

PRICE LIST OF ADVERTISEMENTS

on the websites
of the Wyborcza.pl group

Price list valid from January 9, 2023 r.

Price list for entrepreneurs. The given prices are net prices
for 1000 views (CPM), do not include VAT.

 **wyborcza.pl**

 **wyborcza.pl**

 **Shift**

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 wyborcza.pl

 GAZETA wyborcza

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The pricelist is addressed to entrepreneurs - it does not constitute information addressed to people who want to purchase the services offered for purposes not directly related to their business or professional activities - such persons are invited to contact Agora S.A. for information on prices including VAT.

In matters not covered in this price list apply „General rules for placing advertisements on group websites wyborcza.pl” and „Technical specification of advertisements on websites of wyborcza.pl group.” Technical possibility of broadcasting advertising formats on some websites may be limited.

For more details please contact:

reklama@wyborcza.pl, tel. (22) 555 55 55

The price list applies to websites from the wyborcza.pl: wyborcza.pl, wyborcza.biz, wysokieobcasy.pl, cojestgrane24.pl, biqdata.pl, magazyn-kuchnia.pl, serwisy lokalne (bialystok.wyborcza.pl, bielskobiala.wyborcza.pl, bydgoszcz.wyborcza.pl, czestochowa.wyborcza.pl, elblag.wyborcza.pl, gliwice.wyborcza.pl, gorzow.wyborcza.pl, kalisz.wyborcza.pl, katowice.wyborcza.pl, kielce.wyborcza.pl, koszalin.wyborcza.pl, krakow.wyborcza.pl, lodz.wyborcza.pl, lublin.wyborcza.pl, olsztyn.wyborcza.pl, opole.wyborcza.pl, plock.wyborcza.pl, poznan.wyborcza.pl, radom.wyborcza.pl, rybnik.wyborcza.pl, rzeszow.wyborcza.pl, sosnowiec.wyborcza.pl, szczecin.wyborcza.pl, torun.wyborcza.pl, trojmiasto.wyborcza.pl, walbrzych.wyborcza.pl, warszawa.wyborcza.pl, wroclaw.wyborcza.pl, zakopane.wyborcza.pl, zielonagora.wyborcza.pl).

Local websites are part of the wyborcza.pl website, however, advertisements placed in these price lists are priced separately. Therefore, if it is still in the price list and it concerns the website wyborcza.pl, this does not include local websites, unless explicitly stated otherwise.

I. DISPLAY CAMPAIGNS WYBORCZA.PL

The display campaigns are carried out in the CPM model. Campaigns on the wyborcza.pl group websites can be implemented on all devices or on selected devices (it depends on the type of format)

TYPES OF CAMPAIGN:

1. Range campaigns – RON

– RON – all websites of the wyborcza.pl group

2. Campaigns targeted at user segments

Emission within the RON of the wyborcza.pl group to a selected segment of users. For detailed pricing of a campaign targeted at a selected group of users, please contact the wyborcza.pl advertising office.

3. Campaigns targeted at subscribers

Emission to users who have purchased paid access. For detailed pricing of a campaign targeted at a selected group of users, please contact the wyborcza.pl advertising office.

4. Thematic bundles

A bundle is a closed list of sites / departments on which a campaign is being broadcast.

– **news category** – wyborcza.pl (country, world, opinions, video department) + local websites

– **business category** – wyborcza.pl (dział gospodarka) + wyborcza.biz + komunikaty.pl

– **sport category** – sports department at wyborcza.pl + sports departments on local websites

– **lifestyle category** – wysokieobcasy.pl + Instytut Dobrego Życia + magazyn-kuchnia.pl + wyborcza.pl departments: Duży Format, Nauka, Tylko Zdrowie

– **culture category** – culture department wyborcza.pl, department Gazeta Telewizyjna wyborcza.pl + cojestgrane24.wyborcza.pl

– **man category** – wyborcza.pl departments: Sport, Technologie, Nauka, Ale Historia, Więcej Świata, Magazyn Świąteczny

– **women category** – wysokieobcasy.pl + Instytut Dobrego Życia + magazyn-kuchnia.pl + wyborcza.pl departments: Tylko Zdrowie, Listy, Książki, Edukacja, Kultura, Classic, Duży Format

5. Dedicated campaigns:

Campaigns broadcast on any configuration of websites.

