



### Standard Advertising Products

| Product  | Premium   | Medium    | Standard  | Economy   |
|--|-----------|-----------|-----------|-----------|
| Billboard 750x100 / Skyscraper 160x600                   | 80 PLN    | 70 PLN    | 40 PLN    | 20 PLN    |
| Doublebillboard 750x200 / Rectangle 300x250              | 120 PLN   | 100 PLN   | 60 PLN    | 30 PLN    |
| Halfpage 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;<br>Alert24.pl, eMetro.pl, Msn.gazeta.pl, Policyjni.pl, Zoom24.pl;  |
| Medium                    | Automotive                    | Autotrader.pl, Moto.pl, Wysokiebroty.pl, serwisy Gazeta.pl: Motocykle;  |
|                           | Lifestyle                     | eDziecko.pl, Groszki.pl, Avanti24.pl, Wysokieobcasy.pl, Logo24.pl, Lula.pl, Miastodzieci.pl, Ugotuj.to, Palce Lizać<br>serwisy Gazeta.pl: Kobieta, Miłość i Seks, Poradnik Domowy, Ślub, Zdrowie;   |
|                           | New technologies              | Sciagnij.pl, Smart24.pl, serwisy Gazeta.pl: Technologie;  |
|                           | Real Estate                   | Czterykaty.pl, Domiporta.pl, Domosfera.pl, Ladnydom.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, Lektury, Angielski;   |
|                           | Sport                         | Ciacha.net, Ekstraklasa.tv, Sfd.pl, Sport.pl, Zczuba.pl, Zczuba.tv, Futbolowo.pl;   |
|                           | Standard                      | Communities   |
| Culture and entertainment |                               | Deser.pl, G.pl, Gamecorner.pl, Kotek.pl, Naprzerwie.pl, Tivi.pl, Plotek.pl, Plotek.tv, Polygamia.pl, Popcorner.pl, Widelec.pl, serwisy Gazeta.pl: Co jest Grane, Film, Gry, Gry Online, Program TV; |
| Economy                   | ROS Gazeta.pl                 |   |

### Behavioural targeting

| Behavioral profiles  | Formats, CPM Price                                      |   |
|----------------------|---|---|
|                      | Billboard Skyscraper Doublebillboard Rectangle Halfpage | Triboard Wideboard Gigabanner Brandmark* Toplayer** |
| Private Finances     | 70 zł   | 90 zł   |
| SOHO Entrepreneurs   | 70 zł   | 90 zł   |
| Investors            | 70 zł   | 90 zł   |
| Men                  | 50 zł   | 70 zł   |
| Women                | 50 zł   | 70 zł   |
| Parents              | 60 zł   | 80 zł   |
| Home & Interiors     | 60 zł   | 80 zł   |
| Technologies         | 50 zł   | 70 zł   |
| Individual Profile** | individual appraisal                                    | individual appraisal                                |

\* in case of combination of advertizing formats, extra charge of 50% of cheaper format's price  
 \*\*minimum order value of PLN 30 000 RC

### 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 |              |

## SERWISY LOKALNE

### Basic Advertising Formats

| Product  | Standard Local Services | Premium Local Services |
|--|-------------------------|------------------------|
| Billboard 750x100 / Skyscraper 160x600                   | 25 zł                   | 30 zł                  |
| Double billboard 750x200 / Rectangle 300x250             | 38 zł                   | 45 zł                  |
| Halfpage 300x600 / Gigabanner 300x800 / Triboard 750x300 | 50 zł                   | 60 zł                  |
| Wideboard 940x300 / Brandmark                            | 63 zł                   | 75 zł                  |
| Toplayer / Insert On-Line                                | 88 zł                   | 105 zł                 |

### Local Services Distribution

|                                |  |
|--------------------------------|--|
| <b>Standard Local Services</b> | Białystok, Bydgoszcz, Bielsko Biala, Częstochowa, Gorzów Wielkopolski, Kielce, Londek.pl, Lublin, Olsztyn, Opole, Płock, Radom, Rzeszów, Toruń, Szczecin, Zielona Góra, Dublin, London |
| <b>Premium Local Services</b>  | Katowice, Krakow, Łódź, Poznań, Tricity, Warsaw, Wrocław   |



