

## LINEAGE – NATIONAL AND WARSAW REACH

Net prices. Rating base of a lineage is one line. The price list is valid from January 1, 2012 to December 31, 2012 or until further notice.

COLUMN	EDITION <sup>1</sup>	WARSAW REACH						NATIONAL REACH					
		standard		border		border + background	graphic	standard		border		border + background	graphic
		b/w	colour	b/w	colour	colour	colour	b/w	colour	b/w	colour	colour	colour
recruitment offer <sup>2</sup>	daily	10,30	12,60	13,70	17,80	19,90	21,40	22,00	27,50	30,00	38,00	43,00	47,00
	weekly	30,50	37,80	40,80	53,40	59,70	64,70	66,00	83,00	90,00	114,00	129,00	141,00
real estate offer <sup>3</sup>	daily	9,40	11,55	12,60	16,00	18,20	19,80	20,60	25,20	27,80	35,00	39,60	43,20
	weekly	27,75	34,25	37,40	48,10	54,50	59,90	61,80	76,20	83,40	105,00	119,50	129,80
announcements offer <sup>4</sup>	daily	8,80	10,80	11,80	15,00	17,00	18,50	20,00	24,50	27,00	34,00	38,50	42,00
	weekly	34,00	41,00	45,00	58,00	65,00	71,00	113,00	138,00	152,00	192,00	217,00	237,00
materials and services	daily	8,80	10,80	11,80	15,00	17,00	18,50	20,00	24,50	27,00	34,00	38,50	42,00
	weekly	34,00	41,00	45,00	58,00	65,00	71,00	113,00	138,00	152,00	192,00	217,00	237,00
education	daily	8,80	10,80	11,80	15,00	17,00	18,50	21,40	26,20	28,90	36,40	41,20	42,00
	weekly	34,00	41,00	45,00	58,00	65,00	71,00	120,70	147,80	163,00	205,30	232,40	237,00
auto-moto	daily	8,80	10,80	11,80	15,00	17,00	18,50	20,00	24,50	27,00	34,00	38,50	42,00
	weekly	20,00	27,00	30,00	38,00	43,00	47,00	60,00	74,00	81,00	102,00	116,00	126,00
travel	daily	8,80	10,80	11,80	15,00	17,00	18,50	20,00	24,50	27,00	34,00	38,50	42,00
	weekly	42,00	52,00	57,00	72,00	82,00	89,00	96,00	118,00	130,00	163,00	185,00	202,00
business	daily	8,80	10,80	11,80	15,00	17,00	18,50	20,00	24,50	27,00	34,00	38,50	42,00
	weekly	34,00	41,00	45,00	58,00	65,00	71,00	60,00	74,00	81,00	102,00	116,00	126,00
health	daily	8,80	10,80	11,80	15,00	17,00	18,50	20,00	24,50	27,00	34,00	38,50	42,00
	weekly	44,00	54,00	59,00	75,00	85,00	93,00	113,00	138,00	152,00	192,00	217,00	237,00
others	daily	8,80	10,80	11,80	15,00	17,00	18,50	20,00	24,50	27,00	34,00	38,50	42,00
	weekly	34,00	41,00	45,00	58,00	65,00	71,00	113,00	138,00	152,00	192,00	217,00	237,00

One line with a width of 3.41 cm is the basis for an advert's valuation. The prices are specified for a standard font (small size).

<sup>1</sup> Weekly publication is in 6 successive editions. There is no possibility to resign from the publication in certain days. Following written request of Advertiser the Publisher will stop placing the ad commencing/ starting from the second day after receiving such request – however it does not decrease the price for weekly publication.

<sup>2</sup> Advertisement in Praca (Job) section and in GazetaPraca.pl recruitment website. Above stated prices concern recruitment ads only.

<sup>3</sup> Advertisement in Nieruchomości (real estate) section and in Domiporta.pl website. Above stated prices concern real estate ads only.

<sup>4</sup> Advertisement in Komunikaty (announcements) section and in Komunikaty.pl website.

DISCOUNTS FOR MULTIPLYING THE SAME DISPLAY LINEAGE <sup>5</sup>	
from 4 to 5 insertions	3%
from 6 to 10 insertions	6%
from 11 to 15 insertions	9%
from 16 to 25 insertions	12%
26 +	15%

<sup>5</sup> does not concern special offers nor weekly editions

SURCHARGES	
for payment after publication	25%
for publishing on Monday or Friday edition with the national reach (not including Gazeta Praca (Recruitment))	25%

COLUMN/PRODUCT	OFFER	PRICE FOR	PRICES IN WARSAW REACH
<b>LINEAGE FOR PEOPLE LOOKING FOR A JOB</b>			
looking for a job	standard lineage for individual	1 line	5,30
<b>LINEAGE WITH AN ILLUSTRATION</b>			
real estate offer <sup>3</sup>	14-line model (12 lines for an illustration + 2 lines for a text) plus 3,5 or 7 lines for logo or advertising slogan	model 1 line	59,90 4,20
pets	14-line model (10 lines for a photo + 4 lines for a text)	model	56,00
auto-moto, travel	7 lines for photo put in any kind of lineage	photo	10,00
<b>LINEAGE IN YELLOW PAGES</b>			
Community service			insertions
			4      13      26      52
	model 3 lines in standard	model	46,00    144,00    275,00    526,00
	model 7 lines in frames	model	175,00    450,00    800,00    1 375,00
	model 12 lines in frames	model	350,00    900,00    1 600,00    2 750,00

### CREATE YOUR OWN AD

**Choose the type size**

- small    aaaaaaaaaa
- medium    aaaaaa<sup>1</sup>
- large    aaaa<sup>2</sup>

**Extras**

frames

background

aaaaaaaaaaaaaaaaaaaaaaaa  
aaaaaa    colour    aaaaaa  
aaaaaaaaaaaaaaaaaaaaaaaa

**Available color**

Salesman will explain the technical possibilities of creating a lineage.

