

# ADVERTISING PRICE LIST of the WNP.PL portal

Valid from 01.11.2020



For more information, please contact the Advertising Office

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**A/A2** **Billboard / Double Billboard**

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

A: 750 × 100 pixels / up to 50 kB / GIF, JPG  
A2: 750 × 200 pixels / up to 100 kB / GIF, JPG

**PLN 105**  
**PLN 158**

**B/B2** **Bar / Double Bar**

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

B: 600 × 50 pixels / up to 35 kB / GIF, JPG  
B2: 600 × 100 pixels / up to 50 kB / GIF, JPG

**PLN 90**  
**PLN 130**

**C/C2** **Rectangle / Halfpage**

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 website.

C: 300 × 250 pixels / up to 50 kB / GIF, JPG  
C2: 300 × 600 pixels / up to 100 kB / GIF, JPG

**PLN 158**  
**PLN 190**

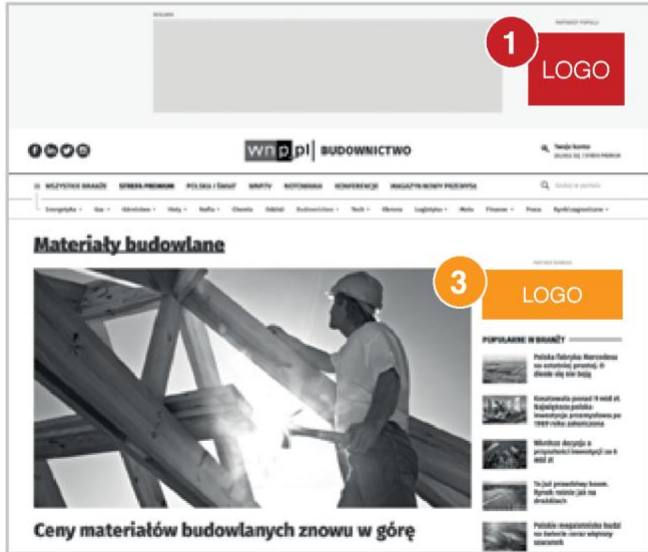
**Options available at an extra charge:**

- Capping** – the possibility of limiting the number of advertisement hits for a single user (50% surcharge on the advertisement's display)
- Targeting** – display of advertisements on particular days of the week or in particular hours of the day (30% surcharge on the advertisement's display)
- Geotargeting** – the possibility of displaying advertisements in a specific geographical area only (25% surcharge on the advertisement's display)

All prices exclude VAT and are valid for 1,000 hits. The publisher reserves the right to change the offer.



## THEMATIC WEBSITE



### 1. Portal Partner

- awarding of the title of Portal Partner;
- publication of the Partner's logo on the portal's homepage as well as on the homepages of the portal's websites and on all subpages 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;
- possibility of publishing 1 sponsored article on a selected website of the portal (to be displayed for 2 weeks);
- one-off delivery of a sponsored article to the Newsletter subscribers;
- possibility of publishing 1 specialist text on a selected website of the portal.

**Value of the package: PLN 10,900.00 / 1 month**

### 2. Website Partner

- awarding of the title of website Partner;
- publication of the Partner's logo on the website's homepage as well as on all subpages of the website;
- 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;
- possibility of publishing 1 specialist text on a website of the portal.

**Value of the package: PLN 7,000.00 / 1 month**

### 3. Thematic (specialised) Website Partner

- preparation of a thematic website in accordance with the standards of the portal;
- awarding of the title of Website Sponsor/Partner;
- publication of the logo (along with a link to the website) in the tab that opens the Website;
- publication of the logo (along with a link to the website) on the homepage of the Website;
- publication of the logo (along with a link to the website) on all subpages of the Website;
- possibility of publishing texts on the Website;
- possibility of broadcasting multimedia files on the Website.

**Value of the package: PLN 21,000.00 / 3 months**

**Each subsequent month: PLN 5,000.00 / 1 month**

### 4. Sponsored article

- red link under the Puls Gospodarki section (homepage) / Puls Branży section (website)

**1 week – PLN 4,500.00**

**surcharges:**

Homepage +50%, **additional website +50% (repetition of the article on the second website), sending an article as part of the Newsletter – PLN 2,000.00**

### 5. Newsletter

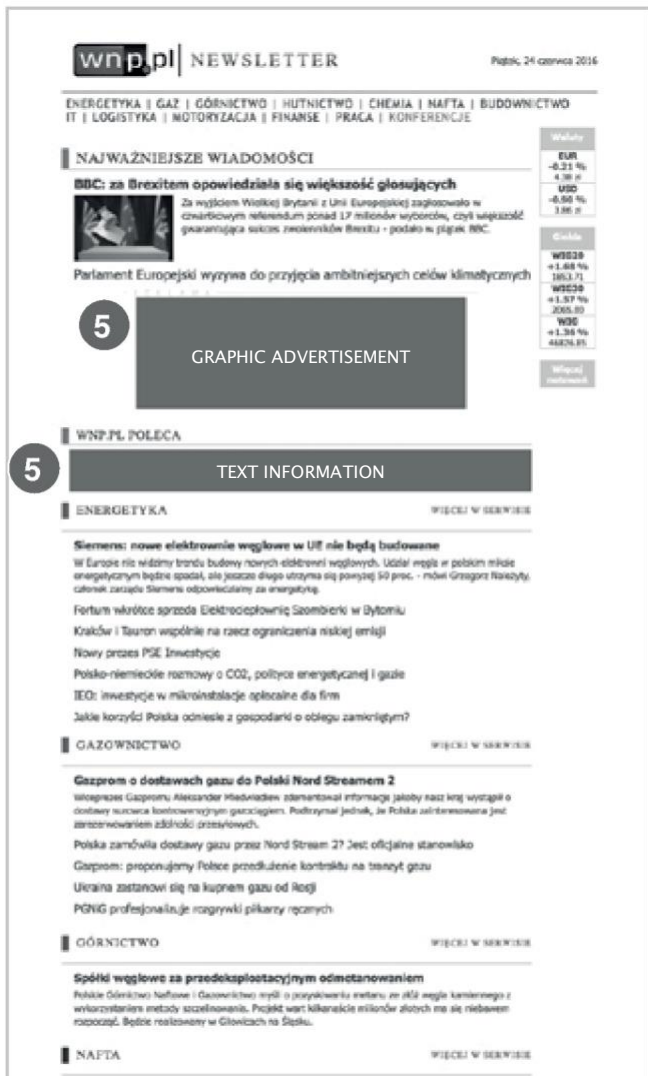
- graphic advertisement (maximum file size: 30 kB; size: 400 × 135 pixels; format: JPG or GIF without animation)

**PLN 4,500.00 (one-off delivery)**

- text information (maximum length: 400 characters)

**PLN 4,000.00 (one-off delivery)**

## NEWSLETTER



### Additional fees (prices apply to the combined Website Sponsor/Partner offer):

- publication of the Partner's specialist article in an industry-specific section (outside the website) **PLN 1,500.00**
- one-off delivery of the Partner's specialist article to the Newsletter subscribers **PLN 2,000.00**
- creation of an 'Ask an Expert' messenger service with a direct link to the Partner's email **PLN 1,000.00 / 1 month**

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