

## I. PUBLISHER'S DECLARATION

Agora S.A. provides the service of publishing advertisements and classified ads in „Gazeta Wyborcza” and other printed publications of which it is the publisher. We provide our clients with the highest quality of services, reliability and professional service

## II. DEFINITIONS

The terms used in these General Terms should be construed as follows:

**General Terms** – these General Terms and Conditions of publishing advertisements and classified ads in publications of Agora S.A.;

**Publisher** – Agora Spółka Akcyjna with its registered seat in Warsaw at the following address: ul. Czerska 8/10, 00-732 Warszawa; registry information: District Court for the Capital City of Warsaw, 13th Business Division of the National Court Register, register of entrepreneurs no. KRS 59944, taxpayer identification number NIP 526-030-56-44, share capital in the amount of PLN 46,580,831.00, paid in full, corporate website URL: [www.agora.pl](http://www.agora.pl), contact e-mail address: [reklama@agora.pl](mailto:reklama@agora.pl), contact phone number: (22) 555 55 55 (charge as for a regular telephone call in accordance with the tariff plan of your telecommunication service provider), contact fax: (22) 555 54 44;

**Publication** – a publication of the Publisher: Gazeta Wyborcza, a Magazine or a other printed publication;

**Gazeta Wyborcza** – printed nationwide daily under the title „Gazeta Wyborcza” published by the Publisher together with all of its regular, occasional and special nationwide or local industry and thematic supplements, as well as all of its local pages appearing in its issues, its electronically distributed copies (including e-edition) as well as press titles published by the Publisher for distribution together with „Gazeta Wyborcza”; the term „Gazeta Wyborcza” does not include the „Wyborcza.pl” electronic daily;

**Magazine** – one of the following printed magazines published by the Publisher: „Wysokie Obcasy Extra”, „Książki. Magazyn do czytania”;

**Block Advert** – an advertisement that is published in print in graphic form and whose size in print is determined by the number of standard units of space adopted by the Publisher;

**Classified Ad** – an advertisement that is published in print in text form with a possible generic graphic distinction or in graphic form, whose size in print is determined by the number of standard text units adopted by the Publisher (characters, lines, or words). Classified Ads are broken down thematically into columns and sub-columns;

**Insert** – a separate advertising material distributed together with a printed Publication, specifically in the form of a leaflet, brochure, catalogue, or product sample, added, sewn in, glued in, or wrapped with the Publication;

**Advertisement** – unless the given provision stipulates otherwise, the term „Advertisement” should be understood as encompassing Block Adverts, Classified Ads and Inserts.

**Advertisement Copy** – electronic copies of Block Adverts or Classified Ads published in printed Publications that are published automatically and without any additional charge;

**Advertiser** – a natural person, legal person or an organisational unit without legal personality that orders the publication of an Advertisement;

**Business Day** – each day of the week except for Saturdays, Sundays and public holidays.

**RODO** – Regulation No. 679/2016 of the European Parliament and of the Council of 27 April 2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data and the repeal of Directive 95/4 / EC.

## III. IMPORTANT INFORMATION FOR SOME GROUPS OF ADVERTISERS

The following information applies only to Advertisers who are natural persons.

If you are a consumer, please refer to the information provided under section III.A. If you run a business, please refer to the information provided under section III.B.

### III.A. NOTICE FOR CONSUMERS

If you are a **consumer** (pursuant to Article 221 of the Polish Civil Code a consumer is a natural person performing a legal act with an entrepreneur that is not directly related to the natural person's business or professional activity), please be informed that:

1. These General Terms apply to agreements with consumers only with respect to the service consisting in the publication of Classified Ads. However, also for these services these General Terms do not apply to agreements concluded remotely and off-premises.
2. If you wish to obtain information about concluding an agreement remotely or ordering a non-standard service, please contact us by e-mail at reklama@agora.pl, by phone at (22) 555 55 55 (charge as for a regular telephone call in accordance with the tariff plan of your telecommunication service provider) or by fax at (22) 555 54 44.
3. Furthermore, in the case of services provided to consumers no provisions of these General Terms regulating the Publisher's and the Advertiser's liability shall apply – this liability is regulated by the law.

