



## ADVERTISING PRICE LIST

Valid since 1.06.2021 r.

### 1. PARTNER OF THE PORTAL

- awarding of the title of the sponsor/partner of the portal;
- publication of the logo (along with a link to the website) on the home page of the portal;
- publication of the logo (along with a link to the website) on the home pages of the main services of the portal;
- publication of the logo (along with a link to the website) on all subpages of the portal;
- the company's business subpage with a company presentation and information about its activities
- possible publication of 1 sponsored article in a selected service of the portal (to be displayed for 2 weeks);
- one-off delivery of a sponsored text to the Newsletter subscribers;
- possible publication of 1 specialist text in a selected service of the portal.

**VALUE OF THE PACKAGE: PLN 6 900 PER 1 MONTH**

### 2. PARTNER OF THE SERVICE

- awarding of the title of the sponsor/partner of the service;
- publication of the logo (along with a link to the website) on the home page of the service;
- publication of the logo (along with a link to the website) on all subpages of the service;
- the company's business subpage with a company presentation and information about its activities
- possible publication of 1 specialist text in the service of the portal, in the 'Articles' section

**VALUE OF THE PACKAGE: PLN 4 000 PER 1 MONTH**

### 3. PARTNER OF THE THEMATIC SERVICE

- preparation of a thematic service in accordance with the standards pursued by the portal;
- awarding of the title of the sponsor/partner of the service;
- publication of the logo (along with a link to the website) in the tab that opens the service;
- publication of the logo (along with a link to the website) on the home page of the service;
- publication of the logo (along with a link to the website) on all subpages of the service;

- possible publication of texts in the service;
- possible delivery of multimedia files as part of the service.

**VALUE OF THE PACKAGE: PLN 12 000 PER 3 MONTHS  
EACH SUBSEQUENT MONTH: PLN 3 500 PER 1 MONTH**

### 4. SPONSORED ARTICLE

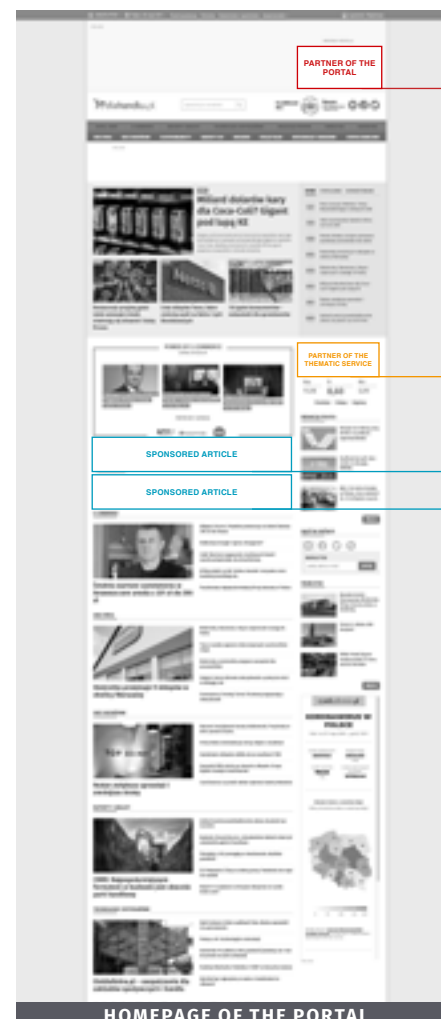
- 1 week – **PLN 3 500 NET**
- publication in a selected service

#### PAYMENTS:

- home page: +50%; additional section: +50% for each section;
- delivery of an article in the Newsletter: **PLN 1 500**

#### NEWSLETTER

- graphic advertisement (maximum file size: 30 KB; size: 400 × 135 pixels; format: JPG or GIF without animation) **PLN 3 500** (one-off delivery)
- text information (maximum length: 400 characters) **PLN 3 000** (one-off delivery)



HOMEPAGE OF THE PORTAL



HOMEPAGE OF THE SERVICE

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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).



**A BILLBOARD** **PLN 105**

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

750x100 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

**B LONG BAR** **PLN 100**

An advertising banner at the top of the page.

940x50 pixels/ up to 150 kB/ GIF, JPEG

**B2 DOUBLE LONG BAR** **PLN 130**

An advertising banner at the top of the page.

940x100 pixels/ up to 150 kB/ GIF, JPEG

**C SHORT BAR** **PLN 90**

An advertising banner in the middle of the page.

650x50 pixels/ up to 150 kB/ GIF, JPEG

**C2 DOUBLE SHORT BAR** **PLN 110**

An advertising banner in the middle of the page.

Graficzny element reklamowy w centralnej części strony, umieszczony pod najważniejszymi informacjami w portalu. Forma graficzna jest również reklamą śródtekstową.

650x100 pixels/ up to 150 kB/ GIF, JPEG

**D RECTANGLE** **PLN 158**

A form of banner advertising in the shape resembling a square. It is double the size of the rectangle banner. The advertisement is displayed in the centre of the right column of the service.

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

**D2 HALFPAGE** **PLN 190**

A form of banner advertising in the shape resembling a square. It is double the size of the rectangle banner. The advertisement is displayed in the centre of the right column of the service.

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

**E BUTTON** **PLN 80**

Graphic advertisement placed on the right side of the page.

300x100 pixels/ up to 150 kB/ GIF, JPEG

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STATIONARY DEVICES VISUALIZATION

MOBILE DEVICES VISUALIZATION

**A/A2**

**B/B2**

**C/C2**

**D/D2**

**E**

**HOMEPAGE OF THE PORTAL**

**A/A2**

**B/B2**

**C/C2**

**D/D2**

**E**

**HOMEPAGE OF THE SERVICE**

**A/A2**

**B/B2**

**C/C2**

**E**

**D/D2**

**HOMEPAGE OF THE PORTAL**

**A/A2**

**B/B2**

**C/C2**

**E**

**D/D2**

**HOMEPAGE OF THE SERVICE**