EMISSION ON WEBSITES: WYBORCZA.PL, WYBORCZA.BIZ, WYSOKIEOBCASY.PL, KOMUNIKATY.PL, MAGAZYN-KUCHNIA.PL, APPLICATION GAZETA WYBORCZA AND ON THE THEMATIC BUNDLES

Product	Dedicated campaigns RC	Standard emission of advertising formats				
		All Screens	Desktop & Tablet	Desktop	Smartphone	Application
Topboard 750x200/750x300/940x300	PLN 240	•				
Video backlayer	PLN 300			•		
Rectangle 300x250	PLN 140		•			
Halfpage 300x600	PLN 160		•			
Bottom Rectangle 300x250	PLN 100		•			
Top Mobile Board 300x150	PLN 230				•	•
Middle Mobile Rectangle 300x250	PLN 200				•	•
Bottom mobile rectangle	PLN 125				•	
Page Break	PLN 300				•	
Pre-roll/Sponsorship Board	PLN 300	•				

EMISSION ON LOCAL SERVICES AND RON

Product	local services	RON	Standard emission of advertising formats				
			All Screens	Desktop & Tablet	Desktop	Smartphone	Application
	RC	RC					
Topboard 750x200/750x300/940x300	PLN 165	PLN 135	•				
Video backlayer	PLN 300	PLN 250			•		
Rectangle 300x250	PLN 135	PLN 90		•			
Halfpage 300x600,	PLN 150	PLN 105		•			
Bottom Rectangle 300x250	PLN 105	PLN 75		•			
Top Mobile Board 300x150	PLN 150	PLN 150				•	•
Middle Mobile Rectangle 300x250	PLN 135	PLN 135				•	•
Bottom mobile rectangle	PLN 90	PLN 90				•	
Page Break	PLN 165	PLN 165				•	
Pre-roll/Sponsorship Board	PLN 300	PLN 250	•				

II. ONE-DAY WYBORCZA.PL

Permanent 24h presence on wyborcza.pl (without local websites)

On tablets and smartphones, the issue of materials in JPG or PnG format. A one-day is prioritized over other emissions.

For all screens campaign required dedicated creation to smartphones 600x300 px.

We recommend static forms.

Product	one-day wyborcza.pl					
	All Screens		Desktop & Tablet		Mobile (smartphone & application wyborcza.pl)	
	Working days	Saturday or Sunday	Working days	Saturday or Sunday	Working days	Saturday or Sunday
Premiumboard 1170x120/320x100	PLN 180 000	PLN 140 000				
Topboard 1170x300/600x300	PLN 145 000	PLN 120 000				
Halfpage 300x600			PLN 60 000	PLN 48 000		
Mobile rectangle 300x250					PLN 100 000	PLN 80 000

In order to evaluate the campaign in the FF model on the selected local site, please contact the wyborcza.pl advertising office.

III. ONE-DAY WYSOKIEOBCASY.PL

Permanent 24h presence on wysokieobcasy.pl

A one-day is prioritized over other emissions.

For all screens campaign required dedicated creation to smartphones 600x300 px.

We recommend static forms.

Product	one-day wysokieobcasy.pl					
	All Screens		Desktop & Tablet		Mobile (smartphone)	
	Working days	Saturday or Sunday	Working days	Saturday or Sunday	Working days	Saturday or Sunday
Topboard 1170x300/600x300	PLN 24 000	PLN 26 000				
Halfpage 300x600			PLN 7 000	PLN 7 500		
Mobile rectangle 300x250					PLN 7 500	PLN 8 900

IV. SPONSORED ARTICLE

Emission period of 1 week. Publication on one indicated website from the wyborcza.pl group.

Product	Price	Place of emission		
		All Screens	Desktop & Tablet	Smartphone
	RC			
Sponsored article	12 000 zł	•		
Sponsored article local service	7 000 zł	•		

V. EXTRAS

Subscribers targeting	50%
Selected segment of users targeting	30%
Targeting using Content and Custom Categories	30%
Technical targeting (geolocation, devices)	30%
Rich media extensions (expand, stream)	50%
Combined emission (top format + Wallpaper)	30%
Capping	10%

APPENDIX 1

Advertising grid on websites in the Wyborcza.pl Group

		desktop	mobile	aplication
wyborcza.pl	HP	LINK	LINK	LINK
	Article Pages	LINK	LINK	
wyborcza.pl local pages	HP	LINK	LINK	
	Article Pages	LINK	LINK	
wyborcza.biz	HP	LINK	LINK	
	Article Pages	LINK	LINK	
wysokieobcasy.pl	HP	LINK	LINK	
	Article Pages	LINK	LINK	
komunikaty.pl	HP	LINK	LINK	
	Article Pages	LINK	LINK	
odeszli.pl	HP	LINK	LINK	
	Article Pages	LINK	LINK	