

I. DEFINITIONS

Definitions used in the General Principles shall be understood in the following way:

General Principles – the following general principles for placing dimensional announcements and inserts in “Metro”;

Publisher - Agora Spółka Akcyjna (Agora Joint Stock Company) with the registered office in Warsaw, 8/10 Czerska street, 00-732, (the publisher of Metro), registration: District Court for the capital city of Warsaw, XIII Economic Division of the National Court Register, register of entrepreneurs KRS no. 59944, NIP 526-030-56-44;

Advertiser - a natural person, legal person or an organizational entity without legal personality, ordering a placement in Metro of dimensional ads or inserts;

Metro – a national free daily paper edited by the Publisher, including all its editions appearing from Monday to Friday in the largest cities in Poland (Bielsko-Biała, Białystok, Bydgoszcz, Częstochowa, Katowice (the Upper Silesian Metropolitan Union), Kielce, Kraków, Lublin, Łódź, Olsztyn, Opole, Poznań, Rzeszów, Szczecin, Toruń, Tricity, Warszawa, Wrocław, Zielona Góra) along with all its supplements and inserts, as well as editorial and advertising-promotional materials enclosed within;

Dimensional advertisement - an advertisement placed in print in a graphic form, the printed size of which is specified by the number of standard space units approved by the Publisher;

Insert - advertising material in the form of a leaflet, brochure, catalogue or a product sample, inserted or otherwise distributed with Metro;

Working day - each day of the week, excluding Saturdays, Sundays and public holidays.

II. PERFORMANCE CONDITIONS

§ 1

1. We will place the advertisements on the basis of an order submitted by you (in the case of inserts – alongside a completed insert specification including necessary technical data). The service is performed in accordance with the General Principles and binding law provisions.
2. If you would like to modify your order, its content, or graphic materials, please provide them, specifying the modifications in detail. If you would like to cancel an advertisement, it is necessary to submit the cancellation in writing.

§ 2

Deadlines for the submission of content, prepared materials, changes and cancellations may be found in Appendix 1 of the General Principles.

§ 3

1. Technical specifications for print-ready material may be found in Appendix 2 of the General Principles.
2. Technical specifications for inserts ready for placement may be found in Appendix 3, and information concerning the supply of inserts and packaging standards in Appendix 4 of the General Principles.

III. PAYMENTS

1. Dimensional advertisements or inserts may be paid for (subject to the contents of point 2 below) in one of the following ways:
 - a) before the ad exposure, i.e. up to and including the day preceding the emission – payment in advance;
 - b) after the ad's exposure, on the basis of the invoice issued to you – payment in arrears within 14 days from issuing the invoice;
 - c) another method set forth in the agreement.
2. Dimensional advertisements and inserts are costed according to the Publisher's rate card in effect on the ad's exposure day.

IV. GENERAL PROVISIONS

§ 1

1. The Publisher and the editor are not responsible for the content of your advertisements.
2. The Advertiser must ensure that he has the right to use the information, data, trademarks and any other elements protected by law and included in the advertisement. Your submission of an order is tantamount to your statement that the above obligation has been met, and that the ordered advertisements are not illegal and contrary to good practice, and in addition, that placing an order does not breach the regulations on public orders.
3. The obligation to redress any loss suffered by the Publisher due to the contents or form of your advertisement (including the costs of court proceedings or other legal proceedings, in addition to other reasonable expenses incurred in connection with any claims by third parties) rests with the Advertiser. This obligation also applies where the editor-in-chief of “Metro” or any of its editors or employees is a party to the proceedings.

§ 2

The Publisher may, without incurring any responsibility by this virtue, refuse to place the advertisement or hold its placing whenever:

- a) the contents or the form of the advertisement is illegal, contrary to good practice, policy line or the nature of the publication;
- b) any third party, regulatory bodies or professional, economic or employers’ institutions (overseeing media or advertising ethics) have any reservations about your advertisement;
- c) we do not receive the payment for placing an advertisement or receipt is delayed.

V. COMPLAINTS

1. If you have any reservations concerning the method and quality of the completion of your order, we ask for prompt contact (telephone, fax or e-mail) with the sales person who took your order. We will consider the complaint and respond within 24 hours on working days. If this proves to be impossible, we shall inform you immediately, simultaneously apprising you of the final deadline for our answer.
2. If the order concerns periodical advertisements, please file a complaint on the day of the first issue in question; this will allow for accommodation of changes in the following issues of the advertisement.

