

Valid from 19.09.2018

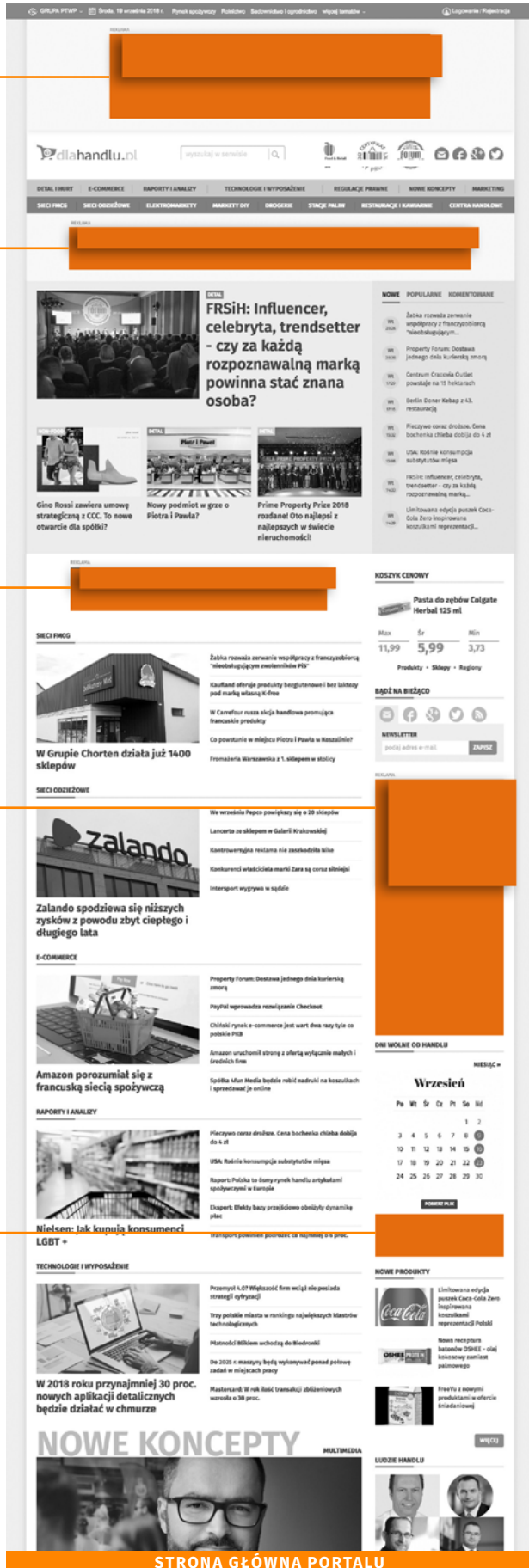
A/A2

B/B2

C/C2

D/D2

E



STRONA GŁÓWNA PORTALU

In order to receive additional information, please contact the Advertising Office.
 Group PTWP
 Plac Stawika i Antalla 1, 40-163 Katowice
 Marketing & Sales Department
 marketing@ptwp.pl
 tel.: 32/ 209 13 03

A BILLBOARD PLN 105

A graphic advertising element placed at the top of the page.
 750x100 pixels/ up to 35 kB/ GIF, JPEG, SWF

A2 DOUBLE BILLBOARD PLN 158

A graphic advertising element placed at the top of the page.
 750x200 pixels/ up to 50 kB/ GIF, JPEG, SWF

B LONG BAR PLN 100

An advertising banner at the top of the page.
 940x50 pixels/ up to 35 kB/ GIF, JPEG, SWF

B2 DOUBLE LONG BAR PLN 130

An advertising banner at the top of the page.
 940x100 pixels/ up to 50 kB/ GIF, JPEG, SWF

C SHORT BAR PLN 90

An advertising banner in the middle of the page.
 600x50 pixels/ up to 35 kB/ GIF, JPEG, SWF

C2 DOUBLE SHORT BAR PLN 110

An advertising banner in the middle of the page.
 600x100 pixels/ up to 50 kB/ GIF, JPEG, SWF

D RECTANGLE PLN 158

A form of banner advertising in the shape resembling a square. It is double the size of the rectangle banner. The advertisement is displayed in the centre of the right column of the service.

