

# Ad rate card

OFFER FOR BUSINESSES

**metro**

## ADVERTISING OFFICE

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Poland

## Metro national edition

edition <i>editorial pages</i>	national edition		
	MON	TUE, WED, THU	FR
<b>FRONT PAGE</b> 1 module colour/b&w <i>available ad formats (in modules): 1x1, 2x1, 3x1, 5x1</i> earpiece (54,5 x 47,4 mm)	13 300 23 100	11 700 20 300	18 000 31 200
<b>PAGE 3</b> 1 module colour/b&w <i>available ad formats (in modules): 5x2, 3x4, 4x4, 5x6</i>	3 140	2 770	4 270
<b>PAGE 5</b> 1 module colour/b&w <i>minimum size 10 modules</i>	2 900	2 560	3 940
<b>PAGE 7</b> 1 module colour/b&w <i>minimum size 10 modules</i>	2 480	2 190	3 360
<b>LAST PAGE</b> full page (250 x 362,3 mm)	94 200	83 100	128 100
<b>OTHER PAGES</b> 4 modules/in the middle (97,6 x 118,5 mm) <sup>1</sup> 1 module colour/b&w	47 250 2 230	41 400 1 970	63 900 3 030

<sup>1</sup> choice of place of publication is not available

### SURCHARGE:

■ for choice of place of ad publication **10%**

### Reach of the national edition of Metro:

Białystok, Bydgoszcz, Częstochowa, Katowice region, Kielce, Kraków, Lublin, Łódź, Olsztyn, Opole, Poznań, Rzeszów, Szczecin, Toruń, Trójmiasto, Wrocław, Warszawa, Zielona Góra

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## Metro local editions

edition	FRONT PAGE		LAST PAGE	OTHER PAGES
	earpiece (54,5 x 47,4 mm) <i>available only on Monday and Wednesday</i>	strip - 5 modules (250 x 57,5 mm)	full page (250x362,3 mm)	rates per 1 module colour/b&w (46,8 x 57,5 mm)
<b>Warsaw</b>				
MON	4 190	-	24 900	635
TUE, WED, THU	3 620	16 450	20 660	548
FR	-	23 800	28 920	865
<b>Katowice region*</b>				
MON	2 070	-	11 180	290
TUE, WED, THU	1 840	8 375	10 090	258
FR	-	15 450	18 430	475
<b>Kraków</b>				
MON	1 210	-	8 020	200
TUE, WED, THU	1 080	4 900	7 230	178
FR	-	7 575	10 390	275
<b>Łódź</b>				
MON	1 090	-	7 080	180
TUE, WED, THU	960	4 350	6 390	158
FR	-	7 575	10 390	275
<b>Poznań</b>				
MON	1 090	-	7 080	180
TUE, WED, THU	960	4 350	6 390	158
FR	-	7 575	10 390	275
<b>Trójmiasto</b>				
MON	1 210	-	8 020	200
TUE, WED, THU	1 080	4 900	7 230	178
FR	-	7 575	10 390	275
<b>Szczecin</b>				
MON	880	-	6 040	160
TUE, WED, THU	810	3 700	5 450	148
FR	-	5 750	7 790	230
<b>Wrocław</b>				
MON	1 210	-	8 020	200
TUE, WED, THU	1 080	4 900	7 230	178
FR	-	7 575	10 390	275

### SURCHARGE:

- for choice of place of ad publication,  
for publication on the lineage ads pages **10%**

\* Katowice edition covers the whole region of Katowice, Bytom, Chorzów, Dąbrowa Górnicza, Gliwice, Ruda Śląska, Sosnowiec, Tychy, Zabrze

**metropraca.pl**

**Recruitment supplement MetroPraca - published Mondays**

- combined recruitment ads (MetroPraca + MetroPraca.pl)

**Additional charges on the MetroPraca.pl website (prices for 1 week exposure)**

- special offer (publication on the header page on the website) - 200 PLN

**Exposure in MetroPraca.pl website - 14 days**

### DISCOUNTS:

- recruitment advertisements on the pages metropraca.pl **15%**

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*inserts inside Metro, flyers handed out  
by Metro distributors*

## FLYERS - HAND DISTRIBUTION

Price - 0,12 PLN per item.

### SURCHARGES :

for flyers with dimensions larger than standard requirements:

- flyers smaller than A5 sheet or larger than A4 sheet	20%
- flyers heavier than 30g	for each gram over 30g 1%

### STANDARD FLYERS

Flyers not exceeding the overall size of a sheet of paper of A4 format (297x210mm) and no smaller than A5 format (210x148mm), no heavier than 30g.

## INSERTS - INSIDE METRO<sup>1</sup>

Price - 0,10 PLN per item.