VI. FINAL PROVISIONS

These Final Provisions, including all appendices, are binding from 2nd January 2007.

APPENDIX 1

Table 1

DEADLINES FOR PLACING ORDERS, DIMENSIONAL AD CONTENT, PRINT-READY MATERIAL AND ORDER CANCELLATION				
<i>Edition</i>	<i>Deadline for placing orders</i>	<i>Deadline for supplying ad content and print-ready materials, alterations to advertisement content, and alterations to order</i>	<i>Deadline for possible alteration of print-ready materials</i>	<i>Deadline for order cancellation</i>
Metro national edition (published from Monday to Friday)	3 working days before publication until 10am	2 working days before publication until 4pm	1 working day before publication until 10am	3 working days before publication until 10am
Metro local edition (published from Monday to Friday)	2 working days before publication until 10am	2 working days before publication until 4pm	1 working day before publication until 10am	2 working days before publication until 10am
Metro City supplement – national and local edition	3 working days before publication until 10am	3 working days before publication until 4pm	2 working day before publication until 4pm	3 working days before publication until 10am
Metro Nieruchomości (Property supplement) Warsaw edition	2 working days before publication until 10am	2 working days before publication until 4pm	1 working day before publication until 10am	2 working days before publication until 10am

In the case of dimensional advertisements that are to be placed in “Metro” on pages 1, 3 and on the back page, we ask for confirmation of the order not later than 5 working days after the date the reservation was made. If we do not receive such confirmation, your reservation may be cancelled for the benefit of another client.

Table 2

DEADLINES FOR PLACING ORDERS, CONFIRMATION OF INSERT SPECIFICATIONS, SUPPLY OF INSERTS, AND ORDER CANCELLATION		
<i>Edition</i>	<i>Deadline for placing orders, confirmation of insert specifications*</i>	<i>Deadline for supply of inserts, order cancellation</i>
Metro national and local editions	7 working days before publication	3 working days before publication

*It is necessary to present us with at least one copy of an insert, or its graphic design (with detailed specification of its format, weight and size), no later than the day on which you send the accepted insert’s specification. If we receive from you the accepted insert’s specification without simultaneous receipt of at least one copy of the insert (i.e. only its graphic design and detailed parameters), then an original of the insert should be presented to us not later than 7 working days before its planned issue date.

APPENDIX 2**TECHNICAL SPECIFICATIONS FOR THE PLACEMENT OF ADVERTISEMENTS AND ANNOUNCEMENTS IN “METRO”****1. We request the supply of announcements as files (in digital form) on:**

- a 3.5” 1.44MB floppy disk
- a 100MB or 250MB ZIP disk
- a CD-R or CD-RW
- a DVD-Rom or DVD-Ram (+/-)

(we recommend formatting or initialization of the above-mentioned media in PC format).

- via email (only after having obtained agreement from the Sales representative) or FTP

If necessary, the files may be compressed in one of the following formats: .zip, .rar, .arj, .sit.

We request that you deliver, along with the announcement, a monochrome or colour printout of the description, with an appropriate description, on a 1:1 scale, with possible bleeds marked.

2. File format

We request that you supply files either in EPS (Encapsulated Postscript File) or TIF (Tagged Image File Format). In exceptional cases, after prior agreement, we will accept PDF (Portable Document Format) files with graphics compression options turned off or in a predefined “print” style.

3. Announcement dimensions:

a) Newspapers and supplements – in accordance with advertisement formats. The physical dimensions of the advertisement image contained within the file must accord (within 2%) with the advertisement space ordered.

b) Colour magazines – “with bleed” advertisements must be of a size corresponding to a page of the requisite edition of the newspaper +5mm bleed on each side. The advertisement design should accommodate the possibility of moving the cutting line by 5mm (important graphic elements or text placed at least 10mm from the edge of the advertisement). In case of any doubts concerning dimensions and location of bleed, please contact the Sales representative.

NOTICE: In case of advertisements with bleed in EPS format, it is necessary to include a preview in the file (preview TIFF PC of average resolution).

