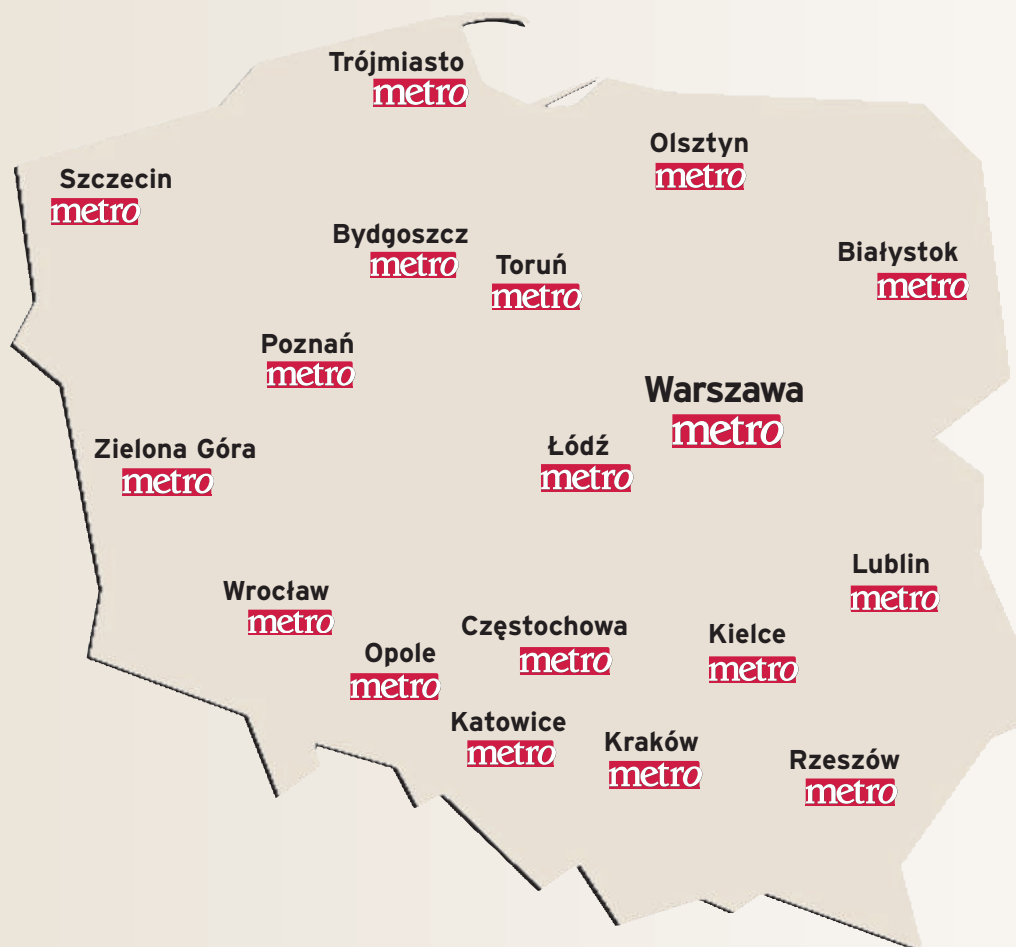


Ad rate card
OFFER FOR BUSINESSES



National and local offer



Advertising opportunities in a high-circulation daily

published in the biggest cities in Poland

Effective fusion of two channels of promotion

Advertisements in the paper and by means of the *Metro* distribution channel:

- ▶ sampling (leaflets and samples handed out by *Metro* street distributors)
- ▶ posters on *Metro* charts and on the vests of *Metro* distributors
- ▶ dressing *Metro* street distributors in T-shirts / jackets / caps displaying the Advertiser's slogans and brand marks

Special offers

Metro carries out non-standard advertising campaigns:

- ▶ Special Offers team works out tailor-made offers for the Clients
- ▶ special supplements inside the paper
- ▶ wraps and outserts
- ▶ non-standard forms inside the paper

National edition of *Metro* covers the following cities:

Białystok, Bydgoszcz, Częstochowa, Katowice region (Katowice, Bytom, Chorzów, Dąbrowa Górnicza, Gliwice, Ruda Śląska, Sosnowiec, Tychy, Zabrze), Kielce, Kraków, Lublin, Łódź, Olsztyn, Opole, Poznań, Rzeszów, Szczecin, Toruń, Trójmiasto, Wrocław, Warszawa, Zielona Góra

metro

<i>edition</i>	<i>national edition</i>			<i>Metro City*</i>
	<i>MON</i>	<i>TUE, WED, THU</i>	<i>FR</i>	<i>FR</i>
editorial pages				
FRONT PAGE				
strip 3 modules (148,4 x 57,5 mm)	39 900	35 000	54 000	-
left edge strip I (12 x 225 mm)	19 200	16 800	25 900	5 300
left edge strip II (12 x 112 mm)	10 000	8 800	13 500	3 100
earpiece (53 x 43 mm)	23 100	20 300	31 200	-
5 modules (250 x 57,5 mm)	-	-	-	15 500
10 modules (250 x 118,5 mm)	-	-	-	31 000
PAGE 2				
5 modules (250 x 57,5 mm)	13 100	11 500	17 700	-
10 modules (250x118,5 mm)	26 200	23 000	35 400	-
12 modules (148,4x240,4 mm)	31 500	27 600	42 500	-
PAGE 3				
1 module colour/b&w <i>available ad formats (in modules):5x2, 3x4, 4x4, 5x6</i>	2 800	2 460	3 780	2 870
PAGE 5				
1 module colour/b&w <i>minimum size 10 modules</i>	2 600	2 300	3 500	-
PAGE 7				
1 module colour/b&wy <i>minimum size 10 modules</i>	2 250	1 970	3 050	-
LAST PAGE				
full page (250 x 362,3 mm)	84 600	73 900	113 700	81 900
OTHER PAGES				
4 modules/in the middle (97,6 x 118,5 mm) ¹	47 250	41 400	63 900	53 100
1 module colour/b&w	2 100	1 840	2 840	2 360

¹ choice of place of publication is not available

SURCHARGE:

■ for choice of place of ad publication **10%**

Reach of the national edition of Metro:

Białystok, Bydgoszcz, Częstochowa, Katowice region, Kielce, Kraków, Lublin, Łódź, Olsztyn, Opole, Poznań, Rzeszów, Szczecin, Toruń, Trójmiasto, Wrocław, Warszawa, Zielona Góra

***The supplement Metro City covers:**

Katowice region, Kraków, Łódź, Poznań, Szczecin, Trójmiasto, Wrocław, Warszawa



Ad rate card

OFFER FOR BUSINESSES

Metro local editions

edition	FRONT PAGE				LAST PAGE	OTHER PAGES	
	strip 2 modules (97,6 x 57,5 mm)	left edge strip I (12 x 225 mm)	left edge strip II (12 x 112 mm)	strip 5 modules (250 x 57,5 mm)	full page (250x362,3 mm)	4 modules in the middle (97,6 x 118,5 mm) ¹	rates per 1 module colour/b&w (46,8 x 57,5 mm)
Warsaw							
MON	8 440	6 080	3 170	-	24 900	13 120	580
TUE, WED, THU	7 220	5 200	2 710	-	20 660	11 140	500
FR	9 890	7 120	3 700	-	28 920	17 700	790
METRO CITY (FR)	-	1 590	930	4 570	22 850	15 650	700
Katowice region*							
MON	3 830	2 760	1 440	-	11 180	5 990	270
TUE, WED, THU	3 480	2 500	1 310	-	10 090	5 450	240
FR	6 310	4 540	2 370	-	18 430	9 880	440
METRO CITY (FR)	-	890	520	2 600	14 560	8 930	400
Kraków							
MON	2 280	1 640	850	-	8 020	4 330	190
TUE, WED, THU	2 050	1 480	770	-	7 230	3 900	170
FR	3 090	2 230	1 160	-	10 390	5 870	260
METRO CITY (FR)	-	540	320	1 600	8 200	5 460	240
Łódź							
MON	2 040	1 470	770	-	7 080	3 820	170
TUE, WED, THU	1 840	1 330	690	-	6 390	3 440	150
FR	3 090	2 230	1 160	-	10 390	5 870	260
METRO CITY (FR)	-	540	320	1 600	8 200	5 460	240
Poznań							
MON	2 040	1 470	770	-	7 080	3 820	170
TUE, WED, THU	1 840	1 330	690	-	6 390	3 440	150
FR	3 090	2 230	1 160	-	10 390	5 870	260
METRO CITY (FR)	-	540	320	1 600	8 200	5 460	240
Trójmiasto							
MON	2 280	1 640	850	-	8 020	4 330	190
TUE, WED, THU	2 050	1 480	770	-	7 230	3 900	170
FR	3 090	2 230	1 160	-	10 390	5 870	260
METRO CITY (FR)	-	540	320	1 600	8 200	5 460	240
Szczecin							
MON	1 570	1 130	590	-	6 040	3 260	140
TUE, WED, THU	1 410	1 020	530	-	5 450	2 940	130
FR	2 120	1 530	790	-	7 790	4 410	200
METRO CITY (FR)	-	410	240	1 200	6 150	4 100	180
Wrocław							
MON	2 280	1 640	850	-	8 020	4 330	190
TUE, WED, THU	2 050	1 480	770	-	7 230	3 900	170
FR	3 090	2 230	1 160	-	10 390	5 870	260
METRO CITY (FR)	-	540	320	1 600	8 200	5 460	240