In particular, the Publisher is liable for the quality of the services rendered under the provisions of the Polish Civil Code.

4. The Publisher provides no after-sale services and gives no warranty.
5. The Publisher does not require the Advertiser to provide a deposit or any other financial guarantees.
6. The Advertiser makes a one-time payment. There is no minimum duration of the consumer's obligations under the agreement. The Publisher is bound by the agreement as long as the ordered services are rendered.
7. The Publisher does not provide for the use of out-of-court complaint and redress methods, except for the Publisher to consider complaints in accordance with section VIII of these General Terms.

### III.B. INFORMATION FOR NATURAL PERSONS ORDERING ADVERTISEMENTS IN CONNECTION WITH THE PURSUED BUSINESS ACTIVITY

Should the advertisement you order be directly related to the business activity that you pursue (also in the form of a civil partnership in which you are a partner), and this activity does not include the provision of advertising services or advertising intermediation, we kindly inform you that:

If you order an Advertisement from the Publisher (by placing an order for an Advertisement or concluding an agreement with the Publisher in a different form) and the conclusion does not take place at the Publisher's premises (only e.g. by e-mail, by phone, at your or your premises), then:

1. You have the right to withdraw from the agreement for placing an Advertisement within 14 days as from the date of its conclusion, except in the case described under section 6 below.
2. In order to exercise the right to withdraw from the agreement, you must inform us about your decision to withdraw from the agreement by way of an unequivocal statement (e.g. by letter sent by post to the address of Agora S.A., Czerska 8/10, 00-732 Warsaw, by fax to (22) 555 54 44 or by e-mail to reklama@agora.pl).

You may use the model withdrawal form provided below, but it is not obligatory.

**Model withdrawal form**

**(This form should be completed and returned only if you wish to withdraw from the agreement.)**

**Addressee: Agora S.A. ul. Czerska 8/10, 00-732 Warsaw, fax number (22) 555 54 44, e-mail address reklama@agora.pl.**

**I/We hereby give notice of my/our withdrawal from the agreement for the provision of the following service: .....**

**Agreement conclusion date: .....**

**Name and surname of the Advertiser(s) .....**

**Address of the Advertiser(s) .....**

**Signature of the Advertiser(s) (only if the form is sent in paper version) .....**

**Date .....**

3. In order to keep the deadline for withdrawing from the agreement it suffices for you to send information regarding the exercise of your right to withdrawal before the lapse of the deadline for withdrawing from the agreement.
4. In the event of withdrawal from the agreement we shall refund to you all payments received from you, except in the case described under section 6 below. The refund will be made immediately, and in any case not later than within 14 days as from the date on which we are informed about your decision to exercise the right to withdraw from the agreement. We shall refund the payment using the same payment methods that were used by you in the transaction to which the withdrawal relates, unless you have expressly agreed to a different solution; in any event, you shall not incur any fees in connection with such a refund.
5. If you have requested the commencement of the service of publishing an Advertisement before the lapse of the deadline for withdrawing from the agreement, you shall pay us an amount proportional to the scope of services provided up to the moment you informed us about your withdrawal from the agreement.
6. You shall lose the right to withdraw from the agreement if the performance (i.e. posting an Advertisement) has been fully executed with your express consent and you have been informed prior to the commencement of the service that after the performance (i.e. after all issues of the ordered Advertisement) you shall lose the right to withdraw from the agreement.
7. If you submit a declaration of withdrawal from the agreement by electronic mail, we shall immediately confirm its receipt by e-mail.

#### **IV. SCOPE OF SERVICES**

1. These General Terms regulate the principles and conditions of providing the service of publishing Advertisements in the Publications indicated.
2. The publisher would like to point out that:
  - 2.1 The so-called e-versions of printed Publications may be posted on websites or applications. In principle, an e-version contains the same press material in terms of its form and contents as the Publication's printed version.
  - 2.2 Posting a Copy of an Advertisement is part of the service of posting a printed Advertisement, and not a separate service. The General Terms and Conditions relating to the given type of printed Advertisement (block advertisement or small advertisement) shall apply accordingly to the Copy of the Advertisement;
  - 2.3 These General Terms do not apply to the Publisher's services of publishing advertising materials, other than Advertisement Copies, on websites. If you are interested in ordering such services, please familiarise yourself with their terms and conditions available at ([link](#)).