4. Requirements for vector and vector-half-tone EPS files

All texts must be overtly converted into curves.

Graphics materials provided by you should have the following resolutions:

- newspapers and supplements – 180dpi colour and grey-scale, 400dpi monochrome.
- colour magazines – 300dpi colour and grey-scale, 600dpi monochrome.

If the materials’ resolution is greater than 150% of that required during technological processing, then during that processing it will automatically be reduced to the following levels:

- 240dpi colour and grey-scale, 400dpi monochrome – newspapers and supplements
- 300dpi colour and grey-scale, 600dpi monochrome – colour magazines.

5. Colour advertisements

The maximum total of CMYK (Total Ink Limit) components may be 240% (cold-set) for newspaper editions, and 300% (heat-set) for magazine editions.

This also concerns halftone fragments of vector advertisements.

Graphics materials exceeding the Total Ink Limit (TIL) of 240 for newspapers and 300 for colour magazines will be rejected during the preflight process.

6. Verification

We do not reject advertisements for the following reasons:

- using the overprint option for text and graphic elements
- setting black graphic elements or text using CMYK colours
- failure to adjust the tonal span of halftones included in the advertisement to the possible range for correct printing in “Metro”
- graphic elements which are too small, lines which are too thin, or a degree of writing which is too low for a given printing technology.

PRINTING STANDARDS IN METRO (COLD-SET AND HEAT-SET TECHNOLOGY)

a) Moving of colours

With colour printing using the cold-set technology with the 4+4 web maximally printed, the colour matching tolerance is 0.5mm. With colour printing using the heat-set technology with the 4+4 web maximally printed, the colour matching tolerance is 0.3mm

Please avoid setting inscriptions, especially with a small degree, with several colours, owing to great difficulty with matching. This often gives blurred and illegible text. Please use trapping in order to avoid the ground showing through because of matching differences.

b) Point increase

The halftone point increase in the medium tones can reach 30%. During printing an augmentation of halftone points occurs which is greatest for halftones with a 40-60% surface covering.

Particularly large point increases appear for the colours "black" and "cyan" – please avoid overuse of these colours in building details in dark sections of the image.

c) Optical density

In the case of control bars being present, the permissible optical density difference between tints may reach $t=0.3D$ on a proof copy. A paint's optical density, D , defines the amount of paint printed on the paper. The more paint, the greater the optical density.

RULES FOR SENDING ADVERTISEMENTS VIA FTP

Server address: ftp.agora.pl

Please log in as an anonymous user ("anonymous"). In the case when a separate FTP client is used (e.g. the one included in Total Commander), enter any email address as the password.

Please use PASSIVE transfer mode.

On login, the contents of the newspaper's FTP server are visible.

You then go to the city folder (e.g. WROCŁAW or WARSZAWA), and then:

-for Warsaw: REKLAMA, and then, depending on the Sales representative's instructions, to either the

AGENCJE or DEALER folder, where you leave your graphics file.

- for the remaining branches you copy your file on the path: OGŁOSZ

Note: Our FTP server ONLY accepts short filenames in "old DOS style", i.e. 8-character filename consisting solely of letters of the English alphabet or digits, dot, 3-character file extension matching the contents of the file. In case of failure to send the files to the server, please first check the filename. In all cases we recommend file compression before sending it to the server (preferably in the ZIP format), and sending the file in BINARY transfer mode (insofar as the FTP client allows such an option).

APPENDIX 3
TECHNICAL SPECIFICATIONS FOR INSERTS PLACED IN “METRO”

