



ADVERTISING PRICE LIST

1. PARTNER OF THE PORTAL

- Title of the partner of the portal
- Displaying logo on the main page of the website, on the main pages of websites in the portal and on all subpages of the portal
- Partner's company subpage, contact details and information on their business with highlighted information of their company in the portal
- Possibility of publishing 2 multimedia materials or articles in one of the subpages in the recommended section (duration: 7 days)
- One-off distribution of each multimedia material or article published under the partnership with the portal to subscribers of the farmer.pl newsletter in the our recommendations window (titles + picture + link to the entire material)

2. MAIN BULLETIN PARTNER EXCLUSIVE

- Awarding the title of the main partner of of a selected website
- Displaying logo on the main page of the portal and other subpages of a selected websites
- Partner's company subpage, contact details and information on their business with highlighted information of their company in the portal
- Possibility of publishing 2 multimedia materials or articles in one of a selected websites in the recommended section (duration: 7 days)
- One-off distribution of each multimedia material or article published under the partnership with the portal to subscribers of the farmer.pl newsletter in the our recommendations window (titles + picture + link to the entire material)

3. PARTNER OF THE WEBSITE

- Title of the main partner of a selected website
- Displaying partner's logo on the main page of the website and other subpages of a selected websites
- Partner's company subpage, contact details and information on their business with highlighted information of their company in the portal

- Possibility of publishing 2 multimedia materials or articles in one of a selected websites in the recommended section (duration: 7 days)
- One-off distribution of each multimedia material or article published under the partnership with the portal to subscribers of the farmer.pl newsletter in the our recommendations window (titles + picture + link to the entire material)

4. PARTNER OF A SPECIAL WEBSITE (ATTRACTIVE GRAPHIC)

- Title of a partner of a special website
- Displaying logo (with a link to the page) in the bookmark opening the special website of the main page of the portal (graphics developed by a PTP studio)
- Possibility of publishing texts, articles, press releases or multimedia files in special website (up to the total of 8 materials)
- Possibility of publishing 1 advertising article in one of the selected websites (7 days in the recommended section)
- Announcing the website two times in the farmer.pl website in the form of a banner measuring 400x135 with a link to the special website (banner places in the top part of the newsletter)
- One-off announcement of the website on the farmer.pl website after it has been accepted by the editorial office
- One-off distribution of 3 articles published in the special website, the farmer.pl newsletter and in the in the
- our recommendations window (title + pictures + link the full material)

5. STANDARD ADVERTISING ARTICLE/VIDEO (EXPOSED IN THE “RED BAR”)

- Article or a video in the selected websites
- Visibility: the popular section – 7 days on the red bar, the recommended section – 7 days (main page of the selected websites)
- Articles are stored in the website

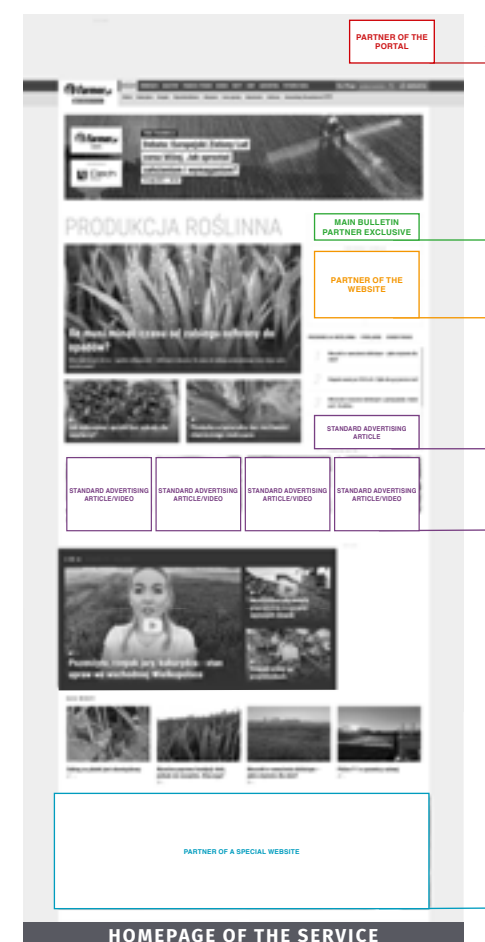
Surcharge for shipping in the newsletter **PLN 1,500**



- visual advertisement (files up to 30 kb, 400x135 px, JPG or GIF format, no animation) **PLN 3,500** (one-off distribution)
- textual advertisement (up to 400 characters) **PLN 3.000** (one-off distribution)

ADDITIONAL CHARGES (PRICES APPLY TO THE PARTNER'S COMBINED OFFER):

- developing an “ask the expert” communicator with a direct link to Partner’s e-mail address **PLN 1,000/MONTH**



Valid since 1.06.2021 r.

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

Graphic advertising element located in the top of a page.

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

A2 DOUBLE BILLBOARD

PLN 158

A rectangular advertising element double the size of a billboard, located in the top of a page.

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

A3 MEGABILLBOARD

PLN 350

Graphic advertising element located just below the quotes and above the latest news.

1355x400 pixels (PC); 300x600 pixels (mobile) / up to 150 kB/ GIF, JPEG

B BAR

PLN 90

Graphic advertising element located in the central part of the page, under the most important news in the portal. The graphic advertisement is placed among text.

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

B2 LONG BAR

PLN 120

Graphic advertising element located in the central part of the page, under the most important news in the portal.

The graphic advertisement is placed among text.

900x100 pixels/ up to 150 kB/ GIF, JPEG

C RECTANGLE

PLN 130

A form of a rectangular advertising banner, placed on the right side of the page.

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

C2 HALFPAGE

PLN 158

An advertising format double the size of a rectangle.

A form of a rectangular advertising banner, placed on the right side of the page.

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

D BUTTON

PLN 90

On the main page: Graphic advertising element right below the list of the most important news, above the special Website. It is possible to order a few banners displayed simultaneously (one next to another).

430x120 pixels/ up to 150 kB/ GIF, JPEG

Valid since 1.06.2021 r.

STATIONARY DEVICES VISUALIZATION



HOMEPAGE OF THE PORTAL



HOMEPAGE OF THE SERVICE

Labels for Stationary Devices Visualization:

- A/A2
- B/B2
- A3
- D
- C/C2

MOBILE DEVICES VISUALIZATION



HOMEPAGE OF THE PORTAL



HOMEPAGE OF THE SERVICE

Labels for Mobile Devices Visualization:

- A/A2
- B/B2
- A3
- D
- C/C2