

Regulations for the execution of advertising campaigns in web portals

§1 GENERAL PROVISIONS

1. Regulations specify the basic rules for the execution of advertising campaigns in the web portals published by the PTWP.

2. Whenever the terms below are used in these Regulations, they should be understood as follows:

- Regulations - this document;
- Publisher (PTWP) - with respect to a specific portal - PTWP-ONLINE Sp. z o.o. with its registered office at Pl. Sławika i Antalla 1, 40-163 Katowice or Polskie Towarzystwo Wspierania Przedsiębiorczości S.A. with its registered office at Pl. Sławika i Antalla 1, 40-163 Katowice;
- Customer - a natural or legal person ordering an advertising campaign.

§2 PLACING ORDERS

1. Each advertising campaign is executed on the basis of a written order.

2. The order should include at least the following information: campaign start and end dates, advertising form, impressions number (for banner campaigns), placement (name of website), order value, payment form and date, Customer identification data, company stamp and the signature of the person authorised to act on behalf of the Customer.

3. The order referred to in clauses 1-2 of this section as well as the advertising materials necessary for the order execution (constituting its integral part) have to be delivered to the Publisher by the Customer within the deadlines specified in section 3 hereof Regulations.

4. Any formal defects in the order or failure to meet the deadlines for placing order and the advertising materials delivery referred to in clause 3 of this section release the Publisher from its obligation of timely execution and any liability arising therefrom.

§3 DEADLINES FOR PLACING ORDERS, DELIVERY OF ADVERTISING MATERIALS AND TECHNICAL SPECIFICATION

1. The table below shows the basic advertising forms list well as the deadlines for placing of signed orders and advertising materials delivery.

Form of advertising	Placing order deadline	Materials delivery deadline	Technical specification
JPG, GIF, GIF animated banner, SWF - if prepared file was delivered	3 weekdays days before the start of the campaign	3 weekdays days before the start of the campaign	https://www.ptwp.pl/grupa/reklama/portale/
JPG, GIF, animated GIF banner, SWF - in the case of delivery of the materials on the basis of which the Publisher's graphic studio will prepare the final creation	5 weekdays days before the start of the campaign	5 weekdays days before the start of the campaign	Not applicable
JPG, GIF banner for the newsletter - if a prepared file was delivered	weekdays days before the start of the campaign	2 weekdays days before the start of the campaign	https://www.ptwp.pl/grupa/reklama/portale/
JPG, GIF banner for the newsletter - in the case of delivery of materials on the basis of which the Publisher's graphic studio will prepare the final creation	5 weekdays days before the start of the campaign	5 weekdays days before the start of the campaign	Not applicable
Short text announcement (title) in the editorial newsletter	3 weekdays days before the start of the campaign	2 weekdays days before the start of the campaign	Max. 150 characters, incl. spaces and special characters
Long text announcement (title+content) in the editorial newsletter	3 weekdays days before the start of the campaign	2 weekdays days before the start of the campaign	Max. 400 characters, incl. spaces and special characters
Sponsored article* <i>(*various formatting options depend on the website layout)</i>	3 weekdays days before the start of the campaign	2 weekdays days before the start of the campaign	Text of any length, max 5 external links, a JPG or GIF image, if any, min. resolution 1200x800 pixels
Project presentation** <i>(**form of advertising available in selected portals)</i>	5 weekdays days before the start of the campaign	5 weekdays days before the start of the campaign	Text of any length, JPG or GIF images, min. resolution 1200x800 pixels, JPG, GIF, EPS or AI logo
Job offer	3 weekdays days before the start of the campaign	2 weekdays days before the start of the campaign	Ad template: http://praca.wnp.pl/oferta_pracy/20260.html
Portal partner	3 weekdays days before the start of the campaign	2 weekdays days before the start of the campaign	JPG, GIF, EPS or AI logo
Vertical portal partner	weekdays days before the start of the campaign	2 weekdays days before the start of the campaign	JPG, GIF, EPS or AI logo

2. Given deadlines refer to start of the campaign/publication dates are final.
3. A weekday is understood as each day of the week excluding Saturdays, Sundays and public holidays in Poland.
4. Advertising materials should meet requirements specified by the Publisher.
5. If the advertising campaign includes text publications, infographics or pictures, the Customer is obliged to attach a statement to the order, stating that it holds the copyright to such materials and that it undertakes to fully cover any damage to be suffered by the Publisher due to the publication thereof.
6. Any change of advertising creative after the start of the campaign requires prior acceptance of the Publisher.

§4 EXECUTION OF ORDERS

1. In every portal there is advertising forms close-end list available. The basic advertising forms are enumerated in section 3 hereof, however in particular portals the sizes of specific forms may differ despite identical name. Detailed technical parameters applicable in a specific portal are provided to Customers on a case-by-case basis.
2. For the order to be executed, the following terms should be met jointly:
 - appropriate technical possibilities on the part of the Publisher;
 - availability of advertising space in the placement and at the time selected by the Customer;
 - placing of a written order and advertising materials delivery referred to in section 2 hereof within the deadlines specified in section 3 hereof.
3. Advertising campaigns are executed within the deadlines specified in the order, except for the situations described in section 2(4) hereof.
4. In the event of any delays in the execution of the campaign arising out of objective factors beyond the Publisher's control, the advertising campaign is continued until fully completed, except for the situations where the Customer made a stipulation that such continuation requires additional arrangements after the expiry of the original deadline for the completion of the campaign specified in the order.
5. Any modifications of the campaign setup while it is in progress may be made on weekdays between 8:00 am and 4:00 p.m., only on the basis of written requests furnished to the Publisher's team responsible for the execution of the campaign. If any such request is furnished electronically to the e-mail address notified to the Customer, the written form requirement is deemed met.

6. Reports on the execution of the campaign are made available at the Customer's request. The reports may be furnished after campaign execution.

§5 PAYMENTS

1. The Customer is obliged to pay a consideration to the Publisher for the advertising campaign ordered.
2. Order value, form and date of payment are agreed upon by the Customer and an authorised representative of the PTWP before the order is signed and then, included in the order.
3. The Publisher's consideration for the advertising campaign ordered is determined on the basis of the price list including regular prices, additional payments and discounts, valid on the day of signing the order.
4. 23% VAT should be added to all the prices included in the price list.
5. In the event the payment deadline indicated in the order is not met, the Publisher has the right to refuse to execute the advertising campaign.

§6 COMPLAINTS

1. The Customer is obliged to promptly file any complaints regarding the execution of advertising campaigns in writing, not later, however, than within 7 days of the disputed event.
2. Complaints should include the number of order, detailed description of defects, faults or irregularities, the place and time of campaign and the proposal of compensation.
3. Complaints are considered by the Publisher within 30 days.
4. The Publisher reserves the right not to accept the complaint, if the advertising materials were delivered after the relevant deadline.
5. The Publisher reserves the right not to accept the complaint, if the deadline for filing the complaint is not met or the written form requirement is not complied with.

§7 FINAL PROVISIONS

1. These Regulations apply from 1 July, 2014.
2. The Publisher reserves the right to amend these Regulations. Any amendments become effective upon publication.
3. To any matters not provided for herein, the relevant provisions of the Polish law shall apply.