



PRICE LIST FOR ADVERTISEMENTS

Gazeta
WROCŁAWSKA

Prices in PLN net, VAT 23% should be added, valid from 18th November 2013

MAIN SECTION (CITY AND REGION)

position	FORMAT	MON-THRU	FRI	SAT
1 page	S1 (1x1)	2 030	4 140	1 740
	S2 (1x2)	4 060	8 280	3 470
	small banner (5x1)	6 840	9 380	4 000
	big banner (5x2)	13 000	18 000	8 000
	L (3x2)	8 200	11 300	4 800
2-3 page	spread	28 500	60 000	24 000
3 page	F2	4 440	9 660	4 400
	junior page	10 130	22 250	10 000
	full page	12 670	26 900	12 000
4 page	module (to 1/2 page)	320	710	320
	junior page	9 500	20 560	9 200
	full page	11 910	24 830	11 070
5 page	module (to 1/2 page)	330	740	340
	junior page	9 760	21 110	9 470
	full page	12 160	25 520	11 340
7 page	module (to 1/2 page)	310	690	320
	junior page	9 250	20 000	9 070
	full page	11 530	24 140	10 800
9 page	module (to 1/2 page)	300	680	300
	junior page	8 870	19 450	8 400
	full page	11 150	23 450	10 140
Economy	module (to 1/2 page)	300	680	300
	junior page	8 870	19 450	8 400
	full page	11 150	23 450	10 140
Editorial content	module (to 1/2 page)	280	560	230
	junior page	7 600	16 560	6 670
	full page	9 500	20 000	8 000
Back	F2	4 440	9 660	4 400
	full page	12 160	25 520	11 340
Advertising	module	140	280	120
	full page	4 750	10 000	4 000

The Price includes the publication in City and in Region

CYCLIC SUPPLEMENTS

POSITION	FORMAT	MON		TUE	THU	FRI	SAT		
		WORK/EDUCATION SUPPLEMENT		HOUSE AND REAL PROPOERTY	NASZ REGION	WIECZÓR WROCŁAWIA*	TRAVELS**	HEALTH***	MOTOGRATKA
		WORK	EDUCATION	SUPPELEMENT	SUPPELEMENT	SUPPELEMENT	PAGES	PAGES	SUPPLEMENT
1 page	advertisement vignette	770	700	550	700	-	-	-	550
	module	380	350	280	350	300	-	-	280
2-3 page	module (to 1/2 page)	210	190	150	190	-	-	-	150
	junior page	5 570	5 070	4 050	5 070	-	-	-	4 050
	full page	6 960	6 330	5 070	6 330	-	-	-	5 070
4-5 page	module (to 1/2 page)	200	180	140	180	-	-	-	140
	junior page	5 340	4 860	3 890	4 860	-	-	-	3 890
	full page	6 680	6 080	4 860	6 080	-	-	-	4 860
Editorial content	module (to 1/2 page)	-	-	-	-	160	-	-	-
	junior page	-	-	-	-	4 800	-	-	-
	full page	-	-	-	-	5 800	-	-	-
IV back	full page	6 680	6 080	4 860	6 080	7 830	-	-	4 860
Other pages	module	155	140	110	140	-	90	90	110
	junior page	-	-	-	-	-	2 670	2 670	-
	full page	5 220	4 750	3 800	4 750	-	3 200	3 200	3 800

*range: Wrocław, province wrocławski, province kłodzki

**range: Wrocław

***the Price for a module on the other pages (to 1/2 page)



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POSITION	FORMAT	FRI
1 page	S1 (1x1)	3 320
	S2 (1x2)	6 630
	small banner (5x1)	7 510
	big banner (5x2)	15 000
	L (3x2)	9 000
2-3 page	spread	48 000
3 page	F2	7 730
	junior page	17 800
4 page	full page	21 520
	module (to 1/2 page)	570
	junior page	16 450
5 page	full page	19 870
	module (to 1/2 page)	600
	junior page	16 890
7 page	full page	20 420
	module (to 1/2 page)	560
	junior page	16 000
9 page	full page	19 320
	module (to 1/2 page)	550
	junior page	15 560
Economy	full page	18 760
	module (to 1/2 page)	550
	junior page	15 560
Editorial content	full page	18 760
	module (to 1/2 page)	450
	junior page	13 250
Back	full page	16 000
	F2	7 730
Advertising	full page	20 420
	module	230
	full page	8 000

The Price includes the publication only in City or only in Region

REGION - CENNIK DLA MUTACJI

POSITION	FORMAT	JELENIOGÓRSKIE	LEGNICKIE	WAŁBRZYSKIE
IV back	full page	5 500	5 500	5 000

The Price for publication ads only on Fridays

TYGODNIKI MIEJSKIE

POSITION	FORMAT	TYGODNIK MIEJSKI JELENIA GÓRA	TYGODNIK MIEJSKI LEGNICA	TYGODNIK MIEJSKI WAŁBRZYSKIE
1 page	module to E2	120	137	125
Editorial content	module	97	110	100
	full page	3 890	4 390	3 990
IV back	full page	4 400	5 000	4 588

The Price for publication ads only on Fridays



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ADDITIONAL PAYMENTS

Additional payment for selection of the position	15%
Consecutive Advertisement	15%
Sponsored Article	10%
Non-standard format	10%
Additional payment for payment after issue	10%
Additional payment for each advertiser	15%

DISCOUNTS

For multiple issue	
3-7 issues	5%
8-15 issues	7%
16-23 issues	10%
More than 24 issues	20%

The discounts are attributable for multiple issues on the same publication date and in the same product of the Publisher. The price list amount for the particular issues needs to be the same.

SCHEDULE

Main Section:

Term for sending the orders: at least 3 working days before the date of publication

Term for sending the materials: at least 2 working days before the date of publication

Cyclic supplements:

Term for sending the orders: at least 4 working days before the date of publication

Term for sending the materials: at least 2 working days before the date of publication

INSERTING:

The cost of standard inserting to one piece of edition in the selected publication date and the product is PLN 0.11.

Maximum format of the insert for the Main Section A3.

Maximum format of the insert in color supplements A4.

Maximum weight of the insert 50g

The Price List excludes:

- Media cost,
- Insert manufacturing cost,
- Cost of delivering the insert to the press.

Additional information:

The Price for the insert depends on the format, type and volume of provided Insert.

Cost, term and form are a subject of separate agreement with the Advertisement Office of the Publisher. The Inserts should be delivered to the press pursuant to the principles specified by the Publisher.