300x250 pixels/ up to 35 kB/ GIF, JPEG, SWF

D2 HALFPAGE PLN 190

A form of banner advertising in the shape resembling a square. It is double the size of the rectangle banner. The advertisement is displayed in the centre of the right column of the service.

300x600 pixels/ up to 50 kB/ GIF, JPEG, SWF

E BUTTON PLN 80

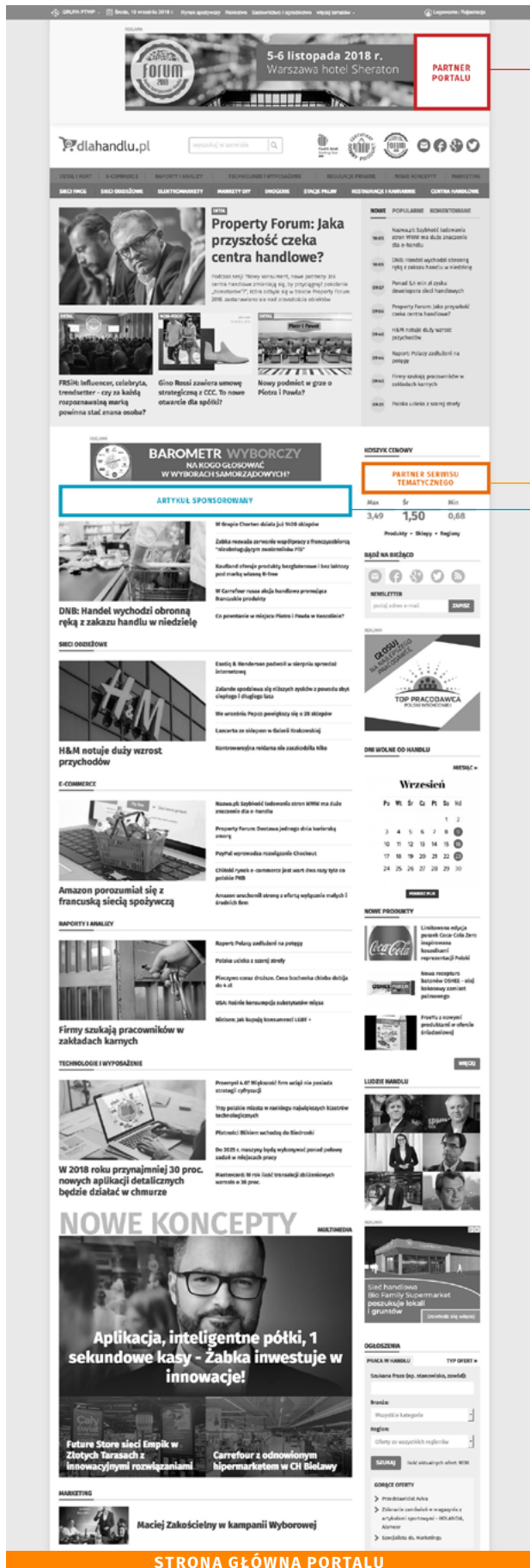
Home page: Graphic advertisement placed on the right side of the page.
 300x100 pixels/ up to 35 kB/ GIF, JPEG, SWF

Options available at an additional charge:

Capping – the possibility of limiting the number of hits for a single user (50% display surcharge).

Targeting – display of advertisements on particular days of the week or at particular hours of the day (30% display surcharge).

Geotargeting – the possibility of displaying advertisements in a specific geographical area only (25% display surcharge).



1. PARTNER OF THE PORTAL

- awarding of the title of the sponsor/partner of the portal;
- publication of the logo (along with a link to the website) on the home page of the portal;
- publication of the logo (along with a link to the website) on the home pages of the main services of the portal;
- publication of the logo (along with a link to the website) on all subpages of the portal;
- possible publication of 1 sponsored article in a selected service of the portal (to be displayed for 2 weeks);
- one-off delivery of a sponsored text to the Newsletter subscribers;
- possible publication of 1 specialist text in a selected service of the portal.

