUCT	1 DAY	STANDARD PUBLICATION OF ADVERTISING FORMATS			
		ALL SCREENS	DESKTOP & TABLET	DESKTOP	SMART PHONE
Halfpage 300x600	25 000 PLN		●		

### • SPONSORED CONTENT AND BRANDED TOPIC

Sponsored article; duration of publication: 1 week.

PRODUCT	PRICE FOR PREMIUM WEBSITES	PRICE FOR OTHER WEBSITES	STANDARD PUBLICATION OF ADVERTISING FORMATS			
			ALL SCREENS	DESKTOP & TABLET	DESKTOP	SMART PHONE
Sponsored article	12 000 PLN	10 000 PLN	●			●
PRODUCT	PRICE					
Branded topic (1 day) + sponsored article	20 000 PLN					●
Branded topic (1 day)	15 000 PLN					●

## APPLICATION PARTNERSHIPS

### APPLICATION PARTNERSHIPS

- GAZETA.PL LIVE AND SPORT.PL LIVE APPLICATION PARTNERSHIPS**  
 Splash screen, Partner logo in the index vignette (FF), Bottom Mobile Rectangle on article pages.
- PARTNERSHIP OF THE “MOJA CIAŻA” (MY PREGNANCY) APPLICATION**  
 Ssplash screen – shown when starting the application (capp 1/3 days), Mobile Rectangle – shown in the Calendar Page module, Bottom Large Banner – shown in the Calendar Page module, Logo – shown on the start screen (only in the case of 6 month partnerships).
- PARTNERSHIP OF THE “MOJE DZIECKO” (MY CHILD) APPLICATION**  
 Primary partnership: Splash screen – shown when starting the application (capp 1/3 days), Logo – shown on the start screen and in all sections, Bottom Large Banner – shown in the Centile Grids section, Native Article – shown for a week in the selected section (promotion in the article under the lead in the form of a teaser with the inscription “Powered by”).  
 Section partnership: Mobile Rectangle – shown on index and article pages of the given section.

			STANDARD PUBLICATION OF ADVERTISING FORMATS			
PRODUCT	PRICE PER WEEK	PRICE PER MONTH	ALL SCREENS	DESKTOP & TABLET	DESKTOP	SMART PHONE
Partnership of the Gazeta.pl Live application	95 000 zł	280 000 zł				●

  

			STANDARD PUBLICATION OF ADVERTISING FORMATS			
PRODUCT	PRICE PER WEEK	PRICE PER MONTH	ALL SCREENS	DESKTOP & TABLET	DESKTOP	SMART PHONE
Partnership of the Gazeta.pl Live application	95 000 zł	280 000 zł				●

  

			STANDARD PUBLICATION OF ADVERTISING FORMATS			
PRODUCT	PRICE PER WEEK	PRICE PER MONTH	ALL SCREENS	DESKTOP & TABLET	DESKTOP	SMART PHONE
Partnership of the “Moja Cięża” (My Pregnancy) application	65 000 zł	235 000 zł				●

  

			STANDARD PUBLICATION OF ADVERTISING FORMATS			
PRODUCT	PRICE PER WEEK	PRICE PER MONTH	ALL SCREENS	DESKTOP & TABLET	DESKTOP	SMART PHONE
Partnership of the “Moje Dziecko” (My Child) application (PRIMARY PARTNERSHIP)	55 000 PLN	170 000 PLN				●
Partnership of the “Moje Dziecko” (My Child) application (SECTION PARTNERSHIP)	17 000 PLN	55 000 PLN				●

