

RynekZdrowia.pl

ADVERTISING PRICE LIST



Valid since 3.12.2021 r.

PARTNER OF THE PORTAL

- awarding of the title of the sponsor/partner of the portal;
- publication of the logo on the home page of the portal;
- publication of the logo on the home pages 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 homepage of portal (to be displayed for 2 days);
- one-off delivery of text to the Newsletter subscribers; of the portal.

VALUE OF THE PACKAGE: PLN 8 700 PER 1 MONTH

2. PARTNER OF THE SERVICE

- awarding of the title of the sponsor/partner of the service;
- publication of the logo on the home page 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 article in a selected service of the portal (to be displayed for 1 week)
- one-off delivery of text to the Newsletter subscribers;

VALUE OF THE PACKAGE: PLN 6 000 PER 1 MONTH

3. SPONSORED ARTICLE

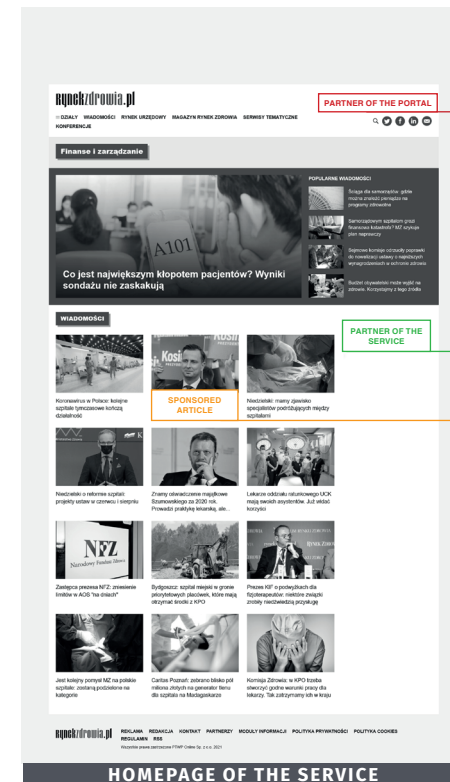
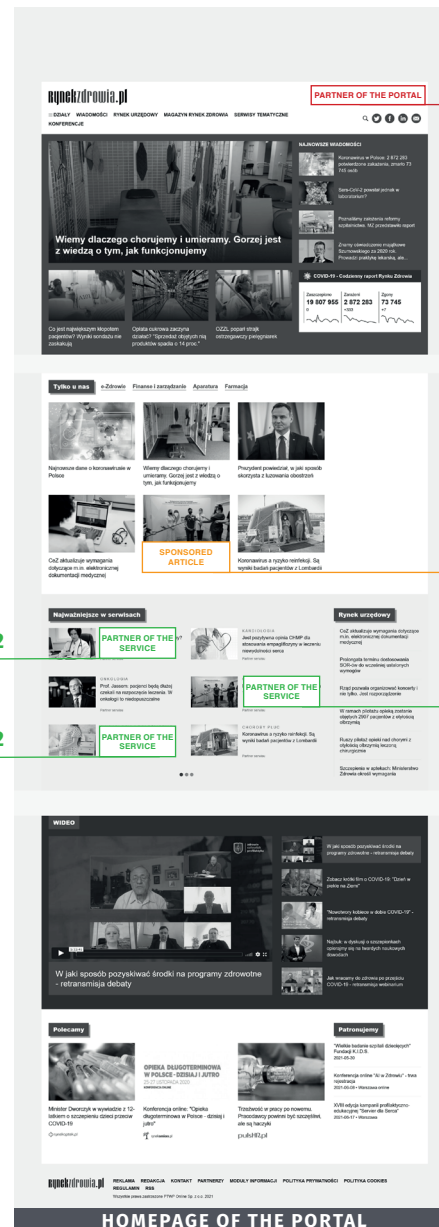
- publication (placed in section News)
- 1 week – PLN **4 200 net**

SURCHARGES:

- Surcharges: homepage of the portal - 2 days - 30 %, 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 **3 500** (one-off delivery)
- text information (maximum length: 400 characters) PLN **3 500** (one-off delivery)



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For more information, please contact
the PTWP Group Advertising Office

PTWP Group

Plac Stawika i Antalla 1, 40-163 Katowice

Dział Marketingu i Sprzedaży

marketing@ptwp.pl

Options available at an additional charge:

Capping – the possibility of limiting the number of hits for a single user (50% display surcharge).

Targeting – display of advertisements on particular days of the week or at particular hours of the day (30% display surcharge).

Geotargeting – the possibility of displaying advertisements in a specific geographical area only (25% display surcharge).

Adding external codes to the campaign: + 30% surcharge.

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 graphic advertisement placed high in the right-hand column of the webpage.

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

A2 DOUBLE BILLBOARD PLN 158

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

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

C2 HALF PAGE PLN 190

· A graphic advertisement placed high in the right-hand column of the webpage.

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

B BAR PLN 105

· A graphic advertisement placed in the central part of the webpage, directly under the main menu of the webpage. It is also a kind of an in-text advertisement.

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



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STATIONARY DEVICES VISUALIZATION

MOBILE DEVICES VISUALIZATION

A/A2

B

C/C2

HOMEPAGE OF THE PORTAL

A/A2

B

C/C2

HOMEPAGE OF THE SERVICE

A/A2

B

C/C2

HOMEPAGE OF THE PORTAL

C/C2

HOMEPAGE OF THE SERVICE