

# Advertising price list



## DISPLAY

	<b>BILLBOARD</b> 750x100 px	<b>WIDEBOARD</b> 980x200 px  <b>DOUBLE BILLBOARD</b> 750x200 px  <b>RECTANGLE</b> 300x250 px	<b>TRIPLE BILLBOARD</b> 750x300 px  <b>DOUBLE WIDEBOARD</b> 980x300 px  <b>MEGABOARD</b> 1150x600 px  <b>HALFPAGE</b> 300x600 px	<b>SCREENING</b>
		<b>BANNER</b> 320x50 px  <b>DOUBLE BANNER</b> 320x100 px	<b>SQUARE AD</b> 320x320 px	<b>UNDERSTITAL</b> 320x640 px
<b>CPM</b>				
RON	60	77	90	105
News sites (ROS)	90	115	135	150
Vertical sites(ROS) Thematic Categories (ROC)	125	160	190	220

## AUDIENCE TARGETING

INTERESTS	SURCHARGE
Finance, Business, Taxes	100%
Parenthood, Pregnancy, Health and Beauty	100%
Education, Art and Culture, New technologies	100%
Sport, Entertainment, Travel and Tourism	50%
Job Seekers	50%
Others (please contact us for further information)	individual pricing
PURCHASE INTENTIONS	SURCHARGE
Real-estate	100%
Moto	100%
Others (please contact us for further information)	individual pricing
DEMOGRAPHY SURCHARGE	SURCHARGE
Gender	50%
Age	50%

**MULTISCREEN** - advertising displays (as one creative) on all devices  
pc / tablet / smartphone

**RON** - advertising on all websites Polska Press Grupa

**ROS** - displaying advertising on all pages of the selected website, regardless of the subject and nature of the site

**ROC** - advertising on the selected Vertical Site and Thematic Category of all Regional Sites and naszemiasto.pl

### NEWS SITES

dziennikzachodni.pl, gazetawroclawska.pl, polskatimes.pl, gazetakrakowska.pl, dzienniklodzki.pl, kurierlubelski.pl, expressilustrowany.pl, dziennikbaltycki.pl, gloswielkopolski.pl, dziennikpolski24.pl, echodnia.eu, pomorska.pl, nowiny24.pl, nowosci.com.pl, expressbydgoski.pl, poranny.pl, gazetalubuska.pl, wspolczesna.pl, nto.pl, gs24.pl, gp24.pl, gk24.pl, to.com.pl, naszemiasto.pl

### THEMATIC CATEGORIES

Strefa Biznesu, Strefa Agro, Moto, Sport, Dom, Strona Zdrowia, Strona Kobiet, Gry, Turystyka, Edukacja

### VERTICAL SITES

strefabiznesu.pl, telemagazyn.pl, strefaagro.pl, motofakty.pl, gol24.pl, sportowy24.pl, e-budownictwo.pl, regiodom.pl, stronazdrowia.pl, stronakobiet.pl, gra.pl

ADDITIONAL SERVICES	SURCHARGE
frequency capping	25%
expandable creative - expand (applies to Banner and Double Banner)	50%
geotargeting	30%
display on specific device (renouncement from Multiscreen)	20%
display on a selected part of the website (does not apply to naszemiasto.pl city services)	30%
videoad - image and sound played after user interaction	20%
videoad - image played automatically, sound after user interaction	40%

ADDITIONAL SERVICES	SURCHARGE
time interval - dayparting	10%
surround ad	40% to the cheaper ad format
exceeding the creative weight limit	1% for every 1 kB over the limit
exceeding the videoad creative weight limit	1% for every 0,1 MB over the limit
brand safety (content category exclusion)	10%

**Special projects** (custom, dedicated websites, competitions, plebiscites, etc.) - please contact the Advertising Office.

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## SPONSORED CONTENT

### NASZEMIASTO.PL SUBDOMAINS

PUBLICATION	PROMOTION	Article STANDARD	Article PREMIUM
Voivodship	home pages	4 200	4 800
Voivodship Capital	home page	2 650	3 000
Chosen City	home page	1 900	2 200
ROS Naszemiasto.pl (1)	home pages	67 000	77 000

### REGIONAL SITES

PUBLICATION	PROMOTION	Article STANDARD	Article PREMIUM
Regional site	site home page	4 200	4 800
	category home page	2 650	3 000
	district home page	1 900	2 200
RON Regional sites (2)	home pages of regional sites	96 800	121 000

### VERTICAL SITES

PUBLICATION	PROMOTION	Article STANDARD	Article PREMIUM
Vertical site	home page	2 650	3 000
ROC (3)	home page	108 000	135 000
	category home pages		

### CONTENTS

	Article STANDARD	Article PREMIUM
Main photo	1	1
Photo gallery (maximum number of photos)	5	20
Video	-	up to 3
Other multimedia	-	up to 3
Text hyperlink	up to 3	up to 10
Article branding (screening)	-	on demand
Branding creatives preparation (based on client's materials)	-	on demand
Client's counting scripts	on demand	on demand
Time of presence in the website resources	12 months	12 months
Choice of a place on the site for a promotional link (5)	yes	yes
No third party in-text ads	yes	yes

#### RATES INCLUDE:

- advertising content, marked as sponsored, published on the selected Polska Press Grupa website
- 7-day promotion
- prices given in PLN

#### ADDITIONAL PROMOTION:

- single publication of Branded Content Post on the selected PPG's Fan Page 500 PLN
  - emission of NativeAds
    - 1 click (CPC) 2,00 PLN
    - 1 000 impressions (CPM) 34,00 PLN
    - 1 day (FF) individual pricing
- (1) ROS NASZEMIASTO.PL - publication and promotion on all naszemiasto.pl city home pages
  - (2) RON REGIONAL SITES - publication and promotion on all Regional Sites home pages of mediaPPG sites
  - (3) ROC - publication and promotion on the selected Vertical Site and Thematic Category of all Regional Sites and naszemiasto.pl
  - (4) promotion period can be adjusted to the needs of the client. Please ask for an individual pricing
  - (5) does not apply to RON, ROS, ROC publications. Promotion in these models is carried out using a link displayed in randomly selected places on the home pages

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## NATIVE ADVERTISING

	NATIVE ADS		
	CPM	CPC	CPD
Selected site	-	-	individual pricing
Selected city	17	individual pricing	-
Contextual targeting: - Business - Sport - Automotive - Agriculture - Feminin - Health	34	individual pricing	-
Audience targeting	% surcharge to RON	-	-

## VIDEO ADVERTISING

TYPE OF SITE	IN STREAM		VIDEO PLAYER BRANDING
	Pre-roll do 15"	Pre-roll do 30"	
RON	160	180	30
News Sites	180	200	40
Vertical Sites	200	240	45
Selected material / URL	Individual pricing		-

ADDITIONAL SERVICES	SURCHARGE
frequency capping	25%
display on a selected part of the website	30%
time interval - dayparting	10%
geotargeting to selected regions or towns/cities	30%
exceeding Video Player Branding creative weight limit (for every 1 kB over the graphic weight limit)	1%

## NASZEMIASTO.PL COMPANY CATALOGUE

PAKIET	CENA
Premium package (12 month publication)	299