VALUE OF THE PACKAGE: 5,000.00 PER 1 MONTH

2. PARTNER OF THE SERVICE

- awarding of the title of the sponsor/partner of the service;
- publication of the logo (along with a link to the website) on the home page of the service;
- publication of the logo (along with a link to the website) on all subpages of the service;
- possible publication

VALUE OF THE PACKAGE: 3,000.00 PER 1 MONTH

3. PARTNER OF THE THEMATIC SERVICE

- preparation of a thematic service in accordance with the standards pursued by the portal;
- awarding of the title of the sponsor/partner of the service;
- publication of the logo (along with a link to the website) in the tab that opens the service;
- publication of the logo (along with a link to the website) on the home page of the service;
- publication of the logo (along with a link to the website) on all subpages of the service;
- possible publication of texts in the service;
- possible delivery of multimedia files as part of the service.

VALUE OF THE PACKAGE: PLN 9,000.00 PER 3 MONTH EACH SUBSEQUENT MONTH: PLN 2,500.00 PER 1 MONTH

4. SPONSORED ARTICLE

- publication in a selected service
- 2 weeks – **PLN 3,500.00 NET**
- 1 week – **PLN 2,500.00 NET**

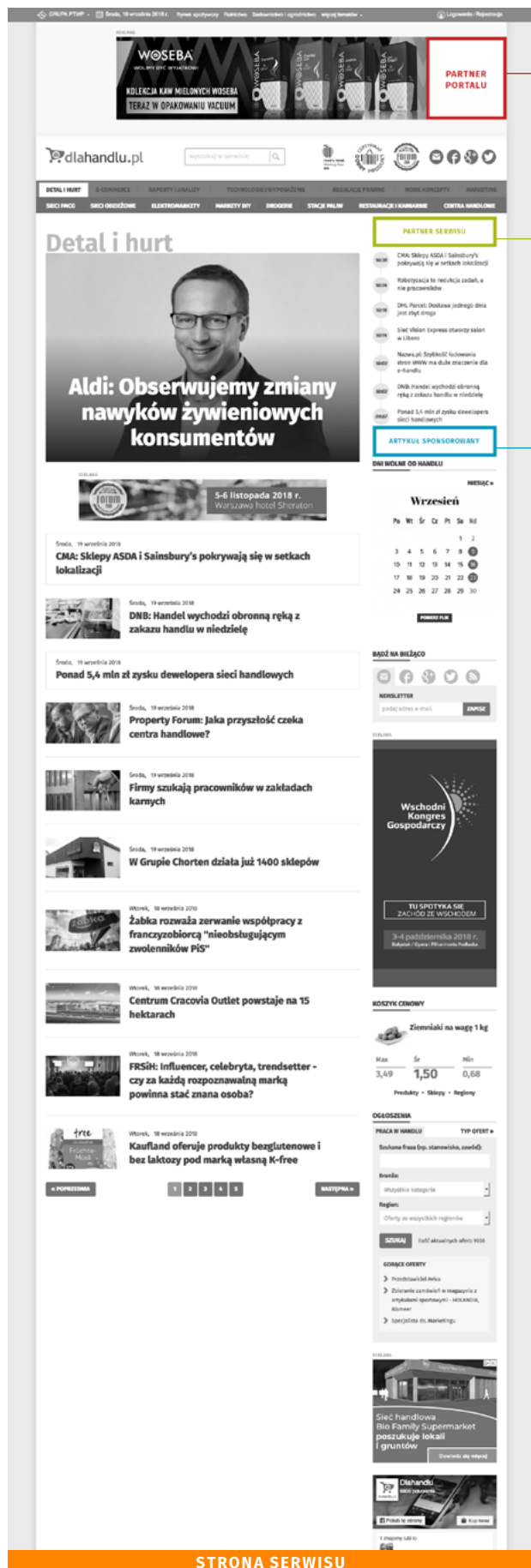
PAYMENTS:

- home page: +50%; additional section: +50% for each section;
- delivery of an article in the Newsletter: **+PLN 1,000.00**

NEWSLETTER

- graphic advertisement (maximum file size: 10 KB; size: 400 × 135 pixels; format: JPG or GIF without animation) **PLN 3,000.00 (one-off delivery)**
- text information (maximum length: 400 characters) **PLN 2,500.00 (one-off delivery)**

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