¹ choice of place of publication is not available

SURCHARGE:

■ for choice of place of ad publication

10%

* **Katowice edition covers** the whole region of Katowice, Bytom, Chorzów, Dąbrowa Górnicza, Gliwice, Ruda Śląska, Sosnowiec, Tychy, Zabrze

metro

Payable before publication. Prices in PLN, excluding VAT. Effective from 01.01.2009. 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 advertising office of Metro for appropriate information.

Publisher Agora SA

Recruitment supplement MetroPraca - published Mondays
- combined recruitment ads (MetroPraca + MetroPraca.pl)
WARSAW EDITION

	EARPIECE (42,8 X 39,7 mm)	RATES PER MODULE (46,8 X 57,5 mm) maksimum size 10 modules
	<i>colour/b&w</i>	<i>colour/b&w</i>
FRONT PAGE	800	600
RATES PER MODULE (46,8 X 57,5 mm) colour/b&w		
advertising pages		500
editorial pages		580
non-recruitment ads		580

Recruitment supplement MetroPraca - published Mondays
- combined recruitment ads (MetroPraca + MetroPraca.pl)
OTHER EDITIONS

	EARPIECE (42,8 X 39,7 mm)	RATES PER MODULE (46,8 X 57,5 mm) maksimum size 10 modules	RATES PER MODULE (46,8 X 57,5 mm)
	FRONT PAGE	FRONT PAGE	OTHER PAGES
edition	<i>colour/b&w</i>	<i>colour/b&w</i>	<i>colour/b&w</i>
national	-	-	1 850
Katowickie region* & Bielsko-Biała	370	250	230
Kraków	270	190	169
Łódź	240	170	149
Poznań	240	170	149
Trójmiasto	270	190	169
Szczecin	205	140	127
Wrocław	240	170	149

* **Katowice edition covers** the whole region of Katowice, Bytom, Chorzów, Dąbrowa Górnicza, Gliwice, Ruda Śląska, Sosnowiec, Tychy, Zabrze

SURCHARGE:

- for choice of place of ad publication,
for publication on the lineage ads pages **10%**

Additional charges on the MetroPraca.pl website (prices for 1 week exposure)

- special offer (publication on the header page on the website) - 200 PLN

Exposure in MetroPraca.pl website - 14 days

FLYERS - HAND DISTRIBUTION

Price - 0,12 PLN per item.

SURCHARGES :

for flyers with dimensions larger than standard requirements:

- flyers smaller than A5 sheet or larger than A4 sheet	20%
- flyers heavier than 30g	for each gram over 30g 1%

STANDARD FLYERS

Flyers not exceeding the overall size of a sheet of paper of A4 format (297x210mm) and no smaller than A5 format (210x148mm), no heavier than 30g.

INSERTS - INSIDE METRO¹

Price - 0,10 PLN per item.

SURCHARGES :

for inserts with dimensions larger than standard requirements:

- inserts no larger than A3 sheet (or 2xA4) and no heavier than 30g	20%
- inserts no larger than two A3 sheets (or 4xA4) and no heavier than 30g	30%
- inserts with bulk of over two A3 sheets and total weight under 30g	40%
- inserts weighing over 30g	for each gram over 30g 1%

STANDARD INSERTS

Inserts not exceeding the overall size of a sheet of paper of A4 format (297x210mm) weighing 5,5g to 30g. Detailed technical specifications for flyers/inserts can be found in the appendix no 3 to "The General Principles of Placing Ads in Metro".

For placement exclusivity in a given edition, for placement exclusivity with respect to the business category or to the type of product being advertised - surcharges to be negotiated.

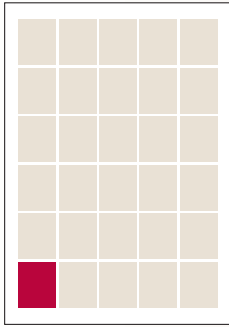
Flyers/inserts with non-standard shape and format, product sampling - prices to be negotiated.

Information on required circulation of a given edition can be requested from the sales staff of Metro.

