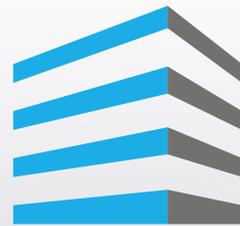


ADVERTISING PRICE LIST
OF THE



PROPERTY
NEWS.PL



Valid from 15.11.2021

1. PARTNER OF THE PORTAL

- awarding of the title of the partner of the portal;
- publication of the logo on the homepage of the portal;
- publication of the logo on the homepages of the main services of the portal and all text's pages of the portal;
- Partner's business subpage complete with their business card and information about their business activity, as well as a listing of information about the company as published on the portal;
- possible publication of 1 article in a selected service of the portal (to be displayed for 1 week) and in homepage of portal (to be displayed for 2 days)
- one-off delivery of text to the Newsletter subscribers;

VALUE OF THE PACKAGE: PLN 8 400/1 MONTH

2. PARTNER OF THE SERVICE

- awarding of the title of the partner of the service;
- publication of the logo on the homepage of the service;
- publication of the logo on all text's pages of the service;
- Partner's business subpage complete with their business card and information about their business activity, as well as a listing of information about the company as published on the portal;
- possible publication of 1 text in the service of the portal
- one-off delivery of text to the Newsletter subscribers;

VALUE OF THE PACKAGE: PLN 6 800/1 MONTH

3. SPONSORED ARTICLE

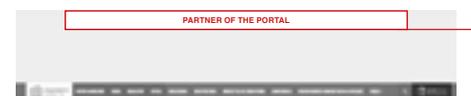
- 1 week in a selected service – **PLN 4 600**

SURCHARGES:

- homepage of the portal 2 days: +30 %,
- homepage of the portal 7 days: +60 %
- additional section: +50% for each section
- delivery of an article in the Newsletter: + 30%

NEWSLETTER

- graphic advertisement (maximum file size: 30 KB; size: 400 x 135 pixels; format: JPG or GIF without animation) **PLN 3000** (one-off delivery)
- text information (maximum length: 400 characters) **PLN 3000** (one-off delivery)



HOMEPAGE OF THE PORTAL



HOMEPAGE OF THE SERVICE



PARTNER'S BUSINESS SUBPAGE

Valid from 15.11.2021

For more information, please contact us at:

Grupa PTWP

Plac Stawika i Antalla 1, 40-163 Katowice

Dział Marketingu i Sprzedaży

marketing@ptwp.pl

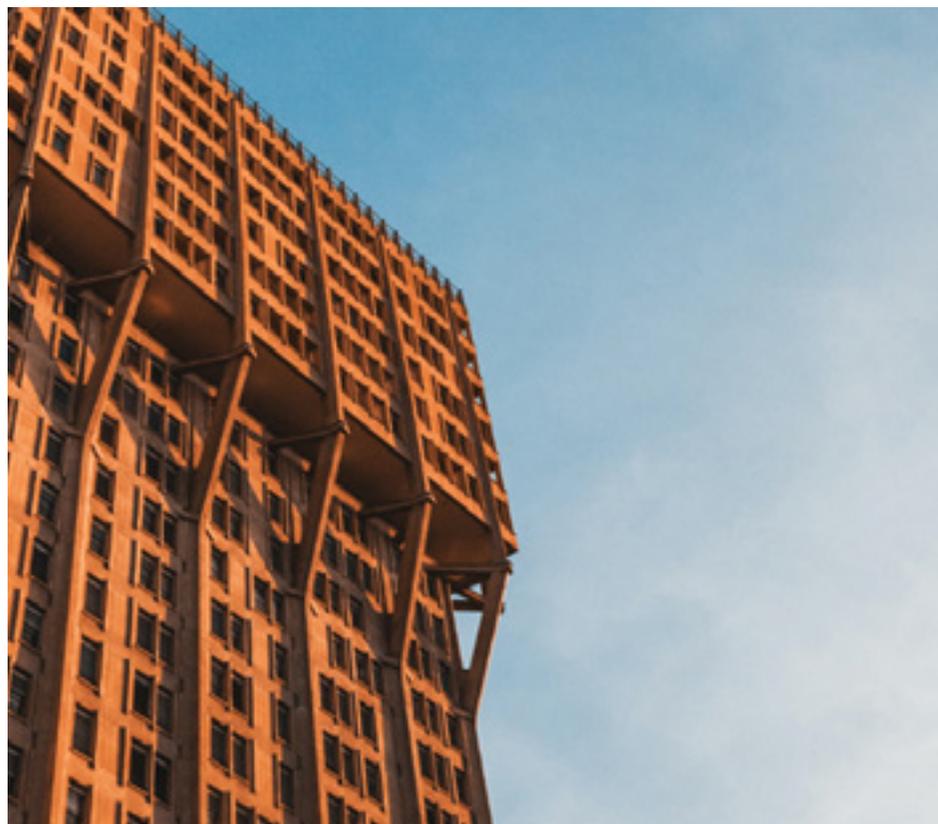
Additional options available for an extra charge:

