

WARSAW DISPLAY ADVERTISEMENTS

Offer for businesses. Payable before publication. Prices in PLN, excluding VAT. Effective January 16, 2012. Module rate card. Maximum 30 modules on a page.

symbol key: offer unavailable in particular day or supplement offer available in national edition only

GAZETA WYBORCZA

AD LOCATION	AD FORMAT TYPE	Monday		Tuesday, Wednesday Thursday, Saturday		Friday	
PREMIUM OFFER							
		colour - b/w		colour - b/w		colour - b/w	
page 1	earpiece	1 875		1 500		1 875	
	module	1 500		1 200		1 500	
page 2	module	1 106		885		1 106	
page 3	full page	35 700		28 500		35 700	
	module	1 190		950		1 190	
last page	full page	32 250		25 800		32 250	
STANDARD OFFER							
		colour	b/w	colour	b/w	colour	b/w
other editorial pages ¹	full page	31 140	23 850	24 840	19 050	31 140	23 850
	module	1 038	795	828	635	1 038	795
editorial pages - Supermarket	full page	offer available in Friday issue only				16 950	14 100
	module					565	470
lineage pages	module	625	575	500	460	625	575
	"island ad"	2 750	2 750	2 200	2 200	2 750	2 750
ECONOMY OFFER							
		colour	b/w	colour	b/w	colour	b/w
advertising pages ¹	full page	14 640	11 250	11 700	9 000	14 640	11 250
	module	488	375	390	300	488	375

WEEKLY SUPPLEMENTS

AD LOCATION	AD FORMAT TYPE	Gazeta Praca Oferta Praca ² Monday	Gazeta Komunikaty Oferta Komunikaty ³ Monday	Gazeta Dom Oferta Dom Nowe Inwestycje Wednesday	Gazeta Dom ^{1,5} Wednesday	Gazeta Co jest Grane ^{6,7} Friday			
PREMIUM OFFER									
		colour - b/w	colour - b/w	colour - b/w	colour - b/w	colour - b/w			
page 1	earpiece	-	-	1 355	1 250	1 080			
	banner	-	-	4 110	3 900	-			
	strip	x	x	1 355	1 250	-			
	module	x	x	-	-	-			
page 2	module	x	x	840	744	-			
	triangle	-	-	840	744	-			
page 3	full page	-	x	25 200	22 320	-			
	module	x	x	-	-	-			
page 4	module	-	x	820	734	-			
page 5	module	-	x	830	740	-			
last page	full page	-	x	24 000	22 320	19 980			
	module	x	x	800	744	-			
STANDARD OFFER									
		colour	b/w	colour	b/w	colour	b/w		
other editorial pages	full page	x	x	-	-	22 200	19 920	18 000	14 400
	module	x	x	-	-	740	664	600	480
large format pages	full page	-	-	-	-	20 940	19 320	-	-
	module	-	-	-	-	698	644	-	-
advertising pages	full page	22 200	16 350	7 740	6 720	14 850	13 650	-	-
	module	740	545	258	224	495	455	-	-
lineage ad pages	bottom	740	545	-	-	652	600	-	-
	top	770	570	-	-	672	620	-	-
	"island ad"	3 000	3 000	-	-	3 512	3 250	-	-

ADDITIONAL INFO

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 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".

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 Oferta Dom. Advertisement will appear in Gazeta Dom (real estate supplement) and GazetaDom.pl (real estate website). These rates are for new investment ads only.

⁵ Advertisement will appear in Gazeta Dom (real estate supplement). Rates for other than new investment ads only.

⁶ Appears within full reach of Warsaw edition of Gazeta Wyborcza.

⁷ Other possible ad format types are available in the network offer in the national rate card.

WARSAW DISPLAY ADVERTISEMENTS

Offer for businesses. Payable before publication. Prices in PLN, excluding VAT. Effective January 1, 2012.

WYSOKIE OBCASY

AD LOCATION	AD FORMAT TYPE	NO OF INSERTIONS ¹	colour – b/w price for 1 issue
STANDARD OFFER			
Showcase	single column cm (min. 2 cm)	1 to 3 issues	125
		4 to 8 issues	120
		9 to 16 issues	113
		17 to 23 issues	107
		24 to 31 issues	101
		over 31 issues	97

TEATRY

AD LOCATION	AD FORMAT TYPE	colour – b/w
STANDARD OFFER		
page 1	strip 250 x 86 mm	2 400 ²
other pages	full page	4 500 ²
	2/3 page	3 000 ²
	1/3 page	1 500 ²

ADDITIONAL INFO

Additional charges

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

¹ Agency and agreement discounts are not valid.

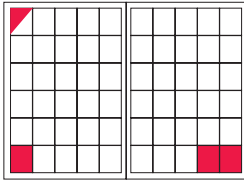
² The above prices are valid only for advertisements placed by theatres.
Contractual discounts do not apply.