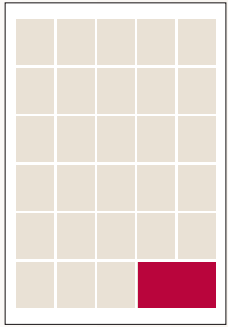
¹ available only in chosen local editions - details to be requested from the sales staff of Metro

Ad formats

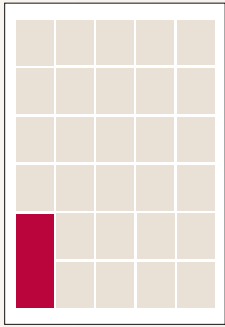
1x1 1 module 46,8x57,5mm



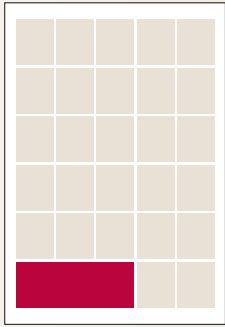
2x1 2 modules 97,6x57,5mm



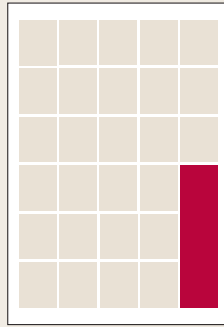
1x2 2 modules 46,8x118,5mm



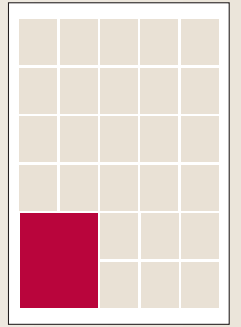
3x1 3 modules 148,4x57,5mm



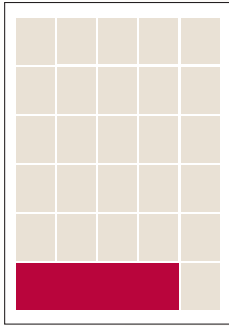
1x3 3 modules 46,8x179,4mm



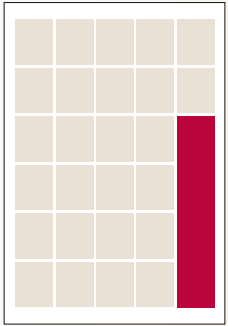
2x2 4 modules 97,6x118,5mm



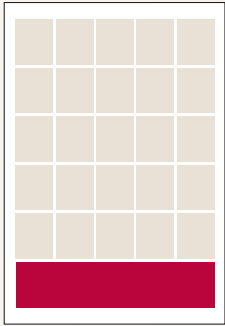
4x1 4 modules 199,2x57,5mm



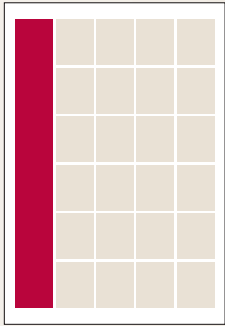
1x4 4 modules 46,8x240,4mm



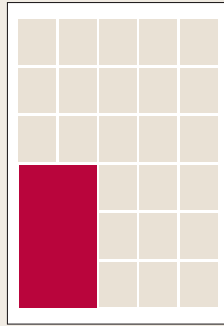
5x1 5 modules 250x57,5mm



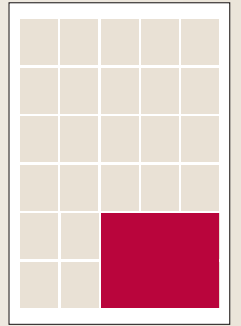
1x6 6 modules 46,8x362,3mm



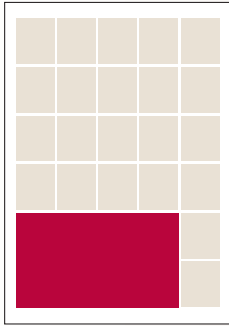
2x3 6 modules 97,6x179,4mm



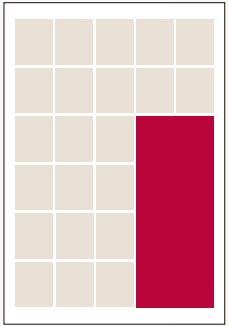
3x2 6 modules 148,4x118,5mm



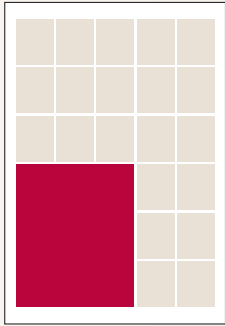
4x2 8 modules 199,2x118,5mm



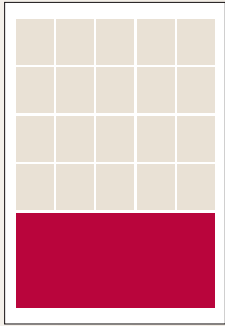
2x4 8 modules 97,6x240,4mm



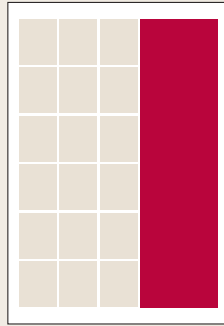
3x3 9 modules 148,4x179,4mm



