

Advertising price list



DISPLAY

	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
		BANNER 320x50 px DOUBLE BANNER 320x100 px	SQUARE AD 320x320 px	UNDERSTITAL 320x640 px
CPM				
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	96 000	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