



## ADVERTISING PRICE LIST



Valid since 1.12.2021

**1. 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 11,200 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 7,700 PER 1 MONTH****3. SPONSORED ARTICLE**

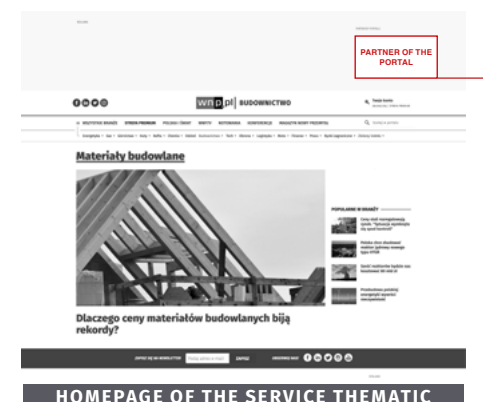
- publication under Puls Gospodarki (homepage) / Puls Branży section (service of the portal)
- 1 week – **PLN 5,400**

**SURCHARGES:**

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

**NEWSLETTER**

- graphic advertisement (maximum file size: 30 kB; size: 400 × 135 pixels; format: JPG or GIF without animation) **PLN 6,500** (one-off delivery)
- text information (maximum length: 400 characters) **PLN 6,500** (one-off delivery)



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For more information, please contact  
the PTWP Group Advertising Office

**PTWP Group**

**Plac Sławika i Antalla 1, 40-163 Katowice**

**Dział Marketingu i Sprzedaży**

**marketing@ptwp.pl**

**Options available at an additional charge:**

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

**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).

## 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 form of banner advertising in the shape resembling a square.

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

## A2 DOUBLE BILLBOARD

**PLN 158**

It is double the size of the billboard banner. A graphic advertising element 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 BAR

**PLN 90**

A graphic advertising element at the top of the page. The graphic form is an in-text advertising element as well.

**600x50 pixels/ up to 150 kB/ GIF, JPEG**

## B2 DOUBLE BAR

**PLN 130**

It is double the size of the bar banner. A graphic advertising element at the top of the page. The graphic form is an in-text advertising element as well.

**600x100 pixels/ up to 150 kB/ GIF, JPEG**





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## STATIONARY DEVICES VISUALIZATION

**A/A2**

**B/B2**

**C/C2**

**HOMEPAGE OF THE PORTAL**

**A/A2**

**B/B2**

**C/C2**

**HOMEPAGE OF THE SERVICE**

## MOBILE DEVICES VISUALIZATION

**A/A2**

**B/B2**

**C/C2**

**HOMEPAGE OF THE PORTAL**

**A/A2**

**B/B2**

**C/C2**

**HOMEPAGE OF THE SERVICE**