### SURCHARGES :

for inserts with dimensions larger than standard requirements:

- inserts no larger than A3 sheet (or 2xA4) and no heavier than 30g	20%
- inserts no larger than two A3 sheets (or 4xA4) and no heavier than 30g	30%
- inserts with bulk of over two A3 sheets and total weight under 30g	40%
- inserts weighing over 30g	for each gram over 30g 1%

### STANDARD INSERTS

Inserts not exceeding the overall size of a sheet of paper of A4 format (297x210mm) weighing 5,5g to 30g. Detailed technical specifications for flyers/inserts can be found in the appendix no 3 to "The General Principles of Placing Ads in Metro".

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

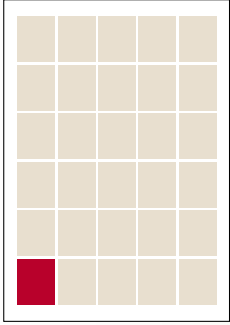
Flyers/inserts with non-standard shape and format, product sampling - prices to be negotiated.

Information on required circulation of a given edition can be requested from the sales staff of Metro.

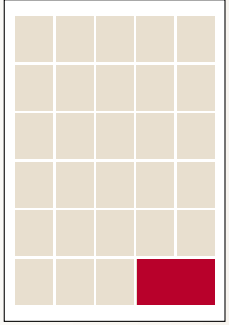
<sup>1</sup> available only in chosen local editions - details to be requested from the sales staff of Metro