### Newsletter Rate Card

| Subject  | Billboard 750x100 | Ractangle 300x250 | Skyscraper 160x600 | Halfpage 300x600 |
|--|-------------------|-------------------|--------------------|------------------|
| Information/Economy  | 80 PLN            | 120 PLN           | 80 PLN             | 160 PLN          |
| Technology/Household/Woman/<br>Automotive/Education/<br>Tematic 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 Newsletter.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 <sup>1</sup> | 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        | 70%     |        |          |         |
| Scroll      | 20%     |        |          |         |
| Stream      | 20%     |        |          |         |

### Other extra charges

| Options  | Extra Charge               |
|--|----------------------------|
| Audio emission in any advertising format   | 10%                        |
| Frequency capping  |                            |
| Exclusivity  | 100%                       |
| Industry - 1 day (Only one client from given industry can advertise on that day)<br>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  | 95 000 zł  |
| Billboard 750x100 + Wideo                                  | 115 000 zł |
| Billboard 750x100 + Toplayer, brandmark <sup>3</sup>       | 150 000 zł |
| Billboard 750x100 + DHTML <sup>2,3</sup>                   | 160 000 zł |
| Billboard 750x100 + Wallpaper                              | 115 000 zł |
| Doublebillboard 750x200                                    | 135 000 zł |
| Doublebillboard 750x200 + Wideo                            | 160 000 zł |
| Doublebillboard 750x200 + Toplayer, brandmark <sup>3</sup> | 170 000 zł |
| Doublebillboard 750x200 + DHTML <sup>2,3</sup>             | 180 000 zł |
| Doublebillboard 750x200 + Wallpaper                        | 160 000 zł |
| Triboard 750x300   | 150 000 zł |
| Triboard 750x300 + Wideo                                   | 180 000 zł |
| Triboard 750x300 + Toplayer, brandmark <sup>3</sup>        | 195 000 zł |
| Triboard 750x300 + DHTML <sup>2,3</sup>                    | 210 000 zł |
| Triboard 750x300 + Wallpaper                               | 180 000 zł |
| Wideboard 940x300  | 170 000 zł |
| Wideboard + Wideo  | 200 000 zł |
| Wideboard + Toplayer, brandmark <sup>3</sup>               | 220 000 zł |
| Wideboard + DHTML <sup>2,3</sup>                           | 230 000 zł |
| Wideboard + Wallpaper                                      | 190 000 zł |
| <b>Main pages of Gazeta.pl/Msn.gazeta.pl</b>               |            |
| Ractangle 300x250  | 100 000 zł |
| Ractangle 300x250 + Toplayer <sup>3</sup>                  | 125 000 zł |
| Ractangle 300x250 + Wideo                                  | 120 000 zł |
| Ractangle 300x250 + DHTML <sup>2,3</sup>                   | 170 000 zł |
| Halfpage 300x600   | 120 000 zł |
| Halfpage 300x600 + Wideo                                   | 140 000 zł |
| Halfpage 300x600 + Toplayer, brandmark <sup>3</sup>        | 160 000 zł |
| Halfpage 300x600 + DHTML <sup>2,3</sup>                    | 180 000 zł |
| <b>Gazeta.pl homepage</b>                                  |            |
| Text link on Gazeta.pl homepage <sup>4</sup>               | 20 000 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

4)The link redirects to the website or an article on Gazeta.pl. The last link in the Entertainment, Lifestyle and Local News sections, marked with the notice "ADVERTISEMENT". Content of maximum 40 characters. The advertisement is subject to editorial approval.

### Package Rate Card

Emission with capping<sup>4</sup> (with reach guarantee)

| Impressions | billboard/<br>skyscraper<br>- CPM | doublebillboard/<br>ractangle/<br>halfpage - CPM | minimal<br>emission<br>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<br>all categories<br>of CPM | surcharge on<br>day-rate prices<br>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                                       |
| in expanded formats     | to 10 MB  | 40 PLN                                    | 61 000 PLN                                       |
|                         | to 300 KB | 15 PLN                                    | 30 000 PLN                                       |
|                         | to 2.2 MB | 25 PLN                                    | 40 000 PLN                                       |
| in non-standard formats | to 10 MB  | 40 PLN                                    | 61 000 PLN                                       |
|                         | to 300 KB | 17 PLN                                    | 33 000 PLN                                       |
|                         | to 2.2 MB | 25 PLN                                    | 43 000 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](http://www.gazeta.pl/advertising)