

ADVERTISING PRICE LIST of web portal rynekapteki.pl

VALID since 22 OCT. 2018

For more information, please contact the PTWP Group Advertising Office.

PTWP Group
Plac Sławika i Antala 1
40-163 Katowice

Marketing and Sales Department
e-mail: marketing@ptwp.pl
phone: +48 32/ 209 13 03



A

PLN 105

A Billboard

A graphic advertisement placed at the top of the webpage.
750x100 pixels / Up to 35 kB / GIF, JPEG, SWF

A2

PLN 158

A2 Double Billboard

A graphic advertisement placed at the top of the webpage.
750x200 pixels / Up to 50 kB / GIF, JPEG, SWF

B

PLN 90

B Banner

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 25 kB / GIF, JPEG, SWF

B2

PLN 110

B Double Banner

B Banner 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 35 kB / GIF, JPEG, SWF

C

PLN 158

C Rectangle

A graphic advertisement placed high in the right-hand column of the webpage.
300x250 pixels / Up to 35 kB / GIF, JPEG, SWF

C2

PLN 190

C Halfpage

A graphic advertisement placed high in the right-hand column of the webpage.
300x600 pixels / Up to 50 kB / GIF, JPEG, SWF

D

PLN 50

D Button

A graphic advertisement placed high in the right-hand column of the webpage, constantly published within a specified time period.
300x100 pixels / Up to 25 kB / GIF, JPEG, SWF

Additional options available for an extra charge:

Capping – an option limiting a number of times a unique user is shown an advertisement within a specific time period (available at an extra charge of 50%)

Targeting – an option enabling an advertisement to be published according to certain time criteria, i.e. within specific hours or days of the week (available at an extra charge of 30%)

Geotargeting – an option limiting ad publication to a specific geographical region (available at an extra charge of 25%)

Quoted prices covers 1,000 pageviews. The prices do not include VAT.

HOMEPAGE OF THE PORTAL



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 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 3,500.00 per 1 month

2. Sponsored article

- publication in a selected service
- publication (placed in the righthand service - „Najnowsze/popularne”

1 month – PLN 3,000.00 zł net

2 weeks – PLN 2,000.00 net

Surcharges:

Additional section: +50% for each section; delivery of an article in the Newsletter: +1,000/00 PLN

HOMEPAGE OF THE SERVICE



3. 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 3,000.00 per 1 month

4. Column „Z półki aptecznej”

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

Value of the package:

PLN 12,000.00 PLN / 12 months

PLN 1 500 PLN / 1 month

Newsletter

- graphic advertisement (maximum file size: 15 KB; size: 400 × 135 pixels; format: JPG or GIF without animation)

PLN 2,500.00 (one-off delivery)

- text information (maximum length: 400 characters)

PLN 2,000.00 PLN (one-off delivery)

All prices exclude VAT. The publisher reserves the right to change the offer.