## WEBSITES

### LOCAL OFFERING

PRODUCT	LOCAL MEDIUM WEBSITES	LOCAL PREMIUM WEBSITES
<b>Billboard</b> 300x150, <b>Skyscraper</b> 160x600	<b>35 PLN</b>	<b>40 PLN</b>
<b>Double billboard</b> 750x200, <b>Rectangle</b> 300x250	<b>50 PLN</b>	<b>60 PLN</b>
<b>Halfpage</b> 300x600, <b>Triboard</b> 750x300	<b>60 PLN</b>	<b>70 PLN</b>
<b>Wideboard</b> 940x300, <b>Brandmark</b>	<b>80 PLN</b>	<b>90 PLN</b>
<b>Toplayer, Banderola, FloorAd</b>	<b>88 PLN</b>	<b>105 PLN</b>
<b>Sponsored article</b> (published on tablets on heavy pages)	<b>3 200 PLN</b>	

### WEBSITE CATEGORIES

Local Medium websites	Local Premium websites
Białystok, Bydgoszcz, Bielsko-Biała, Częstochowa, Elbląg, Gorzów Wlkp., Kielce, Lublin, Olsztyn, Opole, Płock, Radom, Rzeszów, Toruń, Szczecin, Zielona Góra	Katowice, Kraków, Łódź, Poznań, Trójmiasto, Warszawa, Wrocław

### SURCHARGES FOR EXTENSIONS

<b>Added audio in any advertising format</b>	<b>10%</b>	
<b>Limiting banner displays to unique users (capping)</b>	<b>10%</b>	
<b>Exclusivity</b>	<b>1 DAY INDUSTRIAL EXCLUSIVITY</b> (only one client from the given industry may advertise on the given day)	<b>100%</b>
	<b>1 DAY THEMATIC EXCLUSIVITY</b> (only one client may refer to the given content on the given day)	
<b>IP Geotargeting (countries, provinces, cities)</b>	<b>30%</b>	
<b>Exceeding the standard material size (max 120 kB)</b>	<b>10 PLN (CPM FOR EACH 10 KB)</b>	

PRODUCT	PREMIUM	MEDIUM
<b>Expand</b>		
<b>Push</b>		<b>50%</b>
<b>Scroll</b>		<b>70%</b>
<b>Stream</b>		<b>20%</b>

### TEXT LINK ON THE HOMEPAGE OF GAZETA.PL (DESKTOP I TABLET)<sup>1</sup>

CITY	1 DAY	1 WEEK
<b>Warszawa</b>	<b>1 500 PLN</b>	<b>7 500 PLN</b>
<b>Tri-city, Katowice + (Gliwice, Sosnowiec), Craków, Łódź, Poznań, Wrocław</b>	<b>1 000 PLN</b>	<b>5 000 PLN</b>
<b>Białystok, Bielsko-Biała, Bydgoszcz, Częstochowa, Gorzów Wielkopolski, Kielce, Lublin, Olsztyn, Opole, Płock, Radom, Rzeszów, Szczecin, Toruń, Zielona Góra</b>	<b>500 PLN</b>	<b>2 500 PLN</b>

1. Publication on tablets on heavy pages



## PARTNERS OF THE GAZETA.PL GROUP

### PARTNER OFFER

#### • KWEJK OFFER

KWEJK – DAILY ADVERTISEMENTS	PLACEMENT	RC
Sponsored Kwejk (SuperMeme)	SG	35 000 PLN
Sponsored Kwejk (SuperMeme)	ROS without SG	47 000 PLN
Screening Double Billboard + klikalna tapeta	SG	54 000 PLN
Screening Double Billboard + klikalna tapeta	ROS without SG	108 000 PLN
Screening Double Billboard + klikalna tapeta	ROS & SG	180 000 PLN

CPM	
Billboard	30 PLN
Rectangle	30 PLN
Double Billboard	55 PLN
Triple Billboard	65 PLN
FloorAd	100 PLN
Screening	130 PLN

OTHERS	
Publication at specific times	+10 %
Publication limited to SG	+20 %
Geotargeting	+20 %
Audio advertisement	+20 %
Rotation (max 3 creatives)	+30 %
Video streaming from external server	+50 %
Video streaming from internal server	+100 %