#### **V. TERMS AND CONDITIONS OF PERFORMING THE SERVICE**

1. Advertisement shall be published against your order (in the case of Inserts along with a filled out Insert specification containing the necessary data). The service is provided pursuant to the General Terms and applicable law, taking into account – in the case of Advertisers who are natural persons – provisions ensuring special protection of natural persons.
2. Should you wish to modify the order or the contents of the material prepared for publication, the modifications should be provided to the Publisher together with a detailed specification of the changes. Modifications resulting in the Advertisement being valued as per the price list differently than the original order will result in a corresponding adjustment of Agora's remuneration. If the modifications result in an adjustment of Agora's remuneration, we will provide you with a modified valuation for your approval within 48 hours on business days. Should you wish to cancel an order, resignation must be sent in writing, by fax or e-mail to the mailing address, fax number or e-mail address indicated in the agreement or the order. Modifications and resignations are possible only within the deadlines indicated under section V.4.

Note: the deadlines for cancellation of an order do not limit the rights of natural persons concluding the agreement in the cases specified under section III.B of the General Terms; these persons have the right to withdraw from such an agreement on terms provided for by law, presented under section III.B of the General Terms.

3. Appendices to these General Terms define:
  - a) deadlines: for submitting the order, submitting the materials for processing, supplying materials ready for publication, requesting changes to the material or cancelling the order (Gazeta Wyborcza – Appendix A1, Magazines – Appendix A2,
  - b) technical requirements (Gazeta Wyborcza – Appendix B1, Magazines – Appendix B2.

## VI. PAYMENTS

1. You can pay for the Advertisement ordered in one of the following ways:
  - a) before publication, i.e. until the day preceding the publication including that day, and in the case of Classified Ads ordered at the Publishers advertising office – when concluding the agreement (payment in advance),
  - b) at a later date, against an invoice issued to you – payment in arrears within 14 days from the date of issuing the invoice,
  - c) other as specified in the agreement.
2. Advertisement prices are quoted pursuant to the Publisher's price list valid on the date of their publication, except for Classified Ads published in Gazeta Wyborcza, which are priced pursuant to the price list valid on the date of placing the order.

## VII. GENERAL PROVISIONS

1. You are responsible for the content and form of Advertisements placed upon your order. The Advertisements must not contain content that is illegal or violates the principles of good morals (principles of social interaction).  
It is up to the Advertiser to ensure that the Advertisement is compliant with the law and principles of good morals, including ensuring that the Advertiser has the right to use the information, data, trademarks and any other elements protected by law used in the Advertisements.
2. If you are not a consumer, placing an order shall be understood as representing that the Advertisements ordered are not illegal (including but not limited to the bans on advertising of, for example, gambling, alcoholic beverages or tobacco products) or contrary to principles of good morals, and also that submitting the order does not violate the regulations concerning public procurements.  
You shall be obliged to redress any and all damage suffered by the Publisher in connection with the content or form of the Advertisement.  
This obligation also applies to situations where the editor-in-chief of Gazeta Wyborcza, another editor or employee of the Publisher is a party to the proceedings.
3. If you are a consumer, please submit an order containing your relevant statement that the ordered Advertisements are not contrary to the law or principles of good morals. You are responsible, in accordance with the provisions of law, for the content and form of the Advertisements ordered by you.
4. The Publisher may refuse to publish or to suspend the posting of an Advertisement, if:
  - a) the Publisher has reasonable grounds to believe that the contents or the form of the Advertisement are (i) illegal, contrary to principles of good morals, programme policy, or nature of the publication, or (ii) contrary to the standards binding upon the Publisher included in the Code of Good Practices of Press Publishers ([link](#)), or
  - b) (i) a competent authority raised objections to the Advertisement, or (ii) an institution appointed to ensure compliance with the principles of media ethics or advertising ethics raised justified objections regarding the Advertisement, or (iii) such justified objections were raised by a third party.Items a (ii), b (ii) and b (iii) do not apply to the suspension of posting Advertisements ordered by consumers. The Publisher shall immediately inform the Advertiser about its refusal to publish or its suspension of posting the Advertisement, stating the reasons therefor.

