



# PRICE LIST FOR ADVERTISEMENTS

**POLSKA**  
WARSZAWA **THE TIMES**  
BY WARSZAWA

Prices in PLN net, VAT 23% should be added, valid from 23rd August 2014

## MAIN SECTION

POSITION	FORMAT	MON	TUE-THU	FRI	SAT
1 page	S1 (1x1)	13 300	12 700	24 300	11 100
	S2 (1x2)	26 700	25 600	48 700	22 500
	small banner (5x1)	45 000	43 200	55 100	38 000
	big banner (5x2)	90 000	86 000	110 000	76 000
	L (3x2)	54 000	51 600	75 000	45 600
2-3 page	spread	187 800	180 400	353 100	158 700
3 page	F2	29 200	28 000	56 800	24 600
	junior page	66 000	63 000	130 000	55 400
	full page	83 400	80 000	158 200	70 400
4 page	module (to 1/2 page)	2 000	1 900	4 100	1 600
	junior page	62 600	60 100	120 900	52 800
	full page	78 400	75 300	146 100	66 200
5 page	module (to 1/2 page)	2 100	2 000	4 300	1 700
	junior page	64 200	61 700	124 100	54 200
	full page	80 100	76 900	150 100	67 600
7 page	module (to 1/2 page)	2 000	1 900	4 000	1 600
	junior page	60 900	58 500	117 700	51 400
	full page	75 900	72 900	142 000	64 100
9 page	module (to 1/2 page)	1 900	1 800	3 900	1 500
	junior page	58 400	56 100	114 400	49 300
	full page	73 400	70 500	137 900	62 000
Economy	module (to 1/2 page)	1 900	1 800	3 900	1 500
	junior page	58 400	56 100	114 400	49 300
	full page	73 400	70 500	137 900	62 000
Editorial content	module (to 1/2 page)	1 830	1 700	3 240	1 400
	junior page	50 080	48 100	97 400	42 300
	full page	62 600	60 100	117 700	52 000
Back	F2	29 200	28 000	56 800	24 600
	full page	80 100	76 900	150 100	67 600
Advertising	module	900	800	1 600	700
	full page	31 300	30 000	58 800	26 400

The price list includes the joint publications in the following titles: Polska Metropolia Warszawska, Polska Dziennik Bałtycki, Polska Głos Wielkopolski, Polska Dziennik Łódzki, Polska Gazeta Wrocławska, Polska Dziennik Zachodni, Polska Gazeta Krakowska, Polska Kurier Lubelski\*\*

\* no issue on Tue, Wed, Thru and Sat

\*\* no issue on Sat

## CYCLIC SUPPLEMENTS

POSITION	FORMAT	MON	TUE	THU	FRI	SAT
other pages	module					
	full page					
		<b>WORK/EDUCATION*</b>	<b>HOUSE AND REAL PROPERTY*</b>	<b>MOTOGRATKA*</b>	<b>WEEKEND**</b>	<b>TRAVELS***</b>
		990	1 000	1 000	1 600	750
		33 000	33 000	34 000	57 000	26 000

\* range: provinces: śląskie, dolnośląskie (Saturday- refers to MOTOGRATKA), wielkopolskie, małopolskie, łódzkie, pomorskie, lubelskie

\*\* range: Warsaw agglomeration, Kraków, Wrocław, Poznań, Trójmiasto, Rumia, Pruszcz Gdański and prov. śląskie, lubelskie, poviats: Łódź, łódzki wschodni, zgierski, pabianicki, brzeziński

\*\*\* range: provinces: śląskie, dolnośląskie, wielkopolskie, małopolskie, łódzkie, pomorskie



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**POLSKA**  
Dziennik  
Polski  
THE POLISH TIMES

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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.

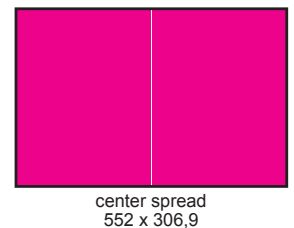
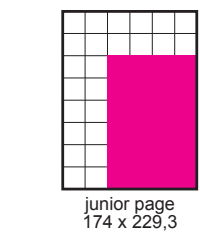
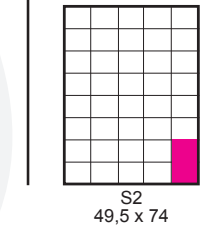
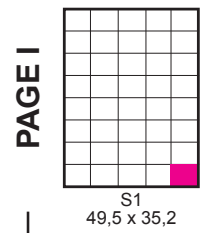
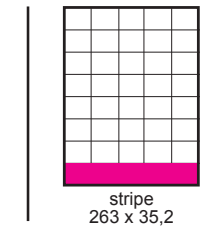


# BROADSHEET DISPLAY 48 UNITS

**POLSKA**  
WYDAWNICTWO THE **24** HOURS TIMES

1	 1x1 40,5 x 35,2	 2x1 85 x 35,2	 3x1 129,5 x 35,2	 4x1 174 x 35,2	 6x1 263 x 35,2
2	 1x2 40,5 x 74	 2x2 85 x 74	 3x2 129,5 x 74	 4x2 174 x 74	 6x2 263 x 74
3	 1x3 40,5 x 112,8	 2x3 85 x 112,8	 3x3 129,5 x 112,8	 4x3 174 x 112,8	 6x3 263 x 112,8
4	 1x4 40,5 x 151,6	 2x4 85 x 151,6	 3x4 129,5 x 151,6	 4x4 174 x 151,6	 6x4 263 x 151,6
5	 1x5 40,5 x ?	 2x5 85 x ?	 3x5 129,5 x ?	 4x5 174 x ?	 6x5 263 x ?
6	 1x6 40,5 x 229,3	 2x6 85 x 229,3	 3x6 129,5 x 229,3	 4x6 174 x 229,3	 6x6 263 x 229,3
8	 1x8 40,5 x 306,9	 2x8 85 x 306,9	 3x8 129,5 x 306,9	 4x8 174 x 306,9	 6x8 263 x 306,9

## SPECIAL AD TYPES



Due to technical issues real size of the advertisement may differ proportionally up to 7% from the original materials.