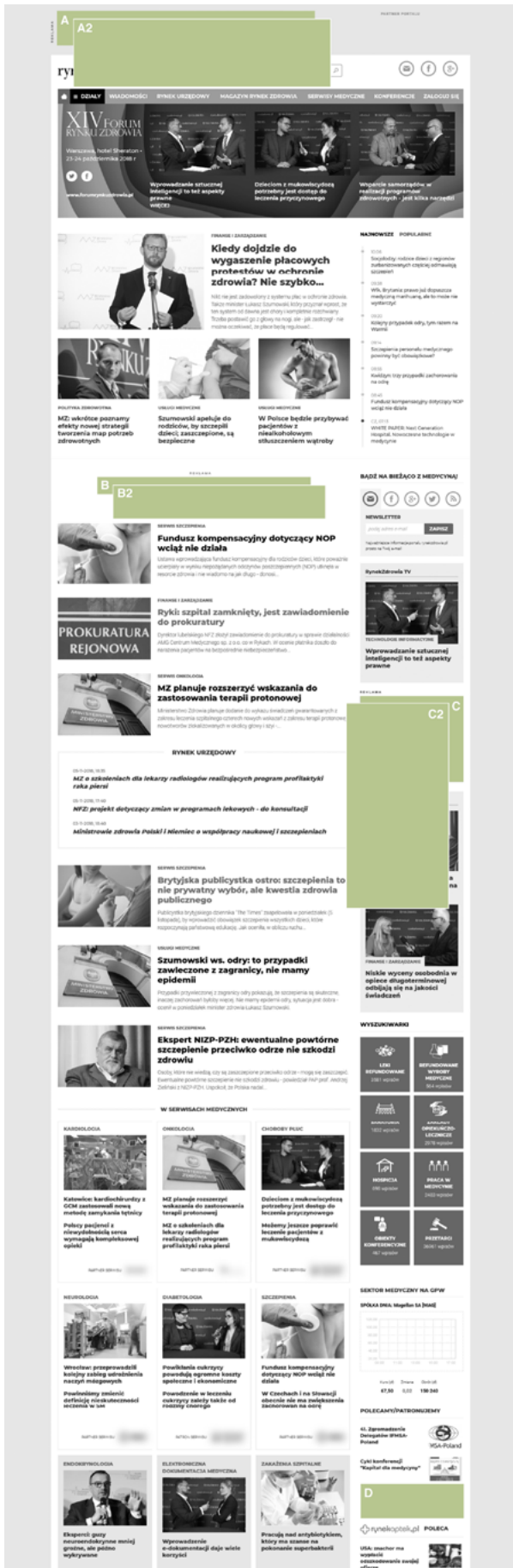


ADVERTISING PRICE LIST of web portalrynekzdrowia.pl

VALID since 20 Mar 2019



A/A2 Billboard/Double Billboard

A graphic advertisement placed at the top of the webpage.

A: 750x100 pixels/ Up to 50 kB/ GIF, JPEG

PLN 105

A2: 750x200 pixels/ Up to 100 kB/ GIF, JPEG

PLN 158

B/B2 Banner/Double Banner

A graphic advertisement placed in the central part of the webpage, directly under the main menu of the webpage. It is also a kind of an in-text advertisement.

B: 650x50 pixels/ Up to 35 kB/ GIF, JPEG

PLN 100

B2: 650x100 pixels/ Up to 50 kB/ GIF, JPEG

PLN 130

C/C2 Rectangle/Halfpage

A graphic advertisement placed high in the right-hand column of the webpage.

C: 300x250 pixels/ Up to 50 kB/ GIF, JPEG

PLN 158

C2: 300x600 pixels/ Up to 100 kB/ GIF, JPEG

PLN 190

D Button

Button A graphic advertisement placed high in the righthand column of the webpage, constantly published within a specified time period.

D: 300x100 pixels/ Up to 50 kB/ GIF, JPEG

PLN 80

For more information, please contact the PTPW Group Advertising Office.

PTPW Group
Plac Stawika i Antalla 1
40-163 Katowice

Marketing and Sales Department
e-mail: marketing@ptwp.pl
phone: +48 32/ 209 13 03

Options available at an additional charge:

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

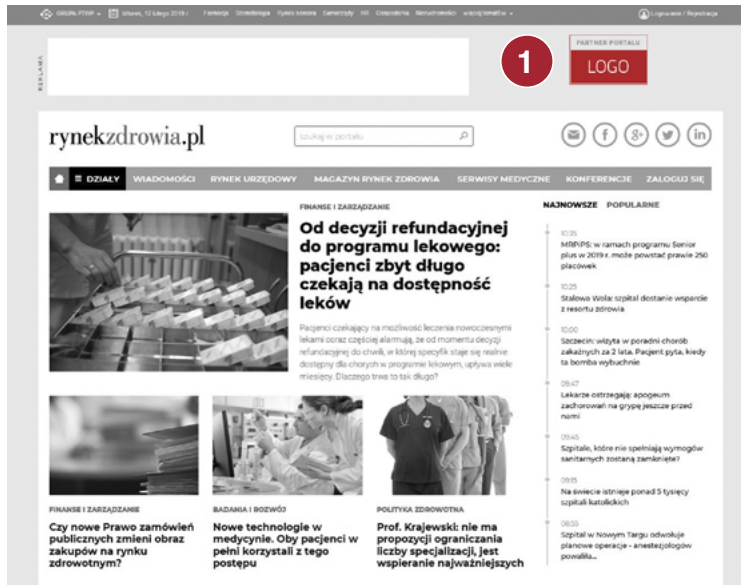
Targeting – display of advertisements on particular days of the week or at particular hours of the day (30% display surcharge).

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

All prices exclude VAT and are valid for 1,000 page views. The publisher reserves the right to change the offer.

rynekzdrowia.pl

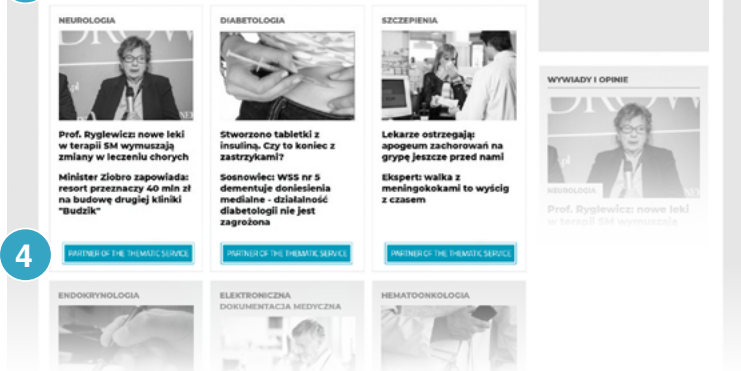
HOME PAGE OF THE PORTAL



2



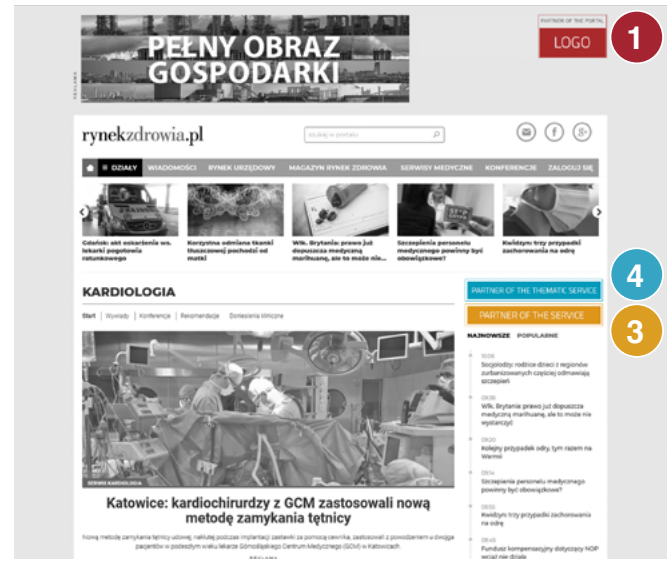
4



Surcharges: (prices for linked offer: Sponsor of the portal/ Partner of the thematic service)

- publication of 1 sponsored article (not in a service of the portal, to not apply the home page of the service) **PLN 1,500**
- one-off delivery of a specialist text to the Newsletter subscribers **PLN 1,500**
- communicator „ask the expert” with direct link to partner’s e-mail account **PLN 800 /1 month**

HOME PAGE OF THE PORTAL



4

3

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: PLN 6,000.00 per 1 month

2. Sponsored article

- publication in a selected service
- publication (placed in the lefthand service below the most important information and advertisement)

2 weeks – PLN 3,500 net

1 week – PLN 2,500.00 net

Surcharges: homepage of the portal + 50%, additional section: +50% for each section; delivery of an article in the Newsletter: + 1000 PLN

3. 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 of 1 specialist text in the service of the portal, in the 'Articles' section.

Value of the package: PLN 3,000.00 per 1 month

4. 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) 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 (after consultation with the editorial staff)

Value of the package: PLN 12,000.00 per 3 months

Each subsequent month: PLN 3,500.00 per 1 month

Newsletter

- graphic advertisement (maximum file size: 30 KB; size: 400 × 135 pixels; format: JPG or GIF without animation)

PLN 3,500.00 (one-off delivery)

- text information (maximum length: 400 characters)

PLN 3,000.00 (one-off delivery)

All prices exclude VAT. The publisher reserves the right to change the offer.