

Advertising price list

DISPLAY – CPM based campaigns



MULTISCREEN 	BILLBOARD 750x100 px	WIDEBOARD 980x200 px DOUBLE BILLBOARD 750x200 px RECTANGLE 300x250 px	TRIPLE BILLBOARD 750x300 px DOUBLE WIDEBOARD 980x300 px MEGABOARD 1150x600 px HALFPAGE 300x600 px	SCREENING	COMMERCIAL BREAK 1920x1080/320x640 px
MOBILE 	BANNER 320x50 px DOUBLE BANNER 320x100 px	SQUARE AD 320x320 px	UNDERSTITIAL 320x640 px	CUBE 3D, ZDRAPKA 320x320 px STICKY BANNER 320x100 px FULLSCREEN	
CPM					
iRON	66	85	100	115	290
News sites (ROS)	90	115	135	150	380
i.pl (ROS)	100	125	145	170	430
Vertical sites(ROS) Thematic Categories (ROC)	125	160	190	220	220

AUDIENCE TARGETING – DATA SONAR

DEMOGRAPHIC	CPM
Gender	1 PLN
Gender + Age	1,5 PLN
INTERESTS	CPM
Automotive, Business & Finance, Education, Entertainment, Family & Relationships, Food & Beverages, Home & Garden, Health, Pop Culture, Sports, Tourism & Travel, Video Games, Wars & Conflicts	2 PLN
Other (inquire for availability)	Individual pricing
PURCHASE INTENTIONS	CPM
Parenthood, Lifestyle & Entertainment, World of Gaming, Fashion, Beauty, Stylish Interiors & Gardens, Modern Technologies, Smart Online Shopping, Sports & Tourism, Exclusive Deals & Promotions	3 PLN
Other (inquire for availability)	Individual pricing
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 naszemiaso.pl city services)	30%
videoad - image and sound played after user interaction	20%
videoad - image played automatically, sound after user interaction	40%

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

iRON - advertising on all websites of Polska Press Grupa including i.pl portal

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 naszemiaso.pl

NEWS SITES

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

THEMATIC CATEGORIES

Strefa Biznesu, Strefa Agro, Motofakty, Sport, Dom, Strona Zdrowia, Strona Kobiet, Kulinaria, Gry, Turystyka, Edukacja, Obronność, Telemagazyn

VERTICAL SITES

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

ADDITIONAL SERVICES	SURCHARGE
time interval - dayparting	10%
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%
content targeting(based on editorial tags)	50%

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

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DISPLAY: fixed - flat fee emissions, highest priority

Prices are not subject to standard rebates

FF/day issue price is calculated according to the formula: Estimated number of format views(PV) * CPM/1000.

CPM for FF emissions				
	WIDEBOARD 980x200 px DOUBLE BILLBOARD 750x200 px RECTANGLE 300x250 px SPONSORING FULL-SCREEN	WIDEBOARD 980x200 px DOUBLE BILLBOARD 750x200 px RECTANGLE 300x250 px SPONSORING FULL-SCREEN	TRIPLE BILLBOARD 750x300 px DOUBLE WIDEBOARD 980x300 px MEGABOARD 1150x600 px HALFPAGE 300x600 px	WELCOME SCREEN* 1920x1080 px
		BANNER 320x50 px DOUBLE BANNER 320x100 px	SQUARE AD 320x320 px	UNDERSTITIAL 320x640 px
CPM for FF emissions				
iRON	86	110	130	150
News sites (ROS)	120	150	175	195
i.pl (ROS)	130	160	190	220
Vertical sites(ROS) Thematic Categories (ROC)	160	210	250	280

* Desktop only; obligatory capping=1/day included

ADDITIONAL SERVICES	SURCHARGE
expandable creative - expand	50%
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%
time interval - dayparting	10%
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
content targetting (based on editorial tags)	50%

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

iRON - advertising on all websites of Polska Press Grupa including i.pl portal

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SPONSORED ARTICLES

i.Pl portal

PLACE OF PUBLICATION	NAME OF THE OFFER	PLACE OF PROMOTION	STANDARD ARTICLE	PREMIUM ARTICLE
i.pl	i BASIC	Home page of i.pl	7 000	8 000
	i VERTICAL	Home page of i.pl (vertical NativeAds)	7 000	8 000
	i CATEGORY	Home page of chosen category of i.pl	4 400	5 000
i.pl Regional Sites	i TOPIC (ROC)	selected section on the i.pl homepage, home pages of the selected category of Regional Services	77 400	87 600
	i MAX (RON)	home page i.pl, home pages of Regional Services	117 600	147 600
i.pl Vertical site News site	i MAXCATEGORY (ROC)	home pages of the selected category	132 000	164 600