1. Inserts enclosed in “Metro” must meet the following technical requirements:

A6 FORMAT (110X155) – MINIMUM POSSIBLE FORMAT FOR MACHINE INSERTION		
<i>volume [number of pages]</i>	<i>volume [number of pages]</i>	<i>volume [number of pages]</i>
2	210	220 pojedyncza kartka
4,8,12,16	120	220
A5 FORMAT (210X148)		
<i>volume [number of pages]</i>	<i>minimum gsm [g/m2]</i>	<i>maximum gsm [g/m2]</i>
2	130	220 pojedyncza kartka
4, 8, 12, 16	90	220
20, 24, 28, 32	90	200
A4 FORMAT (210X297)		
<i>volume [number of pages]</i>	<i>minimum gsm [g/m2]</i>	<i>maximum gsm [g/m2]</i>
2	90	220 pojedyncza kartka
4	90	220
8, 12	60	220
16	45	220
20, 24	45	180
28, 32	45	150
36, 40	45	120
44, 48, 52	45	90
56, 60, 64	45	60
A3 FORMAT (400X270)		
<i>volume [number of pages]</i>	<i>minimum gsm [g/m2]</i>	<i>maximum gsm [g/m2]</i>
4	90	180
8, 12	60	180
16	45	180
20, 24	45	120
28, 32	45	90
36, 40, 44, 48	45	60
52, 56, 60, 64	45	45

1. Leaflets should be square or rectangular. If your leaflets have a format or weight exceeding the above specified standard, an additional fee will be levied from the price list.

If your leaflets have dimensions or weight below the above specified standard, then they will not be inserted in “Metro”.

2. Information concerning the technical requirements of advertising materials circulated through “Metro” by distributors will be imparted by the Sales Representative.

3. Supplied inserts which are inconsistent with the order and the insert specification, or with our technical requirements, will be treated as cancellation of the order. If it is technically possible, we undertake to supply the service on condition that you render additional remuneration. If it is not possible to implement your suggested changes, this will be treated as withdrawal from the conditions of ordering.

APPENDIX 4

INSERT DELIVERY STANDARDS

1. Please deliver to us (at your own expense) print-ready inserts to the printing plant specified in the Insert Specification between 6am and 6pm (in accordance with the deadlines to be found in Appendix 1 Table 4). If you would prefer to deliver inserts at a different time, please arrange a time with the Dispatch Manager of the printing plant concerned by telephone.

Below, we specify the documents essential in order that your leaflets be accepted by the printing plant:

- a legible copy of the insert's specification and a specimen of the original leaflet. Please add the name of the leaflet to the Insert Specification, thus ensuring the identification of advertising materials.
- a delivery note or a bill of lading specifying the actual circulation of the leaflet in accordance with the Insert Specification, the number of pallets (packages, boxes, cartons), the number of copies (in items) per pallet (package, carton, box).

We request that information be placed on the delivery note or bill of lading stating whether the pallets on which the leaflets are supplied are disposable (i.e. they remain with the leaflets at the printing plant) or whether they are to be immediately replaced by empty ones.

2. We hereby state that printing plants do not return pallets to the suppliers.

3. If inserts are sent via courier companies, a delivery note containing all the data outlined in point 1 above should be attached. We remind you that courier companies deliver inserts based on weight only (not quantity). The costs of courier delivery are covered by the Advertiser.

4. We hereby state that inserts supplied for placement which have physical damage (bent corners, edges, undulating and uneven spines, crooked cutting, that are wet, that have binding faults, or damage having occurred during transport or packing) make proper insertion impossible, and therefore, in consideration of the quality of our service, these will be rejected, with a resulting decrease in the circulation of the insert.

5. You will immediately be informed of any delays in the delivery of inserts and of any deficiencies in quality or quantity.

INSERT PACKAGING STANDARDS

Below, we present essential information concerning insert packaging standards.

1. The printing plants accept Europallets exclusively (pallet dimensions 120x80cm). Non-standard pallets will not be exchanged for empty ones. Pallets should be secured against humidity and packed in such a way as to prevent packages from sliding.

2. The height of the pallet with the insert may not exceed 140cm;

- inserts should be evenly spaced facing the same direction in stacks not less than 15cm high. They may not overhang the pallet edge, since this may lead to damage to the leaflets during transport;
- packages with inserts should not be foil-wrapped.

3. Pallets should be secured at the top with a cardboard or wooden lid and additionally with a drawstring (so-called "banding"); overtight banding of pallets should be avoided, since it will cause bending of the leaflet edges;

- it is advisable to employ v-shaped gauges to secure the leaflets against deformation;
- pallets may be foil-wrapped, but it should be ensured that the foil does not bend the leaflet edges (overtension on the wrapping machine), which will lead to increased technological losses.

4. The exact number of packed inserts (in items), the name of the leaflet, the edition date and the scope and sum total of pallets (in items) must be given on all four sides of each pallet. An original specimen of the leaflet must also be visible.