The Publisher shall publish the Advertisement if the Advertiser modifies it in a way that removes the above-mentioned irregularities and reservations. The modified Advertisement shall be published on the initially-agreed date, provided that it is supplied within the deadline for modifying the Advertisement contents set forth in the appendix concerning the relevant Publication.

5. Furthermore, the Publisher may refuse to publish or suspend the posting of an Advertisement if no payment is received for previously published Advertisements or such payment is made with delay. This provision does not apply to Advertisements ordered by consumers.
6. Telephone conversations pertaining to the placement or performance of orders may be recorded.

## VIII. COMPLAINTS

1. Should you have any reservations as to the manner or the quality of performing your order, please immediately contact the sales representative (by phone, fax, post, or e-mail) who took your order, or write an e-mail to reklama@agora.pl, call us on (22) 555 55 55 (charge as for a regular telephone call in accordance with the tariff plan of your telecommunication service provider), or send a fax to (22) 555 54 44. The complaint shall be examined and you shall be contacted within 24 hours on Business Days. Should it prove impossible, we shall immediately contact you and indicate the final date for a response, which in any case shall not exceed 14 days from the date of receiving your complaint.
2. If the order was placed for Advertisements published repeatedly, the complaint should be filed on the date of first publication of a faulty Advertisement, which will allow us to correct it in the next publications of the same Advertisement.

## IX. PERSONAL DATA PROCESSING

1. The Publisher and the Advertiser undertake to provide their representatives and their employees (irrespective of the legal basis of such employment) whose personal data are to be disclosed to the other Party to the order acting as the data controller in connection with the submission and performance of the order, with the information known to the Disclosing Party as defined by article 14 of Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC.
2. The principles of processing the Advertiser's personal data by the Publisher are set forth in the [NOTICE CONCERNING PERSONAL DATA PROVIDED IN CONNECTION WITH AN ORDER](#).
3. The Publisher shall allow the Advertiser to become familiar with the NOTICE CONCERNING PERSONAL DATA PROVIDED IN CONNECTION WITH AN ORDER during the Advertiser's first contact with the Advertiser.

## X. FINAL PROVISIONS

1. These General Terms:
  - a) are available on the Publisher's website at <https://wyborcza.pl/reklamaGW/> ([link](#)) in a form that allows them to be downloaded and printed, and
  - b) are available at the Publisher's address indicated in these General Terms in printed form,
  - c) in the case of agreements concluding with the Publisher in a place other than the Publisher's premises by a natural person in connection with that person's business activity they are provided to the Advertiser in writing or sent by e-mail.
2. These General Terms with all appendices are valid as from May 11, 2022.

**APPENDIX NO. A1**

DEADLINES FOR PLACING ORDERS, DELIVERY OF CONTENT / PRINT-READY MATERIAL / CHANGES TO THE ADVERTISEMENT CONTENT AND CANCELLATION OF ORDER FOR „GAZETA WYBORCZA”