Adding external codes to the campaign: + 30% surcharge

Capping – the possibility of limiting the number of views of the advertisement for a single user (50% surcharge on the advertisement's display)

Targeting – display of advertisements on particular days of the week or in particular hours of the day (30% surcharge on the advertisement's display)

Geotargeting – the possibility of displaying advertisements in a specific geographical area only (25% surcharge on the advertisement's display)



A BILLBOARD

PLN 105

A graphic advertising element placed at the top of the page.

750x100 pixels/ up to 150 kB/ GIF, JPEG

C RECTANGLE

PLN 158

A square-like form of advertising displayed in the centre of the right column of the website.

300x250 pixels/ up to 150 kB/ GIF, JPEG

A2 DOUBLE BILLBOARD

PLN 158

A graphic advertising element twice as large as the billboard, placed at the top of the page.

750x200 pixels/ up to 150 kB/ GIF, JPEG

C2 HALFPAGE

PLN 190

It is double the size of the rectangle banner. The advertisement is displayed in the centre of the right column of the website.

300x600 pixels/ up to 150 kB/ GIF, JPEG

B BANNER

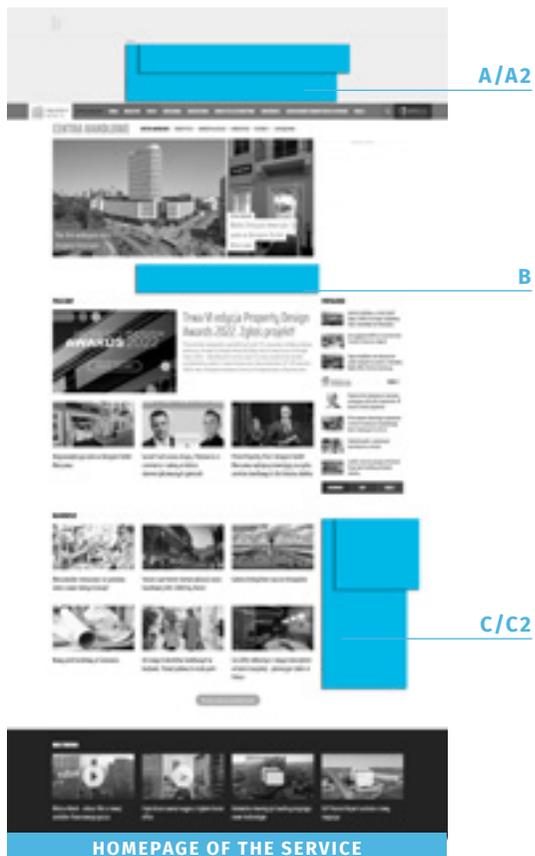
PLN 105

An advertising banner in the middle of the page.

750x100 pixels/ up to 150 kB/ GIF, JPEG

Valid from 15.11.2021

STATIONARY DEVICES VISUALIZATION



MOBILE DEVICES VISUALIZATION

