



 rynekapteki.pl

**ADVERTISING PRICE LIST**

## ADVERTISING PRICE LIST OF WEB RYNEKAPTEK.PL

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;
- possible publication of 1 sponsored article in a selected service of the portal (to be displayed for 1 week);
- 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 3 500 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;
- possible publication of 1 specialist text in the service of the portal, in the 'Articles' section.

**VALUE OF THE PACKAGE: PLN 3 000 PER 1 MONTH**

### 3. SPONSORED ARTICLE

- publication in a selected service
- publication (placed in the righthand service - „Najnowsze/popularne“)
- 2 weeks – **PLN 3 000**
- 1 week – **PLN 2 000**

### SURCHARGES:

- Additional section: +50% for each section; delivery of an article in the Newsletter – **PLN 1 000**

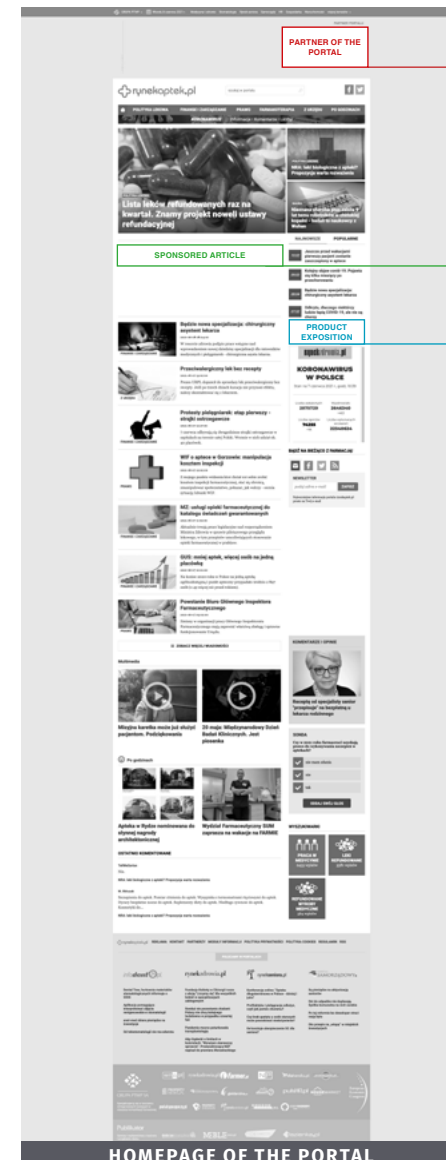
### 4. COLUMN „Z PÓŁKI APTECZNEJ”

- (presentation by turns a six drugs/ medical products – photography + description)

**VALUE OF THE PACKAGE: PLN 12 000/ 12 MONTH EACH NEXT MONTHS: PLN 1 500/ 1 MONTH**

### NEWSLETTER

- graphic advertisement (maximum file size: 30 KB; size: 400 × 135 pixels; format: JPG or GIF without animation) **PLN 2 500** (one-off delivery)
- text information (maximum length: 400 characters) **PLN 2 000** (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).

**A BILLBOARD**

**PLN 105**

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

**750x50 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.

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

**C2 HALFPAGE**

**PLN 190**

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

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

**B BANNER**

**PLN 90**

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

**620x50 pixels/ up to 150 kB/ GIF, JPEG**

**D BUTTON**

**PLN 50**

A graphic advertisement placed high in the right-hand column of the webpage, constantly published within a specified time period.

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

**B2 DOUBLE BANNER**

**PLN 110**

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.

**620x100 pixels/ up to 150 kB/ GIF, JPEG**





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STATIONARY DEVICES VISUALIZATION

MOBILE DEVICES VISUALIZATION

A/A2

B/B2

C/C2

D

HOMEPAGE OF THE PORTAL

A/A2

B/B2

C/C2

D

HOMEPAGE OF THE SERVICE

A/A2

B/B2

C/C2

D

HOMEPAGE OF THE PORTAL

A/A2

B/B2

C/C2

D

HOMEPAGE OF THE SERVICE