



ADVERTISING PRICE LIST



DISPLAY

Net prices in PLN, 23% VAT to be added, effective from 5th of May 2020.

MULTISCREEN	BILLBOARD 750x100 PX	DOUBLE BILLBOARD 750x200 PX	WIDEBOARD 980x200 PX	TRIPLE BILLBOARD 750x300 PX	
		RECTANGLE 300x250 PX format also available in the application	HALFPAGE 300x600 PX	DOUBLE WIDEBOARD 980x300 PX	
DEVICE SPECIFIC	BANNER 320x50 PX format also available in the application		SQUARE AD 320x320 PX format also available in the application	SCREENING	CUBE 3D
	DOUBLE BANNER 320x100 PX format also available in the application			UNDERSTITIAL 320x640 PX	SCRATCH CARD 320x320 PX
					STICKY BANNER 320x100 PX
					FOOTER TO FULLSCREEN
					SCROLL SKYSCRAPER ⁽¹⁾ 160x600 PX

CPM

RON	17	26	34	-	43
News sites (home page)	60	90	120	150	150
News sites (ROS)	50	75	100	125	125
RON News	45	68	90	113	113
Business sites (ROS)	80	120	160	200	195
Vertical sites (ROS)	60	90	120	150	150
Gratka.pl (classifieds) (ROS)	60	90	120	-	150

⁽¹⁾ in selected sites

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

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

NEWS SITES

dziennikzachodni.pl, gazetawroclawska.pl, polskatimes.pl, gazetakrakowska.pl, dzienniklodzki.pl, kurierlubelski.pl, expressilustrowany.pl, dziennikbaltycki.pl, gloswielpolski.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

BUSINESS SITES

strefabiznesu.pl, naszekomunikaty.pl

VERTICAL SITES

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

GRATKA.PL CLASSIFIEDS

Real Estate, Automotive, Work, Home and garden, Animals, for Children, Fashion and Beauty, Services, Other

ADDITIONAL SERVICES	SURCHARGE	ADDITIONAL SERVICES	SURCHARGE
frequency capping	25%	geotargeting	30%
expandable creative - expand (applies to Banner and Double Banner)	50%	display on specific device (renouncement from Multiscreen)	20%
videoad - image and sound played after user interaction	20%	time interval dayparting	10%
videoad - image played automatically, sound after user interaction	40%	surround ad - surcharge of 40% to the cheaper ad format	
display on a selected part of the website (does not apply to naszemiasto.pl)	30%		



ADVERTISING PRICE LIST



SPONSORED CONTENT

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PRODUCT DESCRIPTION:

- advertising text marked as sponsored, published on the selected Polska Press Grupa website.
- number of characters in the text: **unlimited**
- possibility of presentation: up to 10 images. **Price includes** video publication.

PRICE INCLUDES:

- 12 -month publication of the article
- 7-day promotion on the home page of the website or in the category
- video publication

SURCHARGES:

- single publication of the article promoting post on the Fan Page of the selected PPG website 500 PLN

⁽¹⁾ Region: all naszemiasto.pl websites in selected region

⁽²⁾ Featured box, release on the home page and subpages of the selected website. The advertising message is visible on all devices (desktop/laptop, tablet, smartphone)

⁽³⁾ Region box, release on the home page and subpages of the selected website. The advertising message is visible on all devices (desktop / laptop, tablet, smartphone)

NASZE MIASTO WEBSITE

PUBLICATION	PROMOTION	GROUP 1	GROUP 2	GROUP 3
Region ⁽¹⁾	ROS - multiscreen ⁽²⁾	3 700	3 450	3 200
	Home page	2 650	2 400	2 150
	category	1 900	1 650	1 400
Regional Capital	ROS - multiscreen ⁽²⁾	2 400	2 150	1 900
	Home page	1 750	1 500	1 250
	category	1 200	950	700
Selected Town/City	ROS - multiscreen ⁽²⁾	1 700	1 450	1 200
	Home page	1 250	1 000	800
	category	800	650	550

GROUP 1: łódzkie; małopolskie; mazowieckie; pomorskie; wielkopolskie

GROUP 2: dolnośląskie; śląskie

GROUP 3: kujawsko-pomorskie; podkarpackie; lubelskie; lubuskie; opolskie; podlaskie; świętokrzyskie; warmińsko-mazurskie; zachodniopomorskie

REGIONAL SITES

PUBLICATION	PROMOTION	GROUP 1	GROUP 2	GROUP 3
Regional Sites	ROS - multiscreen ⁽³⁾	3 700	3 300	3 000
	Home page	2 400	2 200	2 000
Strefa Biznesu / REGION Motofakty / REGION Sport / REGION	Home page	2 200	2 000	1 700
Strefa Agro / REGION Strona Kobiet / REGION Strona Zdrowia / REGION News / DISTRICT Other categories	Home page	1 900	1 700	1 500

GROUP 1: dzienniklodzki.pl; dziennikpolski24.pl; echodnia.eu/swietokrzyskie; gazetarakowska.pl; gazetawroclawska.pl; nowiny24.pl; pomorska.pl

GROUP 2: dziennikbaltycki.pl; dziennikzachodni.pl; expressilustrowany.pl; gazetalubuska.pl; gloswielkopolski.pl; nto.pl;poranny.pl

GROUP 3: echodnia.eu/podkarpackie; echodnia.eu/radomskie; expressbydgoski.pl; gk24.pl; gp24.pl; gs24.pl; kurierlubelski.pl; nowosci.com.pl; polskatimes.pl; to.com.pl; wspolczesna.pl

THEMATIC SITES

MIEJSCE PUBLIKACJI	MIEJSCE PROMOCJI	GRUOP 1	GROUP 2	GROUP 3
Thematic Sites	Home page	2 900	2 400	1 900

GROUP 1: strefabiznesu.pl; telemagazyn.pl; e-budownictwo

GROUP 2: gol24.pl; motofakty.pl; regiodom.pl

GROUP 3: stronakobiet.pl; sportowy24.pl; stronazdrowia.pl; strefaagro.pl

ADVERTISING LINKS (1 WEEK)

SELECTED SITE ⁽⁴⁾	HOME PAGE	CATEGORY
	1 000	5 000

Product description:

A text link leading to the internal section / article published on the Polska Press Group website or external link

⁽⁴⁾ does not apply to the following sites: Gratka, E-budownictwo

