



SPECIAL PRINCIPLES FOR PUTTING THE CLASSIFIED ADS

SECTION I. GENERAL PROVISIONS

1. The all capitalized words shall have the meaning specified in the General Principles for Putting the Advertisements in the Titles of the Publisher (hereinafter: General Principles), unless the content of these Special Principles for Putting the Classified Ads in the Titles of the Publisher (hereinafter: the Special Principles) state otherwise.
2. Ordering and putting the Classified Ads in the Titles of the Publisher and the Websites will be made pursuant to the General Principles, these Special Principles, the appropriate Website Rules (if applicable) and the special principles for putting the Classified Ads in the relevant Titles (if applicable), whereas these Special Principles will be applied to the extent not regulated by the relevant Website Rules (if applicable) and by the special principles for putting the Classified Ads in the relevant Titles and the General Principles will be applied to the issues not regulated by these Special Principles, by the appropriate Website Rules (if applicable) and by the special principles for putting the Classified Ads in the relevant Titles (if applicable).
3. These Special Principles are the supplement of the General Principles and their provisions (except it is explicitly stated) do not abrogate any provision of the General Principles.

SECTION II. SPECIAL CONDITIONS FOR ORDERS PERFORMANCE

1. The Classified Ads printed in the Titles of the Publisher in the theme columns and sub-columns using the proportional fonts, accepted by the Publisher for the relevant Title or issue of the Title.
2. The number and themes of the columns may be changed depending on the number of the Classified Ads of the relevant theme to be published in the relevant Title.
3. The Advertiser placing the Order may specify in which column or sub-columns this Classified Ad should be classified. If it occurred that the edition of the Title, where the advertisement is to be printed, does not have the specified column or sub-column or the Advertiser did not specified the column or sub-column, the Publisher is entitled to put this Classified Ad in other column or sub-column, the closest by the theme to the content of the Classified Ad.
4. When the Advertiser specifies the column or sub-column, where the Classified Ad is to be printed, he should specify the column or sub-column which the best corresponds to the content of the Classified Ad.
5. The right, specified in par. 4 above is not attributed to the Advertiser ordering the Classified Ad in the society column.
6. The Publisher is entitled to classify finally the Classified Ad to the relevant column or sub-column, except for cases specified in par. 4, second sentence, above.
7. The price for putting the Classified Ad in the Title or on the Website (if it is a subject to be placed on the Website pursuant to the General Principles) is set pursuant to the applicable Price List, where the base for price calculation is one line (including no more than 35 characters), unless the relevant Price List states otherwise. The Publisher may vary the prices for the Classified Ads in the Price List, including, in particular depending on the theme, as well as may set the discounts and promotions for all or particular types of the Classified Ads.
8. The Publisher does not assure the standing layout for the pages, where the Classified Ads are published.
9. The Advertiser bears the full responsibility for the content of the Classified Ad, including the responsibility to the Publisher and persons employed or cooperating with the Publisher, for any damages, which are incurred by the Publisher as a result of the publication of the Classified Ad in the Title or on the Website.

10. The Publisher may make the publication of the Classified Ad dependent on presentation by the Advertiser of the proper documents such as identity card, permission, license, permit, document confirming the professional license etc. or on submitting the additional statement of the specified content. The Publisher will require, in particular:
 - a. To present the identity card in case of the Classified Ads of social nature;
 - b. The form of the Order signed by the doctor advertising its activity with the doctor's stamp including the license number.
11. The content of the Classified Ad may not breach the law, social intercourse law and the good practice. The content of the Classified Ad may not refer to any illegal activity and be the illegal advertising. The Publisher may refuse to publish the Classified Ad from any reason. The content of the Classified Ad may not breach the right of the third persons, including the personal property or copyrights.
12. The Classified Ads will be placed in the sub-column in the alphabetic order. The Advertiser may, upon the additional payment, order the Classified Ad in one of five boxes in the sub-column, except for the alphabetic order, but this order may be performed only if the selected box in the sub-column has not been ordered by the other Advertiser yet. The additional payment, specified above, will be calculated in comparison to the basic price of the Advertisement, specified by the proper Price List:
 - a. Three hundred percent of the Classified Ad price for the first box in the sub-column;
 - b. Two hundred percent of the Classified Ad price for the second box in the sub-column;
 - c. One hundred fifty percent of the Classified Ad price for the third box in the sub-column;
 - d. Fifty percent of the Classified Ad price for the fourth box in the sub-column;
 - e. Thirty percent of the Classified Ad price for the fifth box in the sub-column.
13. In case, when pursuant to the General Principles, the relevant Classified Ad will be placed also on the Website, it will be shown there for two days (48 hours) after the date of placement, unless the Advertiser makes the Additional Payment in the amount specified by the relevant Price List. The Classified Ads of the Advertiser, who paid the Additional payment, will be shown on the relevant Website for seven days at least. In case when the Advertiser, who made the Additional payment, ordered the Classified Ad to be published in more than one edition of the Title, such Classified Ad will be published on the Website for the total period between the first and last day, when such Classified Ad was being published in the Title and for the period of two days (48 hours) following the last day, when the Classified Ad was published in the Title, but not less than seven and not more than thirty one days after the date of first publication on the Website.
14. The Additional payment, specified in par. 13 above will result in the proper distinction of the Classified Ad on the Website, if the operation of this Website allows to distinct the Ads and the Website Rules do not state otherwise. The distinction may consist in change of the font size for the publication of the Classified Ad on the Website or in giving the state "distinguished" for such Classified Ad.
15. The Publisher is not obliged to send to the Advertiser the offers and other messages from the persons, who acknowledged the Classified Ad, which were addressed to the address of the editorial office.



SECTION III. EDITION REQUIREMENTS FOR THE CLASSIFIED ADS

1. The numbers of the telephones in the Classified Ads should be given in the following pattern:
 - a. For the fixed lines: 000/000-00-00 (the numbers in front of the backslash refer to the direction number);
 - b. For mobile phones: 0000-000-000.
2. In case when the content of the Classified Ad includes the telephone number of the foreign operator, the content of this Ad should also indicate the country, to which this Ad refers.
3. The content of the ad cannot be preceded by such characters as exclamation, inverted comas, bracket etc. and the consonant cluster such as "aaa".
4. The number of the telephone of the Advertiser should be placed at the end of the content and be given pursuant to the pattern specified in par. 2 above.
5. The Classified Ads need to start from the words, except for the advertisements referring to the special models of the products (such as car makes), which may begin with the name or number of model.
6. The Advertiser putting the Classified Ad referred to the sale of the vehicle, should include the make and model of the vehicle as well as the province,

where this vehicle is, to this Classified Ad and the Advertiser putting the Classified Ad referred to purchasing the vehicle should indicate the province, where he want to buy this vehicle.

7. The content of the Classified Ad may not be composed only from abbreviations, need to be clear, legible and compliant with the Polish grammar rules. Moreover, the content of the Classified Ad may not include the offensive works, vulgarisms and other expressions breaching the good practice.
8. The content of the Classified Ad, in which the Advertiser informs on the intention to take the job, should indicate the position or type of job to be taken, unless it is not possible (the content of the Advertisement specifies that the Advertiser want to take any job).
9. The Classified Ads regarding the social theme should include only the telephone number and name (optionally last name) In the justified cases the Publisher may agree to publish the Classified Ad containing other elements.

SECTION IV. FINAL PROVISIONS

These Special Principles are in force from [15.02.2010].

