

Advertising price list

DISPLAY – CPM based campaigns



| MULTISCREEN | BILLBOARD 750x100 px | WIDEBOARD 980x200 px DOUBLE BILLBOARD 750x200 px RECTANGLE 300x250 px PLAYER BRANDING 300x250 px | TRIPLE BILLBOARD 750x300 px DOUBLE WIDEBOARD 980x300 Px MEGABOARD 1150x600 px HALFPAGE 300x600 px | SCREENING |
|--|--|---|--|---|
| MOBILE | BANNER 320x50 px DOUBLE BANNER 320x100 px | SQUARE AD 320x320 px | UNDERSTITIAL 320x640px | CUBE 3D, ZDRAPKA 320x320 px STICKY BANNER 320x100 px FOOTER TO FULLSCREEN |
| CPM | | | | |
| iRON | 66 | 85 | 100 | 115 |
| News sites (ROS) | 90 | 115 | 135 | 150 |
| i.pl (ROS) | 100 | 125 | 145 | 170 |
| Vertical sites(ROS) Thematic Categories (ROC) | 125 | 160 | 190 | 220 |

AUDIENCE TARGETTING

| ZAINTERESOWANIA | 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, Moto | 100% |
| Others | individual pricing |
| DEMOGRAPHY | SURCHARGE |
| Gender/ Age | 50% |

| 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, gazetakrakowska.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, Gry, Turystyka, Edukacja

VERTICAL SITES

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

Advertising price list



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) * eCPM/1000.

| | BILLBOARD 750x100 px | WIDEBOARD 980x200 px DOUBLE BILLBOARD 750x200 px RECTANGLE 300x250 px PLAYER BRANDING 300x250 px SPONSORING | TRIPLE BILLBOARD 750x300 px DOUBLE WIDEBOARD 980x300 Px MEGABOARD 1150x600 px HALFPAGE 300x600 px | WELCOME SCREEN* 1920x1080px 1920x150 - 1920x600 |
|--|--|--|--|--|
| MULTISCREEN | | | | |
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| eCPM 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

| 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 targeting(based on editorial tags) | 50% |

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

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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 | 5 900 | 6 700 |
| | i VERTICAL | Home page of i.pl (vertical NativeAds) | 5 900 | 6 700 |
| | i CATEGORY | Home page of chosen category of i.pl | 3 700 | 4 200 |
| i.pl Regional Sites | i TOPIC (ROC) | selected section on the i.pl homepage, home pages of the selected category of Regional Services | 64 500 | 73 000 |
| | i MAX (RON) | home page i.pl, home pages of Regional Services | 98 000 | 123 000 |
| i.pl Vertical site News site | i MAXCATEGORY (ROC) | home pages of the selected category | 110 000 | 137 000 |

REGIONAL SITES

| PLACE OF PUBLICATION | PLACE OF PROMOTION | STANDARD ARTICLE | PREMIUM ARTICLE |
|----------------------|--------------------|------------------|-----------------|
| Regional Site | home page | 4 200 | 4 800 |
| | category home page | 2 650 | 3 000 |
| | powiat home page | 1 900 | 2 200 |
| RON Regional Sites | home pages | 96 000 | 121 000 |

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 | 2 650 | 3 000 |

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”

REGIONAL SITES

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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 | 48 | 2,8 | individual pricing |
| Chosen Regional Site | 34 | 2 | individual pricing |
| Chosen city site of Naszemiasto.pl | - | - | individual pricing |
| ROC Theme Category | 34 | 2 | individual pricing (only home pages) |
| ROC Theme Category including i.pl | 41 | 2,4 | - |
| ROS News Sites ROS Theme Sites | 34 | 2 | - |
| RON News Sites | 17 | 2 | individual pricing (only home pages) |
| RON Info24 (i.pl and News Sites) | 17 | 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 | 900 |
| Regional Sites Theme Sites Naszemiasto.pl | 500 |

THE PRICE INCLUDES

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

VIDEO ADS, in-stream

| SITES | IN STREAM | | BRANDING PLAYERA WIDEO |
|---|--------------------|--------------------|---------------------------|
| | Pre-roll do 15" | Pre-roll do 30" | |
| RON / iRON | 160 | 180 | 30 |
| i.PI /News Sites | 180 | 200 | 40 |
| Vertical/Theme Sites | 200 | 240 | 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% |
| exceeding the videoad creative weight limit | 1% for every 0,1 MB over the limit |