

# ADVERTISING PRICE LIST OF THE



Valid from 15.11.2021

**1. PARTNER OF THE PORTAL**

- awarding of the title of the partner of the portal;
- publication of the logo on the homepage of the portal;
- publication of the logo on the homepages of the main services of the portal and all text's pages of the portal;
- Partner's business subpage complete with their business card and information about their business activity, as well as a listing of information about the company as published on the portal;
- possible publication of 1 article in a selected service of the portal (to be displayed for 1 week) and in homepage of portal (to be displayed for 2 days)
- one-off delivery of text to the Newsletter subscribers;

**VALUE OF THE PACKAGE: PLN 8 400/1 MONTH****2. PARTNER OF THE SERVICE**

- awarding of the title of the partner of the service;
- publication of the logo on the homepage of the service;
- publication of the logo on all text's pages of the service;
- Partner's business subpage complete with their business card and information about their business activity, as well as a listing of information about the company as published on the portal;
- possible publication of 1 text in the service of the portal
- one-off delivery of text to the Newsletter subscribers;

**VALUE OF THE PACKAGE: PLN 6 800/1 MONTH****3. SPONSORED ARTICLE**

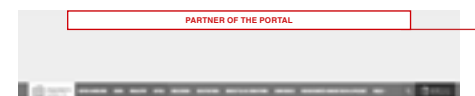
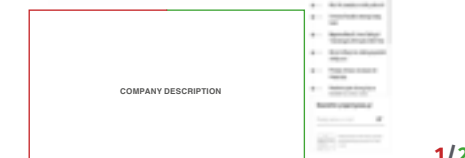
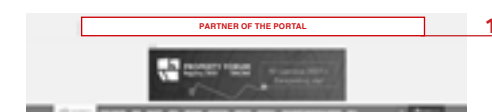
- 1 week in a selected service – **PLN 4 600**

**SURCHARGES:**

- homepage of the portal 2 days: +30 %
- homepage of the portal 7 days: +60 %
- additional section: +50% for each section
- delivery of an article in the Newsletter: + 30%

**NEWSLETTER**

- graphic advertisement (maximum file size: 30 KB; size: 400 × 135 pixels; format: JPG or GIF without animation) **PLN 3000** (one-off delivery)
- text information (maximum length: 400 characters) **PLN 3000** (one-off delivery)

**HOMEPAGE OF THE PORTAL****HOMEPAGE OF THE SERVICE****PARTNER'S BUSINESS SUBPAGE**

Valid from 15.11.2021

For more information, please contact us at:

**Grupa PTWP****Plac Stawika i Antalla 1, 40-163 Katowice****Dział Marketingu i Sprzedaży****marketing@ptwp.pl****Additional options available for an extra charge:****Adding external codes to the campaign:** + 30% surcharge**Capping** – the possibility of limiting the number of views of the advertisement for a single user (50% surcharge on the advertisement's display)**Targeting** – display of advertisements on particular days of the week or in particular hours of the day (30% surcharge on the advertisement's display)**Geotargeting** – the possibility of displaying advertisements in a specific geographical area only (25% surcharge on the advertisement's display)**A BILLBOARD****PLN 105**

A graphic advertising element placed at the top of the page.

**750x100 pixels/ up to 150 kB/ GIF, JPEG****A2 DOUBLE BILLBOARD****PLN 158**

A graphic advertising element twice as large as the billboard, placed at the top of the page.

**750x200 pixels/ up to 150 kB/ GIF, JPEG****B BANNER****PLN 105**

An advertising banner in the middle of the page.

**750x100 pixels/ up to 150 kB/ GIF, JPEG****C RECTANGLE****PLN 158**

A square-like form of advertising displayed in the centre of the right column of the website.

**300x250 pixels/ up to 150 kB/ GIF, JPEG****C2 HALFPAGE****PLN 190**

It is double the size of the rectangle banner. The advertisement is displayed in the centre of the right column of the website.

**300x600 pixels/ up to 150 kB/ GIF, JPEG**

Valid from 15.11.2021

## STATIONARY DEVICES VISUALIZATION



**A/A2**

**B**

**C/C2**

**HOME PAGE OF THE SERVICE**

**HOME PAGE OF THE PORTAL**

## MOBILE DEVICES VISUALIZATION



**A/A2**

**B**

**C/C2**

**HOME PAGE OF THE SERVICE**

**HOME PAGE OF THE PORTAL**