

Standard Advertising Products

Produkt	Premium	Medium	Standard	Economy
Billboard 750x100 / Skyscraper 160x600	80 PLN	70 PLN	40 PLN	20 PLN
Doublebillboard 750x200 / Ractangle 300x250	120 PLN	100 PLN	60 PLN	30 PLN
Megabanner 300x600 / Gigabanner 300x800 / Triboard 750x300	160 PLN	140 PLN	80 PLN	40 PLN
Wideboard 940x300 / Brandmark	200 PLN	170 PLN	100 PLN	50 PLN
Toplayer / Insert On-Line	240 PLN	200 PLN	120 PLN	70 PLN
Sponsored Article	9 000 PLN	7 000 PLN	4 000 PLN	3 200 PLN
Mailing, Video	80 PLN			

Detailed list of websites

Rate Card group	Theme line	Sites and Sections
Premium	Gazeta.pl home page	
	Business and finance	Wyborcza.biz, serwisy Gazeta.pl: Firma, Giełda, Gospodarka, Komunikaty, Pieniądze, Podatki;
	Information, publicism, media	Wyborcza.pl, Wiadomości.Gazeta.pl
Medium		Alert24.pl, eMetro.pl, Msn.gazeta.pl, Policjnyi.pl, Zoom24.pl
	Automotive	Autotrader.pl, Moto.pl, Wysokieobrotly.pl, serwisy Gazeta.pl: Motocykle;
	Lifestyle	eDziecko.pl, Groszki.pl, Avanti24.pl, Wysokieobcasy.pl, Logo24.pl, Lula.pl, Miestodzieci.pl, Ugotuj.to, serwisy Gazeta.pl: Kobieta, Miłość i Seks, Poradnik Domowy, Ślub, Zdrowie;
	New technologies	Sciagnij.pl, Smart24.pl, Wstaw.to, serwisy Gazeta.pl: Technologie;
	Real Estate	Czterykaty.pl, Domiporta.pl, Domosfera.pl, GazetaDom.pl (Bryła, Budowa i remont, Kredyty, Ogrody)
	Work	GazetaPraca.pl, Jobspot.pl, Metropraca.pl, Pracawbiurze.pl, Pracawsprzedazy.pl, Pracownicy.it;
	Tourism	Kolumber.pl, serwisy Gazeta.pl: Pogoda, Turystyka;
	Education	GazetaEdukacja.pl, Multiwiedza.pl, Supermozg.pl, serwisy Gazeta.pl: Słowniki, Historia, Lektury, Angielski
	Sport	Ciacha.net, Ekstraklasa.tv, Sfd.pl, Sport.pl, Zczuba.pl, Zczuba.tv;
Standard	Communities	Blox.pl, Cafe.pl, CafeAnimal.pl, Wstawie.pl, Znam.to, Photoblog.pl, serwisy Gazeta.pl: Forum, Foto Forum, Poczta;
	Culture and entertainment	Dailymotion.pl, Deser.pl, G.pl, Gamecorner.pl, Kotek.pl, Naprzewie.pl, Plej.Gazeta.pl, Plotek.pl, Plotek.tv, Polygamia.pl, Popcorner.pl, Widelec.pl, serwisy Gazeta.pl: Co jest Grane, Film, Gry, Gry Online, Program TV;
Economy	Local websites	Białystok, Bydgoszcz, Bielsko Biała, Częstochowa, Gorzów Wlkp., Katowice, Kielce, Kraków, Londek.pl, Lublin, Łódź, Olsztyn, Opole, Płock, Poznań, Radom, Rzeszów, Toruń, Trójmiasto, Szczecin, Warszawa, Wrocław, Zielona Góra, Dublin, Londyn;
	ROS Gazeta.pl	

Behavioural targeting

Profiles	Rate Card Groups	Extra Charge
Business Profile	Premium	5%
Company Profile		
Investment Profile		
News Profile	Medium	
Household Profile		
Woman Profile		
Cuisine Profile		
Automotive Profile		
Travel Profile		
Parents Profile		
Shopping Profile		
Work Profile		
IT Profile		
Health Profile		
Eduction Profile		
Culture Profile	Standard	

Demographic targeting / Mailing

Based on Standard price group

Profiles	Rate Card Groups	Extra Charge
Sex	woman/man	30%
Age	age range, below, above, specific age	
Residence	country, voivodship, city	
Education	high, middle, professional, basic	
Professional group	company board/president/ top management, specialist/ freelance, shareholder/ company owner, director/manager, white-collar worker/ clerk, pensioner/ annuitant, student/pupil, blue-collar worker/ farmer, other, housekeeper	
Hobby	news/politics, house/real estate, film, photography, economy/business, computer games, informatics/Internet, cuisine/cooking, medicine/health, fashion, automotive, music, science/education, law/taxes, sport, tourism, beauty/make-up, shopping through Internet	

Newsletter Rate Card

Subject	Billboard 750x100	Ractangle 300x250	Skyscraper 160x600	Megabanner 300x600
Information/Economy	80 PLN	120 PLN	80 PLN	160 PLN
Technology/Household/Woman/ Automotive/Education/ Thematic services/Sport	70 PLN	100 PLN	70 PLN	140 PLN
Entertainment	40 PLN	60 PLN	40 PLN	80 PLN

