

# Advertising price list

DISPLAY – CPM based campaigns



| MULTISCREEN<br> | <b>BILLBOARD</b><br>750x100 px                                   | <b>WIDEBOARD</b><br>980x200 px<br><b>DOUBLE BILLBOARD</b><br>750x200 px<br><b>RECTANGLE</b><br>300x250 px | <b>TRIPLE BILLBOARD</b><br>750x300 px<br><b>DOUBLE WIDEBOARD</b><br>980x300 px<br><b>MEGABOARD</b><br>1150x600 px<br><b>HALFPAGE</b><br>300x600 px | <b>SCREENING</b>                                                                                 | <b>COMMERCIAL BREAK</b><br>1920x1080/320x640 px |
|--------------------------------------------------------------------------------------------------|------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|-------------------------------------------------|
| MOBILE<br>      | <b>BANNER</b><br>320x50 px<br><b>DOUBLE BANNER</b><br>320x100 px | <b>SQUARE AD</b><br>320x320 px                                                                            | <b>UNDERSTITIAL</b><br>320x640 px                                                                                                                  | <b>CUBE 3D, ZDRAPKA</b><br>320x320 px<br><b>STICKY BANNER</b><br>320x100 px<br><b>FULLSCREEN</b> |                                                 |
| 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)<br>Thematic Categories (ROC)                                                 | 125                                                              | 160                                                                                                       | 190                                                                                                                                                | 220                                                                                              | 220                                             |

## AUDIENCE TARGETING – DATA SONAAR

(CPM net net)

| DEMOGRAPHIC                                                                                                                                                                                                                                                                          | SURCHARGE          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| Gender                                                                                                                                                                                                                                                                               | 1 PLN              |
| Gender + Age                                                                                                                                                                                                                                                                         | 1,5 PLN            |
| INTERESTS                                                                                                                                                                                                                                                                            | SURCHARGE          |
| 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                                                                                                                                                                                                                                                                  | SURCHARGE          |
| Parenthood, Lifestyle & Entertainment, Gaming, Fashion, Beauty, Interiors & Gardens, House Renovation, Household Appliances & Audio/Video Devices, Smart Online Shopping, Sports & Tourism, Exclusive Deals & Promotions, Automotive, Finance, Business/Office, Pets Care, Groceries | 3 PLN              |
| Other (inquire for availability)                                                                                                                                                                                                                                                     | Individual pricing |
| ADDITIONAL SERVICES                                                                                                                                                                                                                                                                  | SURCHARGE          |
| frequency capping                                                                                                                                                                                                                                                                    | 25%                |
| expandable creative - expand<br>(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<br>(does not apply to naszemiasito.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 naszemiasito.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, naszemiasito.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.

# 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) \* CPM/1000.

|                                                  |                                                                                                                                                        |                                                                                                                                            |                                                                                                                                                    |                                                                                                            |
|--------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|
|                                                  | <b>WIDEBOARD</b><br>980x200 px<br><br><b>DOUBLE BILLBOARD</b><br>750x200 px<br><br><b>RECTANGLE</b><br>300x250 px<br><br><b>SPONSORING FULL-SCREEN</b> | <b>WIDEBOARD</b><br>980x200 px<br><b>DOUBLE BILLBOARD</b><br>750x200 px<br><b>RECTANGLE</b><br>300x250 px<br><b>SPONSORING FULL-SCREEN</b> | <b>TRIPLE BILLBOARD</b><br>750x300 px<br><b>DOUBLE WIDEBOARD</b><br>980x300 px<br><b>MEGABOARD</b><br>1150x600 px<br><b>HALFPAGE</b><br>300x600 px | <b>WELCOME SCREEN*</b><br>1920x1080 px                                                                     |
|                                                  | <b>BANNER</b><br>320x50 px<br><b>DOUBLE BANNER</b><br>320x100 px                                                                                       | <b>SQUARE AD</b><br>320x320 px                                                                                                             | <b>UNDERSTITIAL</b><br>320x640 px                                                                                                                  | <b>CUBE 3D, ZDRAPKA</b><br>320x320 px<br><b>STICKY BANNER</b><br>320x100 px<br><b>FOOTER TO FULLSCREEN</b> |
| 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)<br>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

**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

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#### 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

# Advertising price list



## 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”

### REGIONAL SITES

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

### THEME CATEGORIES

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### THEME/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

(\*) 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.

# Advertising price list



## 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<br>RON Regional Sites<br>Theme Sites<br>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<br>PLAYER<br>BRANDING |
|-----------------------------------------|--------------------|--------------------|------------|--------------------------------|
|                                         | Pre-roll<br>do 15" | Pre-roll<br>do 30" |            |                                |
| RON / iRON                              | 160                | 180                | 100        | 30                             |
| i.Pl /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<br>(does not apply to naszemiasto.pl city services) | 30%       |
| time interval - dayparting                                                                    | 10%       |
| geotargeting                                                                                  | 30%       |