Table No. 1

DEADLINES FOR PLACING ORDERS, DELIVERY OF PRINT-READY MATERIAL / AMENDMENTS TO THE ADVERTISEMENT CONTENT AND CANCELLATION OF ORDER		
EDITION	Deadline for placing and cancellation orders	Deadline for delivery and amendment of print-ready material <sup>2</sup>
Gazeta Wyborcza Nation-wide pages <sup>1</sup> MONDAY-FRIDAY	<b>2 working days</b> before publication	<b>1 working day</b> before publication until 12 pm
Gazeta Wyborcza Nation-wide pages <sup>1</sup> SATURDAY	<b>4 working days</b> before publication	<b>3 working day</b> before publication until 12 pm
Gazeta Wyborcza local pages Warszawa, Wrocław, Katowice, Kraków, Łódź, Poznań, Gdańsk MONDAY-THURSDAY	<b>2 working days</b> before publication	<b>1 working day</b> before publication until 12 pm
Gazeta Wyborcza local pages Warszawa, Wrocław, Katowice, Kraków, Łódź, Poznań, Gdańsk FRIDAY	<b>2 working days</b> before publication	<b>1 working day</b> before publication until 10 pm
Gazeta Wyborcza local pages Warszawa SATURDAY	<b>2 working days</b> before publication	<b>1 working day</b> before publication until 12 pm
Gazeta Wyborcza local pages Białystok, Bydgoszcz, Toruń, Częstochowa, Kielce, Lublin, Olsztyn, Opole, Płock, Radom, Rzeszów, Szczecin, Zielona Góra FRIDAY	<b>3 working days</b> before publication	<b>2 working day</b> before publication until 11 pm
Duży Format MONDAY	<b>7 working days</b> before publication	<b>Wednesday</b> in the week before publication until 12 pm
Mój Biznes. Ludzie – praca – innowacje TUESDAY	<b>Tuesday</b> in the week before publication	<b>Friday</b> in the week before publication until 12 pm
Wyborcza TV FRIDAY	<b>12 working days</b> before publication	<b>7 working days</b> before publication until 12 pm
Cojestrane24 addition or local pages FRIDAY	<b>Thursday</b> in the week before publication	<b>Wednesday</b> before publication until 12 pm
Wysokie Obcasy SATURDAY	<b>13 working days</b> before publication	<b>7 working days</b> before publication until 12 pm
Ale Historia SATURDAY	<b>Wednesday</b> in the week before publication	<b>Wednesday</b> in the week publication until 12 pm

1. For Dimensional Advertisements that are to be placed in Gazeta Wyborcza from page 1 to 15 and on the last page, the order is also a booking confirmation. Therefore, please ensure that you place your order not only by the deadline specified in Table No. 1 but also not later than 15 working days after the booking date. If we do not receive your order by this date your booking may be cancelled and offered to another customer.
2. For Dimensional Advertisements prepared by the graphic studio of Agora S.A. the deadline for delivery of materials and amendments to the Advertisement content is shorter by one working day.

Table No. 2

DEADLINES FOR PLACING ORDERS, DELIVERY OF CONTENT OF LINEAGE ADVERTISEMENTS / AMENDMENTS TO THE ADVERTISEMENT CONTENT AND CANCELLATION OF ORDER	
EDITION	LOCAL LINEAGE ADVERTISEMENTS
Gazeta Wyborcza local page Wrocław, Katowice, Kraków, Łódź, Poznań, Gdańsk MONDAY, WEDNESDAY, THURSDAY	<b>The working day</b> before publication until 3 pm
Gazeta Wyborcza local page Warszawa MONDAY, WEDNESDAY, THURSDAY, FRIDAY, SATURDAY	<b>The working day</b> before publication until 3 pm
Gazeta Wyborcza local page Wrocław, Katowice, Kraków, Łódź, Poznań, Gdańsk FRIDAY	<b>The working day</b> before publication until 11 am
Mój Biznes. Ludzie – praca – innowacje TUESDAY	<b>Friday</b> before publication until 5 pm

Table No. 3

DEADLINES FOR PLACING ORDERS, DELIVERY OF CONTENT OF LINEAGE ADVERTISEMENTS / AMENDMENTS TO THE ADVERTISEMENT CONTENT AND CANCELLATION OF ORDER	
EDITION	LOCAL PLUS LINEAGE ADVERTISEMENTS
Gazeta Wyborcza local page MONDAY, WEDNESDAY, THURSDAY, FRIDAY	The working day before publication until 11 am
Mój Biznes. Ludzie – praca – innowacje TUESDAY	Friday before publication until 5 pm

A Lineage Advertisement may be ordered through the Publisher's online customer service not later than 4 hours before the deadline specified in Table No. 2. It is not possible to amend the content or cancel an advertisement through the online customer service. If it is necessary to amend the content or cancel an advertisement please contact the telephone customer service by deadlines specified in Table No. 2.

