

NATIONAL DISPLAY ADVERTISEMENTS

Offer for businesses. Payable before publication. Prices in PLN, excluding VAT. Effective January 1, 2012. Module rate card. Maximum 30 modules on a page.

symbol key: offer unavailable in particular day or supplement offer available in local editions only

AD LOCATION	AD FORMAT TYPE	Monday Friday	Tuesday, Wednesday Thursday	Saturday			
PREMIUM OFFER							
		colour – b/w	colour – b/w	colour – b/w			
page 1	earpiece	31 200	24 200	18 600			
	banner large	140 000	109 000	84 000			
	banner small	103 000	80 000	61 500			
	module	26 500	20 600	15 900			
page 3	full page	200 400	156 300	117 900			
page 5 minimum size 15 modules	full page	183 300	142 800	107 400			
	module	6 110	4 760	3 580			
page 7 minimum size 15 modules	full page	167 100	129 900	98 100			
	module	5 570	4 330	3 270			
page 9	full page	151 800	117 900	89 100			
	module	5 060	3 930	2 970			
last page	full page	166 500	129 900	97 650			
	module	–	4 330	3 255			
business section – page 1⁸	earpiece ⁷	5 000	4 000	3 000			
	banner	29 000	23 000	17 000			
	1 module	5 000	4 000	3 000			
spread	2 pages	210 060	167 400	127 440			
STANDARD OFFER							
		colour	b/w	colour	b/w	colour	b/w
other business pages^{1, 8}	full page	137 400	114 300	109 500	90 900	84 900	70 500
	module	4 580	3 810	3 650	3 030	2 830	2 350
other editorial pages¹	full page	116 700	97 050	93 000	77 250	70 800	59 100
	module	3 890	3 235	3 100	2 575	2 360	1 970

AD LOCATION	TYPE	AD FORMAT TYPES	TUESDAY, WEDNESDAY THURSDAY, SATURDAY	MONDAY FRIDAY		
ECONOMY OFFER						
			colour	b/w	colour	b/w
advertising pages	all categories ²	module	980	755	1 220	940
	official announcements ³	module	598	542	752	678
other editorial pages	“education” category ⁴	module	1 260	1 050	1 570	1 310
	“publishing” category ⁴	module	838	670	1 048	838

AD LOCATION	AD FORMAT TYPE	Gazeta Praca Oferta Praca ⁵ Monday	Gazeta Sport Monday	Gazeta Komunikaty Oferta Komunikaty ³ Tuesday	Gazeta Dom ¹ Wednesday	Gazeta Co jest Grane ⁶ Friday			
PREMIUM OFFER									
		colour – b/w	colour – b/w	colour – b/w	colour – b/w	colour – b/w			
page 1/cover I	earpiece	–	–	–	x	3 400*			
	banner	–	–	–	x	16 500*			
	module	3 450	2 250	840	–	–			
	strip	4 000	–	1000	x	–			
cover II	full page	–	–	–	–	79 500*			
page 3	full page	–	66 000	17 940/16 260	x	–			
	module	2 970	2 200	598/542	–	2 650			
cover III	full page	–	–	–	–	71 400*			
last page/ cover IV	full page	–	66 000	–	x	x ⁹			
	module	3 000	2 200	–	x	–			
spread	2 pages	124 800	66 000	32 520	124 800	114 240*			
STANDARD OFFER									
		colour	b/w	colour – b/w	colour	b/w	colour – b/w		
other editorial pages	full page	81 000	62 400	60 000	–	–	78 000	78 000	71 400*/96600**
	module	2 700	2 080	2 000	–	–	2 600	2 600	2 380*/3 220**
advertising pages	full page	68 700	56 100	–	17 940	16 260	39 000	32 400	–
	module	2 290	1 870	–	598	542	1 300	1 080	–

Discounts

- for publication of issue prospectuses **rates on application**

Additional charges

- for publication on a chosen page or in a chosen place on a page **10%**
- for payment after ad publication **10%**

¹ Advertisements are also available in the “Announcements Offer”, within the framework of which advertisement will appear in Gazeta Wyborcza and Komunikaty.pl (website). Details in the rate “Announcement Offer – display advertisements”

² With the exception of official announcements category.

³ Advertisement will appear in Gazeta Komunikaty (announcement supplement of Gazeta Wyborcza) and Komunikaty.pl (website). Details in the rate “Announcements Offer – display advertisements”

⁴ Details can be found in the Rules of placing category advertisements.