WARSAW DISPLAY ADS

We would like to inform you that owing to gazette paper specificity, it is slightly changing after printing which can cause diminution of printed area by around 1 %

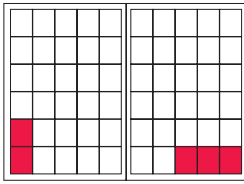
triangle
format available on
Gazeta Dom page 2
46.8 x 57.5 mm



1x1
1 module
46.8 x 57.5 mm

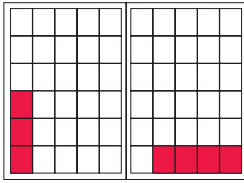
2x1
2 modules
97.6 x 57.5 mm

1x2
2 modules
46.8 x 118.5 mm



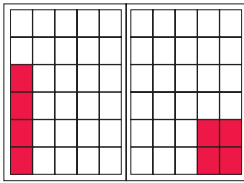
3x1
3 modules
148.4 x 57.5 mm

1x3
3 modules
46.8 x 179.4 mm



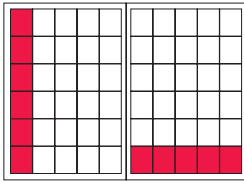
4x1
4 modules
199.2 x 57.5 mm

1x4
4 modules
46.8 x 240.4 mm



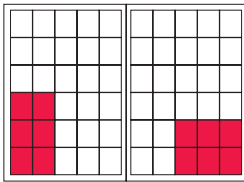
2x2
4 modules
97.6 x 118.5 mm

1x6
6 modules
46.8 x 362.3 mm



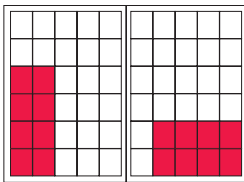
5x1
5 modules
250 x 57.5 mm

2x3
6 modules
97.6 x 179.4 mm



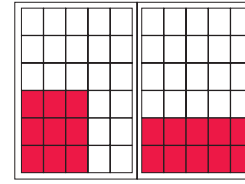
3x2
6 modules
148.4 x 118.5 mm

2x4
8 modules
97.6 x 240.4 mm



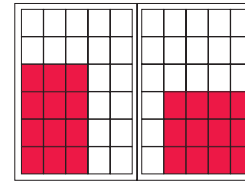
4x2
8 modules
199.2 x 118.5 mm

3x3
9 modules
148.4 x 179.4 mm



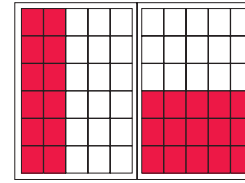
5x2
10 modules
250 x 118.5 mm

3x4
12 modules
148.4 x 240.4 mm



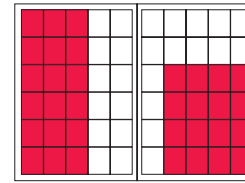
4x3
12 modules
199.2 x 179.4 mm

2x6
12 modules
97.6 x 362.3 mm



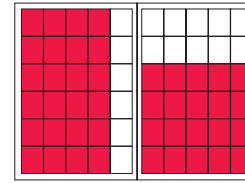
5x3
15 modules
250 x 179.4 mm

3x6
18 modules
148.4 x 362.3 mm



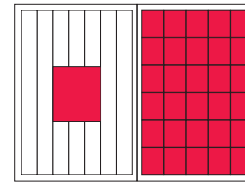
4x4
16 modules
199.2 x 240.4 mm

4x6
24 modules
199.2 x 362.3 mm



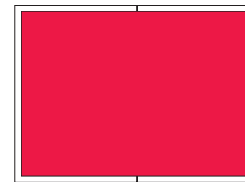
5x4
20 modules
250 x 240.4 mm

island ad
format available
only on lineage pages
105.5 x 118.5 mm



5x6
30 modules
250 x 362.3 mm

maximum
type area
528 x 381 mm



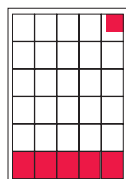
10x6
60 modules
528 x 362.3 mm

WARSAW DISPLAY ADS

We would like to inform you that owing to gazette paper specificity, it is slightly changing after printing which can cause diminution of printed area by around 1 %

Gazeta Wyborcza

earpiece	44,8 x 33,8 mm
module	1x1, 2x1, 3x1, 4x1, 5x1



Gazeta Praca

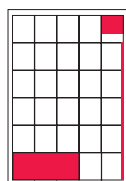
front page available only for national advertisements

Gazeta Komunikaty

front page available only for national advertisements

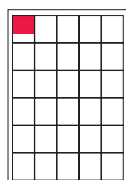
Gazeta Dom

earpiece	44,8 x 43,2 mm
strip	10 x 301,4 mm
banner	148,4 x 57,5 mm



Gazeta Co Jest Grane

earpiece	43 x 48 mm
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Gazeta Wyborcza

page 2	1x1, 2x1, 3x1, 4x1, 5x1
page 3	1x1, 2x1, 1x2, 1x3, 3x1, 2x2, 4x1 5x1, 2x3, 3x2, 3x3, 4x2, 4x3, 5x2, 5x3, 5x6
last page	5x6
editorial pages Supermarket	all formats
other pages	all formats

Gazeta Praca

other pages	wszystkie formaty
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Gazeta Komunikaty

advertising pages	all formats
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Gazeta Dom

page 2	1x1, 1x2, 2x1, 2x2, 3x1, 3x2, 4x1, 4x2, 5x1, 5x2
page 3	5x6
page 4, 5	1x1, 1x2, 1x3, 2x1, 2x2, 2x3, 3x1, 3x2, 3x3, 4x1, 4x2, 4x3, 5x1, 5x2, 5x3
last page	5x6
magazine pages	5x2, 5x3, 5x6
other editorial pages	all formats
other pages	all formats
page 1 of every section	all formats up to 10 modules
lineage advertisements pages	
ads on top of the pages	1x1, 1x2, 2x1, 2x2, 5x1

Gazeta Co Jest Grane

editorial pages	all formats
spread	520 x 362,3 mm
spread – maximum type area	520 x 381 mm
last page	5x6