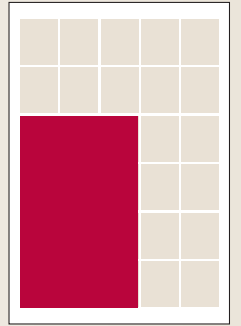
5x2 10 modules 250x118,5mm



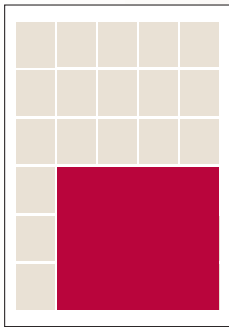
2x6 12 modules 97,6x362,3mm



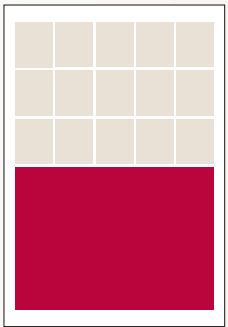
3x4 12 modules 148,4x240,4mm



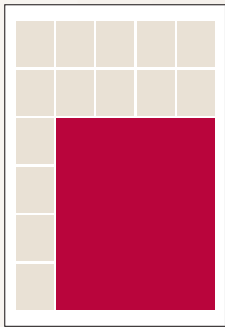
4x3 12 modules 199,2x179,4mm



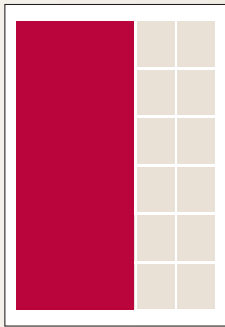
5x3 15 modules 250x179,4mm



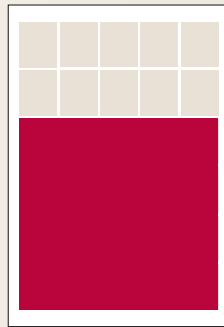
4x4 16 modules 199,2x240,4mm



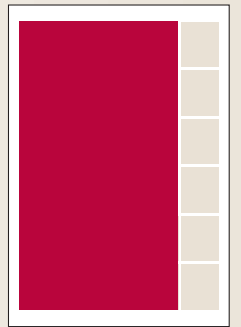
3x6 18 modules 148,4x362,3mm



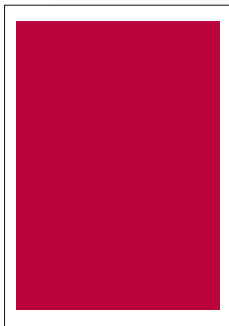
5x4 20 modules 250x240,4mm



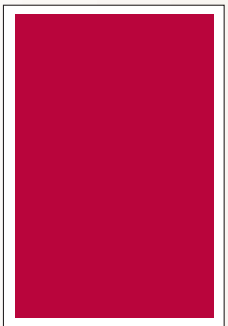
4x6 24 modules 199,2x362,3mm



5x6 30 modules 250x362,3mm



5x6 max. print area 250x383 mm



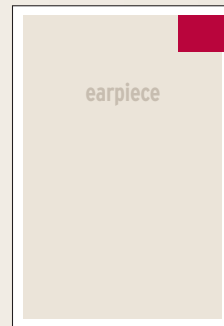
front page 12 x 225 mm



front page 12 x 112 mm



front page 53x43 mm



metro

ADVERTISING OFFICE:

www.eMetro.pl

- WARSZAWA: tel. (+48-022) 555 63 79, 555 55 16
- KATOWICE: tel. (+48-032) 325 27 17, 325 27 19
- KRAKÓW: tel. (+48-012) 629 53 09, 629 52 92
- ŁÓDŹ: tel. (+48-042) 631 61 72, 631 61 34
- POZNAŃ: tel. (+48-061) 858 92 70, 858 93 47
- SZCZECIN: tel. (+48-091) 481 83 52, 481 83 50
- TRÓJMIASTO: tel. (+48-058) 321 90 18, 321 90 29
- WROCŁAW: tel. (+48-071) 371 73 52, 371 73 66