

INSERTS

Offer for businesses. Payable before publication. Prices in PLN, excluding VAT. Effective January 1, 2012.

INSERTS RATE CARD

reach	thematic supplements	main section	Gazeta Telewizyjna TV Guide	Wysokie Obcasy High Heels	Duży Format Large Format
national reach	0,10	0,11	0,11	0,10	0,10
Warsaw reach	0,12	0,13	0,12	0,12	0,12
other local reaches					
0 - 29 999 copies	0,14	0,15	0,15	0,14	0,14
30 000 - 99 999 copies	0,13	0,14	0,14	0,13	0,13
over 100 000 copies	0,12	0,13	0,12	0,12	0,12

TECHNICAL DATA

STANDARD INSERTS – IN THE MAIN SECTION OF GAZETA WYBORCZA AND IN THEMATIC SUPPLEMENTS

Standard inserts - flyers not exceeding the overall size of a sheet of paper:

a single A6 page (110 x 155 mm) – minimum 210 gsm

a single A5 page (148 x 210 mm) – minimum 130 gsm

a single A4 page (210 x 297 mm) – minimum 90 gsm

Multi-page inserts must be folded along the longer edge.

Flyers smaller than the required standard format or with an irregular shape may not be inserted into the main section.

INSERTS IN DUŻY FORMAT SUPPLEMENT (LARGE FORMAT)

Flyers not exceeding the overall size of a sheet of paper – **format 270 x 340 mm.**

INSERTS IN WYSOKIE OBCASY SUPPLEMENT (HIGH HEELS) AND GAZETA TELEWIZYJNA SUPPLEMENT (TV GUIDE)

Flyers not exceeding the overall size of a sheet of paper – **format 205 x 270 mm.**

Detailed technical specifications for flyers can be found in the appendix to "The General Principles of Placing Advertisements in Gazeta Wyborcza".

SURCHARGES

Surcharges:

a) for inserts with dimensions larger than standard requirements:

for inserts of more than one A4 page, which do not exceed the size of a double A4 page and the weight of 30g	20%
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for inserts of more than two A4 page, which do not exceed the size of a four A4 page and the weight of 30g	30%
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for inserts with bulk of over four A4 sheets and total weight under 30 g	40%
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for inserts weighing over 30 g	for each gram over 30 g - 1%
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b) for payment after publication	10%
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Flyers smaller than the required format and weight and flyers with a non-standard shape – prices negotiable.

For insert placement exclusivity in a given publication of Gazeta Wyborcza, for insert placement exclusivity with respect to the business category, for insert placement exclusivity with respect to the type of product being advertised - surcharges to be negotiated.

Attention: random insertion within limited reach or into subscribed circulation is available – prices to be negotiated.

Information on circulation of a given edition can be requested from the sales staff of Gazeta Wyborcza.