REGIONAL SITES

PLACE OF PUBLICATION	PLACE OF PROMOTION	STANDARD ARTICLE	PREMIUM ARTICLE
Regional Site	home page	5 000	5 700
	category home page	3 100	3 600
	powiat home page	2 200	2 600
RON Regional Sites	home pages	115 200	145 200

NASZE MIASTO SITES

PLACE OF PUBLICATION	PLACE OF PROMOTION	STANDARD ARTICLE	PREMIUM ARTICLE
Voivodeship	home pages	4 200	4 800
Voivodeship capital	home page	2 650	3 000
Chosen town	home page	1 900	2 200
ROS Naszemiasto.pl	home pages	67 000	77 000

VERTICAL/THEME SITES

PLACE OF PUBLICATION	PLACE OF PROMOTION	STANDARD ARTICLE	PREMIUM ARTICLE
Vertical/Theme Site	home page	3 100	3 600

DEFENCE ZONE SITE

PLACE OF PUBLICATION	PLACE OF PROMOTION	STANDARD ARTICLE	PREMIUM ARTICLE
Strefaobrony.pl	home page	n/a	8 000

CONTENTS OF THE ARTICLE PAGE

	STANDARD ARTICLE	PREMIUM ARTICLE
Main Picture	1	1
Picture gallery	up to 5	up to 20
Video	-	up to 3
Other multimedia in the content	-	up to 3
Text link in the body of the article	up to 3	up to 10
Article branding (screening)	-	upon request
Preparation of branding (from entrusted materials)	-	upon request
Customer count codes	upon request	upon request
Availability of the article in the resources of the service	12 months	12 months
Selecting a place on the page for the promotional link (*)	yes	yes
No mid-text ads	yes	yes

PRICE INCLUDES

- publication for a period of 12 months of an advertising article in a selected site of Polska Press Group and marked as a "sponsored article",
 - 7-day promotion on a selected site.
- The period of the promotion can be adjusted to the needs of the ordering party. Minimum promotional period is 3 days. Ask for a customized quote.

EXTRA PROMOTION

- publication of a sponsored post promoting an article on a selected fanpage of the website (prices in the table "POST BRANDED CONTENT"),
- emission of NativeAds ("NATIVE ADVERTISEMENT", Pricing table).

ROS - display of advertising on all pages of the selected site and its subdomains, regardless of the theme and nature of the site

ROC - emission in a selected Theme Site and Theme Category of all Regional Services and Naszemiasto.pl

RON REGIONAL SITES

- publication and promotion in all regional services of Polska Press Group

SECTIONS ON THE HOME PAGE i.pl

„i Dla Ciebie”, „i Ekstra”, „i Blisko”, „i Sport”, „i Biznes”, „i Rozrywka”, „i Styl Życia”, „i Technologie”, „i Zdrowie”

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THEME/VERTICAL SITES

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(*) Not applicable to RON, ROS, ROC promotions. The promotion in these models is made via a link displayed in random places on the home pages.

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NATIVE ADVERTISING

	NATIVEADS		
	CPM	CPC	CPD
i.pl	40	2,8	individual pricing
ROS Regional Sites	34	2	individual pricing
ROC Theme Category	50	2	individual pricing (only home pages)
ROS Theme Site	50	2	individual pricing (only home pages)
RON Information	24	2	individual pricing (only home pages)
iRON	25	2	-
Audience Targetting	Surcharge according to the table "AUDIENCE TARGETTING"		-

ROS - display of advertising on all pages of the selected site and its subdomains, regardless of the theme and nature of the site

ROC - emission in a selected Theme Site and Theme Category of all Regional Services and Naszemiasto.pl

POST BRANDED CONTENT

FANPAGE TYPE	PUBLICATION PRICE
i.pl RON Regional Sites Theme Sites Naszemiasto.pl	700
RON Regional Sites (22 sites)	15 400

THE PRICE INCLUDES

one-time publication of a sponsored post (branded content post) on an editorial fanpage hosted on Facebook

VIDEO ADS, in-stream , out-stream

SITES	IN STREAM		OUT STREAM	BRANDING PLAYER BRANDING
	Pre-roll do 15"	Pre-roll do 30"		
RON / iRON	160	180	100	30
i.PI /News Sites	180	200	135	40
Vertical/Theme Sites	200	240	190	45
Emission at the selected material / URL	individual pricing		-	-

ADDITIONAL SERVICES	SURCHARGE
capping	25%
display on a selected part of the website (does not apply to naszemiasto.pl city services)	30%
time interval - dayparting	10%
geotargeting	30%