⁵ Advertisement will appear in Gazeta Praca (recruitment supplement of Gazeta Wyborcza) and GazetaPraca.pl (recruitment website). These rates are for recruitment ads only. Rates for non-recruitment ads are available in the rate “Gazeta Praca – display advertisements”.

⁶ *Network offer. Appears within the circulation of Gazeta Wyborcza's editions: Warsaw edition, Katowice and Bielsko-Biala edition, Kraków edition, Wrocław edition, and in a part of administrative districts of Gazeta Wyborcza's editions: Bydgoszcz and Toruń edition, Lublin edition, Łódź edition, Poznań edition, Szczecin edition, listed in appendix 1, p. 2 to General rules of placing announcements and display advertisements in Gazeta Wyborcza.

**Extended reach offer. Includes the reach indicated above (marked*) and additional publication on pages marked with Gazeta Co Jest Grane logo in the reach of local editions of Gazeta Wyborcza listed in appendix 1 to General rules for placing advertisements in Gazeta Wyborcza.

⁷ Format unavailable on Monday

⁸ On Monday “Biznes, Ludzie, Pieniądze”

⁹ Last page available in local editions composes network offer.

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DUŻY FORMAT

AD LOCATION	AD FORMAT TYPE	COLOUR – B/W
PREMIUM OFFER		
cover I	banner	8 500
cover II	full page	43 600
page 3	full page	44 900
cover IV	full page	49 500
first spread (cover II and page 3)	2 pages	78 500
spread	2 pages	71 300
STANDARD OFFER		
inner pages	full page	39 600
	1/2 page	20 800
	1/3 page	14 100
	1/4 page	10 900
	1/8 page	5 500
CATEGORY OFFER		
inner pages "publishing" category ²	full page	19 600
	1/2 page	10 300
	1/3 page	7 000
	1/4 page	5 400
	1/8 page	2 700

GAZETA TELEWIZYJNA

AD LOCATION	AD FORMAT TYPE	COLOUR – B/W
PREMIUM OFFER		
cover I	banner	24 200
cover II ¹	full page	70 800
page 3 ¹	full page	70 800
page 5	full page	66 300
	1/2 page	35 400
cover IV	full page	91 200
natural spread (first part of the supplement)	2 pages	100 200
natural spread	2 pages	87 200
STANDARD OFFER		
inner pages	full page	58 900
	3/5 page	37 000
	1/2 page	31 400
	2/5 page	25 550
	1/3 page	21 700
	3/10 page	19 650
	1/5 page	13 550
	1/6 page	11 400
	2/15 page	9 150
	1/10 page	6 900
	1/15 page	4 600
CATEGORY OFFER		
inner pages "health" category ^{2,3}	full page	20 000
	3/5 page	13 050
	1/2 page	11 300
	2/5 page	11 200
	1/3 page	9 450
	3/10 page	8 650
	1/5 page	6 600
	2/15 page	4 550

WYSOKIE OBCASY

AD LOCATION	AD FORMAT TYPE	kolor/cz-b
PREMIUM OFFER		
cover II	full page	57 800
page 3	full page	66 600
page 5	full page	55 900
cover III	full page	54 600
cover IV	full page	69 900
first spread (pages 2 and 3)	2 pages	92 800
spread	2 pages	79 800
STANDARD OFFER		
inner pages	full page	49 800
	1/2 page	24 900
	1/3 page	17 200
	1/4 page	12 950
CATEGORY OFFER		
inner pages "health" category ^{2,3}	full page	18 900
	1/2 page	10 700

AD LOCATION	AD FORMAT TYPE	NO OF INSERTIONS ³	COLOUR – B/W (price for 1 issue)
ECONOMY OFFER			
Showcase	single column cm (min. 2 cm)	1 to 3 issues	236
		4 to 8 issues	230
		9 to 16 issues	216
		17 to 23 issues	193
		24 to 31 issues	165
		over 31 issues	160

Additional charges

- for publication on a chosen page or in a chosen place on a page **10%**
- for payment after ad publication **10%**
- for publication of consecutive adverts (published in a specified page sequence) **15%**

¹ Advertisement can be placed either on the cover II or on the page 3 in one edition.

² Details can be found in the Rules of placing category advertisements.

³ Agency and agreement discounts are not valid.

This rate card does not constitute information directed to persons who wish to purchase the offered services for nonbusiness purposes. Such persons are requested to contact Gazeta Wyborcza advertising offices for appropriate information.