# Ad formats

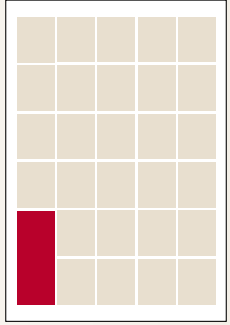
**1x1** 1 module 46,8x57,5mm



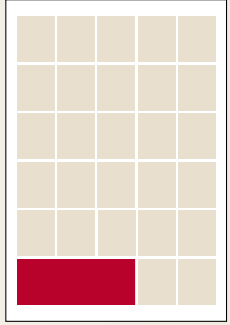
**2x1** 2 modules 97,6x57,5mm



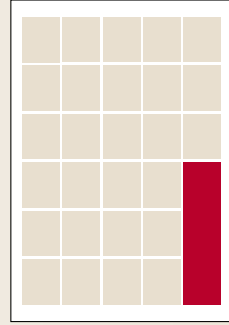
**1x2** 2 modules 46,8x118,5mm



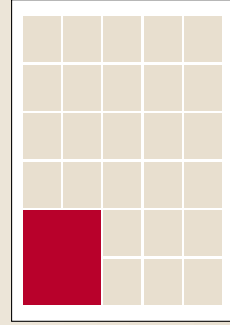
**3x1** 3 modules 148,4x57,5mm



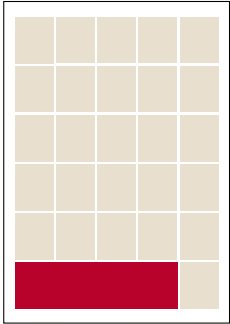
**1x3** 3 modules 46,8x179,4mm



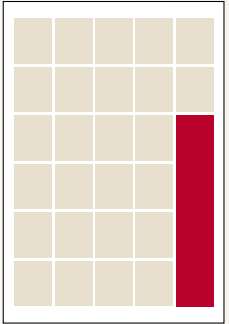
**2x2** 4 modules 97,6x118,5mm



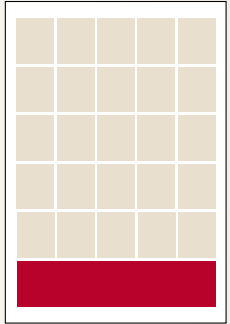
**4x1** 4 modules 199,2x57,5mm



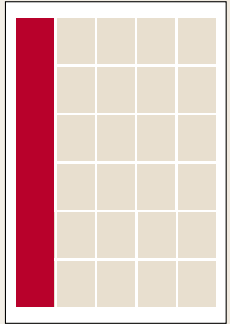
**1x4** 4 modules 46,8x240,4mm



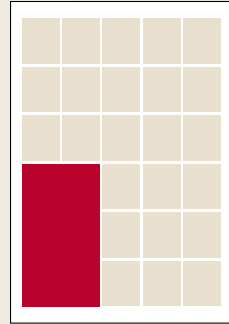
**5x1** 5 modules 250x57,5mm



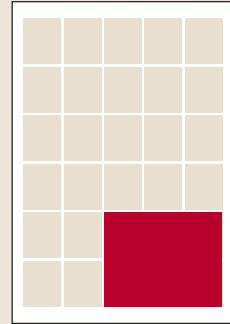
**1x6** 6 modules 46,8x362,3mm



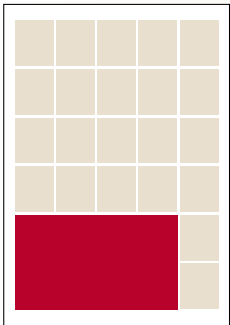
**2x3** 6 modules 97,6x179,4mm



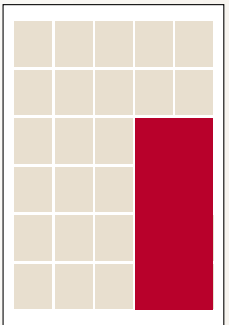
**3x2** 6 modules 148,4x118,5mm



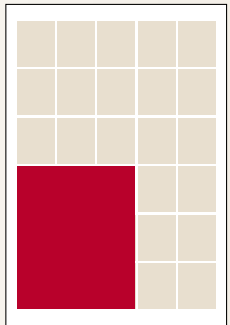
**4x2** 8 modules 199,2x118,5mm



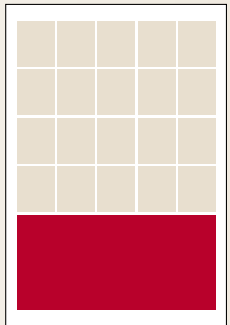
**2x4** 8 modules 97,6x240,4mm



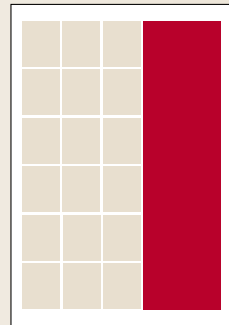
**3x3** 9 modules 148,4x179,4mm



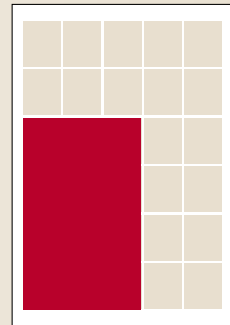
**5x2** 10 modules 250x118,5mm



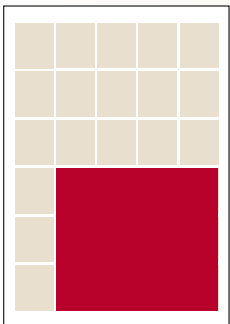
**2x6** 12 modules 97,6x362,3mm



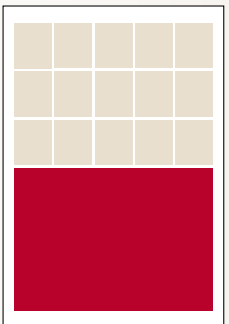
**3x4** 12 modules 148,4x240,4mm



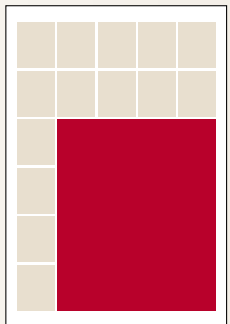
**4x3** 12 modules 199,2x179,4mm



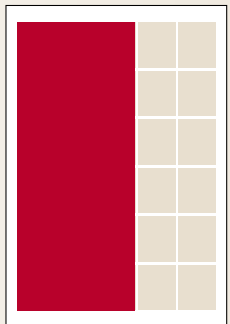
**5x3** 15 modules 250x179,4mm



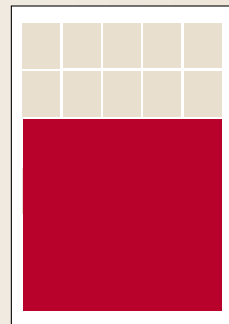
**4x4** 16 modules 199,2x240,4mm



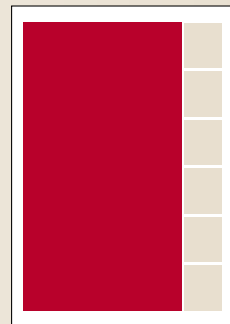
**3x6** 18 modules 148,4x362,3mm



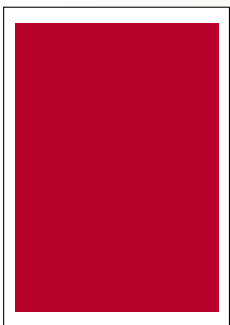
**5x4** 20 modules 250x240,4mm



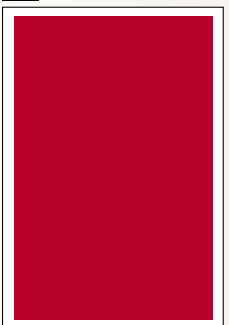
**4x6** 24 modules 199,2x362,3mm



**5x6** 30 modules 250x362,3mm



**5x6** max. print area 250x383 mm



front page 54,5 x 47,4 mm