COLUMN LIST	
auto-moto	recruitment
business	second-hand
home	goods
announcements	travel
marriage	events
education	health
real estate	pets

reklamuję etycznie <sup>1</sup> The price for each line increases twice <sup>2</sup> The price for each line increases thrice

This information specifies net rates (excluding VAT). Gross prices are provided in the gross rate card.

## LINEAGE – NATIONAL AND WARSAW REACH

Gross prices. Rating base of a lineage is one line. The price list is valid from January 1, 2012 to December 31, 2012 or until further notice.

COMBINED ADS

STANDARD

COLUMN	EDITION <sup>1</sup>	WARSAW REACH						NATIONAL REACH					
		standard		border		border background	graphic	standard		border		border background	graphic
		b/w	colour	b/w	colour	colour	colour	b/w	colour	b/w	colour	colour	colour
recruitment offer <sup>2</sup>	daily	12,67	15,50	16,85	21,89	24,48	26,32	27,06	33,83	36,90	46,74	52,89	57,81
	weekly	37,52	46,49	50,18	65,68	73,43	79,58	81,18	102,09	110,70	140,22	158,67	173,43
real estate offer <sup>3</sup>	daily	11,56	14,21	15,50	19,68	22,39	24,35	25,34	31,00	34,19	43,05	48,71	53,14
	weekly	34,13	42,13	46,00	59,16	67,04	73,68	76,01	93,73	102,58	129,15	146,99	159,65
announcements offer <sup>4</sup>	daily	10,82	13,28	14,51	18,45	20,91	22,76	24,60	30,14	33,21	41,82	47,36	51,66
	weekly	41,82	50,43	55,35	71,34	79,95	87,33	138,99	169,74	186,96	236,16	266,91	291,51
materials and services	daily	10,82	13,28	14,51	18,45	20,91	22,76	24,60	30,14	33,21	41,82	47,36	51,66
	weekly	41,82	50,43	55,35	71,34	79,95	87,33	138,99	169,74	186,96	236,16	266,91	291,51
education	daily	10,82	13,28	14,51	18,45	20,91	22,76	26,32	32,23	35,55	44,77	50,68	51,66
	weekly	41,82	50,43	55,35	71,34	79,95	87,33	148,46	181,79	200,49	252,52	285,85	291,51
auto-moto	daily	10,82	13,28	14,51	18,45	20,91	22,76	24,60	30,14	33,21	41,82	47,36	51,66
	weekly	24,60	33,21	36,90	46,74	52,89	57,81	73,80	91,02	99,63	125,46	142,68	154,98
travel	daily	10,82	13,28	14,51	18,45	20,91	22,76	24,60	30,14	33,21	41,82	47,36	51,66
	weekly	51,66	63,96	70,11	88,56	100,86	109,47	118,08	145,14	159,90	200,49	227,55	248,46
business	daily	10,82	13,28	14,51	18,45	20,91	22,76	24,60	30,14	33,21	41,82	47,36	51,66
	weekly	41,82	50,43	55,35	71,34	79,95	87,33	73,80	91,02	99,63	125,46	142,68	154,98
health	daily	10,82	13,28	14,51	18,45	20,91	22,76	24,60	30,14	33,21	41,82	47,36	51,66
	weekly	54,12	66,42	72,57	92,25	104,55	114,39	138,99	169,74	186,96	236,16	266,91	291,51
others	daily	10,82	13,28	14,51	18,45	20,91	22,76	24,60	30,14	33,21	41,82	47,36	51,66
	weekly	41,82	50,43	55,35	71,34	79,95	87,33	138,99	169,74	186,96	236,16	266,91	291,51

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DISCOUNTS & SURCHARGES

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■ from 6 to 10 insertions	6%
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■ 26+	15%

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SURCHARGES	
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SPECIAL OFFERS

COLUMN/PRODUCT	OFFER	PRICE FOR	PRICES IN WARSAW REACH				
<b>LINEAGE FOR PEOPLE LOOKING FOR A JOB</b>							
looking for a job	standard lineage for individual	1 line	6,52				
<b>LINEAGE WITH AN ILLUSTRATION</b>							
real estate offer <sup>3</sup>	14-line model (12 lines for an illustration + 2 lines for a text)	model	73,68				
	plus 3,5 or 7 lines for logo or advertising slogan	1 line	5,17				
pets	14-line model (10 lines for a photo + 4 lines for a text)	model	68,88				
auto-moto, travel	7 lines for photo put in any kind of lineage	photo	12,30				
<b>LINEAGE IN YELLOW PAGES</b>							
Community service		insertions					
		4      13      26      52					
		model 3 lines in standard	model	56,58	177,12	338,25	646,98
		model 7 lines in frames	model	215,25	553,50	984,00	1 691,25
	model 12 lines in frames	model	430,50	1 107,00	1 968,00	3 382,50	

UPGRADES

**Choose the type size**

- small aaaaaaaaaa
- medium aaaaaa<sup>1</sup>
- large aaaa<sup>2</sup>

**Extras**

frames      background

aaaaa      colour      aaaaaa

**Available color**

Salesman will explain the technical possibilities of creating a lineage.

**COLUMN LIST**

auto-moto	recruitment
business	second-hand
home	goods
announcements	travel
marriage	events
education	health
real estate	pets

reklamuję etycznie

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