 Additional information can be found on Newslettery.gazeta.pl

Combination of advertising forms

Product	Premium	Medium	Standard	Economy
Toplayer	240 PLN	200 PLN	120 PLN	70 PLN
	+ 50% price of chosen ad format			
Brandmark	200 PLN	170 PLN	100 PLN	50 PLN
	+ 50% price of chosen ad format			
Wallpaper ¹	100 PLN	70 PLN	40 PLN	Unavailable
	+ price of chosen ad format			

1) excluding Gazeta.pl and Wyborcza.pl main page

Extra charges for enlargement

Enlargement	Premium	Medium	Standard	Economy
Expand	50%			
Push				
Scroll	70%			
Stream	20%			

Other extra charges

Options	Extra Charge
Audio emission in any advertising format	10%
Frequency capping	
Exclusivity	Industry - 1 day (Only one client from given industry can advertise on that day)
	Theme - 1 day (Only one client can refer to given theme on that day)
IP Geotargeting (countries, voivodships, cities)	30%
Exceeding standard material's weight (max. until 120 kb)	10 PLN (CPM for each 10kb)

One-day Rate Card

Main pages of Gazeta.pl/Wyborcza.pl/Msn.gazeta.pl. Estimated reach: weekdays 1 000 000 UU, weekends and holidays 700 000 UU

Product	Price
Billboard 750x100	80 000 zł
Billboard 750x100 Expand, Push	105 000 zł
Billboard 750x100 Scroll	115 000 zł
Billboard 750x100 + Wideo	85 000 zł
Billboard 750x100 + Toplayer, brandmark ³	140 000 zł
Billboard 750x100 + DHTML ^{2,3}	150 000 zł
Billboard 750x100 + Wallpaper	105 000 zł
Doublebillboard 750x200	110 000 zł
Doublebillboard 750x200 Expand, push	140 000 zł
Doublebillboard 750x200 + Wideo	140 000 zł
Doublebillboard 750x200 + Toplayer, brandmark ³	160 000 zł
Doublebillboard 750x200 + DHTML ^{2,3}	170 000 zł
Doublebillboard 750x200 + Wallpaper	140 000 zł
Triboard 750x300	125 000 zł
Triboard 750x300 Expand, push	160 000 zł
Triboard 750x300 + Wideo	160 000 zł
Triboard 750x300 + Toplayer, brandmark ³	185 000 zł
Triboard 750x300 + DHTML ^{2,3}	200 000 zł
Triboard 750x300 + Wallpaper	160 000 zł
Wideboard 940x300	140 000 zł
Wideboard + Expand, push	170 000 zł
Wideboard + Wideo	170 000 zł
Wideboard + Toplayer, brandmark ³	200 000 zł
Wideboard + DHTML ^{2,3}	215 000 zł
Wideboard + Wallpaper	170 000 zł
Main pages of Gazeta.pl/Msn.gazeta.pl	
Ractangle 300x250	85 000 zł
Ractangle 300x250 + Toplayer ³	115 000 zł
Ractangle 300x250 + Wideo	95 000 zł
Ractangle 300x250 + DHTML ^{2,3}	150 000 zł
Halfpage 300x600	100 000 zł
Halfpage 300x600 Expand	140 000 zł
Halfpage 300x600 + Wideo	110 000 zł
Halfpage 300x600 + Toplayer, brandmark ³	160 000 zł
Halfpage 300x600 + DHTML ^{2,3}	160 000 zł

2) In case of delivering set of materials in less than 5 days before emission date - extra charge for express service 2000 PLN

3) Daily emission for html, screening and Toplayer: total implementation on HP Gazeta.pl, for remaining HP basic format screening

Package Rate Card

 Emission with capping⁴ (with reach guarantee)

Impressions	billboard/ skyscraper - CPM	doublebillboard/ ractangle/ halfpage - CPM	minimal emission time
3 000 000	17 PLN	25 PLN	7 days
4 000 000	15 PLN	22 PLN	
5 000 000	13 PLN	20 PLN	

4) Emission with capping - possibility of defining a maximum frequency of ad emission per user enables high reach

Packages can not have hours limits and geotargeting. Emission last at least 7 days and timing depends on advertising intensity. Sales Department defines emission time for each package.

Rich Media Gazeta.pl Rate Card

Issue	Size	surcharge for all categories of CPM	surcharge on day-rate prices for gazeta.pl
in standard formats	to 100 KB	3 PLN	17 000 PLN
	to 300 KB	10 PLN	25 000 PLN
	to 2.2 MB	15 PLN	31 000 PLN
	to 10 MB	40 PLN	61 000 PLN
in expanded formats	to 300 KB	15 PLN	30 000 PLN
	to 2.2 MB	25 PLN	40 000 PLN
	to 10 MB	40 PLN	61 000 PLN
in non-standard formats	to 300 KB	17 PLN	33 000 PLN
	to 2.2 MB	25 PLN	43 000 PLN
	to 10 MB	40 PLN	61 000 PLN

Offer for businesses. The information contained in this Rate Card is not intended for individuals who wish to purchase the offered services for any purposes not related to business activities. Any such individuals are requested to contact Agora SA in order to obtain suitable information about prices including VAT tax.

In the cases not regulated by this price list the General principles of placing advertisements and Technical specification of advertising products apply.

Technical possibility of advertisements emission on some services can be limited. Detailed information can be obtained from Sales Department.

 Contact data can be found at: www.gazeta.pl/advertising