Offer for businesses. Payable before publication. Prices in PLN, excluding VAT. Effective 01.01.2024 r.

STANDARD INSERTS RATE CARD

STANDARD INSERTS RATE CARD	Gazeta Wyborcza	Wyborcza TV	Wysokie Obcasy
national reach	0,18	0,18	0,17
Warsaw reach	0,20	0,19	0,19
other local reaches			
pow. 30 001 nakładu	0,20	0,19	0,19
5 001 – 30 000 nakładu	0,21	0,21	0,20
0 – 5 000 nakładu	0,22	0,22	0,21

TECHNICAL DATA

STANDARD INSERTS IN GAZETA WYBORCZA

Standard inserts:
a single page similar to A6, not smaller than 110 x 155 mm – minimum 210 gsm
a single A5 page (148 x 210 mm) – minimum 130 gsm
a single A4 page (210 x 297 mm) – minimum 90 gsm
Multi-page inserts must be folded along the longer edge.

INSERTS IN WYBORCZA TV

Flyers not exceeding the overall size of a sheet of paper – **format 200 x 295 mm.**

INSERTS IN WYSOKE OBCASY

Flyers not exceeding the overall size of a sheet of paper – **format 220 x 295 mm.**

Detailed technical specifications for flyers can be found in the appendix to "The General Principles of Placing Advertisements in publication of Agora".

Inserts in formats below standard or with irregular shapes may be inserted only in cyclic and occasional issues of Gazeta Wyborcza. Detailed information may be obtained from employees of the sales department of Gazeta Wyborcza.

SURCHARGES

Surcharges:

a) for inserts with dimensions larger than standard requirements:

for inserts of more than one A4 page, which do not exceed the size of a double A4 page and the weight of 30g	**20%**
for inserts of more than two A4 page, which do not exceed the size of a four A4 page and the weight of 30g	**30%**
for inserts with bulk of over four A4 sheets and total weight under 30 g	**40%**
for inserts weighing over 30 g	**for each gram over 30 g - 1%**

Flyers smaller than the required format and weight and flyers with a non-standard shape – prices negotiable.
For insert placement exclusivity in a given publication of Gazeta Wyborcza, for insert placement exclusivity with respect to the business category, for insert placement exclusivity with respect to the type of product being advertised - surcharges to be negotiated.
Attention: random insertion within limited reach or into subscribed circulation is available – prices to be negotiated.
Information on circulation of a given edition can be requested from the sales staff of Gazeta Wyborcza.

OTHER INSERTS SERVICES

Glued in inserts, bound in inserts, wrappers, lamination with inserts.
Prices to be negotiated.
Information on edition availability and circulation of a given edition can be requested from the sales staff of Gazeta Wyborcza.

This rate card does not constitute information directed to persons who wish to purchase the offered services for nonbusiness purposes. Such persons are requested to contact Gazeta Wyborcza advertising offices for appropriate information.