Table No. 4

DEADLINES FOR PLACING ORDERS, DELIVERY OF A CONFIRMED INSERT SPECIFICATION / INSERT AND CANCELLATION OF ORDER		
WYDANIE	Deadline for placing orders <sup>1</sup> and delivery of confirmed Insert	Deadline for delivery of Insert <sup>2</sup> , and cancellation of order specification <sup>1</sup>
Wyborcza TV FRIDAY Wysokie Obcasy SATURDAY (LOOSE / GLUED-IN / BOUND-IN INSERTS)	14 working days before publication	6 working days before publication
Regular industry and thematic supplements and the main jacket of Gazeta Wyborcza	7 working days before publication	3 working days before publication
Occasional supplements	7 working days before publication	3 working days before publication

1. On the day when you send us the accepted Insert specification at the latest, we must receive at least one copy of the Insert or its graphic design with detailed specification of its size, weight and volume. If we receive from you the accepted Insert specification but without at least one copy of the Insert (but only its graphic design and detailed parameters), then the original of the Insert should be presented to us by you not later than 7 working days before the planned publication date of the Insert (it applies to all Inserts except for of glued-in inserts, bound-in inserts and samples).
2. If your Insert is glued-in, bound-in, or is a sample to be laminated it is necessary to deliver to us, not later than 6 weeks before the planned publication date of the Insert, at least 50 units of samples for necessary technical tests. After our approval of the samples it is necessary for you to provide us with Inserts with the same technical parameters as those that have successfully passed our tests. In addition, we reserve the right to define additional requirements for certain Inserts with special properties (e.g. samples of cosmetic products).
3. If your Insert is glued to a Dimensional Advertising you must provide us, not later than 10 working days before the planned publication date, a model of the Dimensional Advertisement in 1:1 scale with indication of the place where the Insert is to be glued.
4. For an Insert, a change to the Advertisement content may only consist in delivery of a new Insert by the deadline for delivery of an Insert specified in the Table above.

## APPENDIX NO. A2

### DEADLINES FOR PLACING ORDERS, DELIVERY OF PRINT-READY MATERIAL / CHANGES TO THE ADVERTISEMENT CONTENT AND CANCELLATION OF ORDER FOR MAGAZINES

Deadlines for placing orders, delivery of print-ready material / changes to the advertisement content and cancellation of order for magazines – [HERE](#)



### APPENDIX No. B1

#### TECHNICAL STANDARDS OF PLACING ADVERTISEMENTS IN „GAZETA WYBORCZA”

The technical standards of placing Advertisements depend on the printing technology and vary by title. Please download the technical standards according to the table below:

**TECHNICAL STANDARDS** of placing Advertisements printed in the COLD-SET technology - [HERE](#)

**TECHNICAL STANDARDS** of placing Advertisements printed in the HEAT-SET technology - [HERE](#)

	HEAT-SET TECHNOLOGY*	COLD-SET TECHNOLOGY*
Gazeta Wyborcza		X
strony lokalne Gazety Wyborczej		X
Ale Historia		X
Mój Biznes. Ludzie - praca - innowacje		X
Wyborcza Dom		X
Duży Format		X
Co Jest Grane 24		X
Wyborcza TV	X	
Wysokie Obcasy	X	

#### TECHNICAL STANDARDS OF PLACING INSERTS IN „GAZETA WYBORCZA”

\*For occasional supplements, information about the printing technology will be provided to you by an employee of our sales department

Inserts into the main jacket of „Gazeta Wyborcza” can only be added mechanically.

1. The following technical requirements must be met for a mechanically added Insert:

A6 FORMAT (110X155) – MINIMUM FORMAT FOR MECHANICAL INSERTING		
volume [number of pages]	minimum gsm [g/m <sup>2</sup> ]	maximum gsm [g/m <sup>2</sup> ]
2	210	220 – pojedyncza kartka
4, 8, 12, 16	120	220
A5 FORMAT (148X210)		
volume [number of pages]	minimum gsm [g/m <sup>2</sup> ]	maximum gsm [g/m <sup>2</sup> ]
2	130	220 single sheet
4, 8, 12, 16	90	220
20, 24, 28, 32	90	200
A4 FORMAT (210X297)		
volume [number of pages]	minimum gsm [g/m <sup>2</sup> ]	maximum gsm [g/m <sup>2</sup> ]
2	90	220 – single sheet
4	90	220
8, 12	60	220
16	45	220
20, 24	45	180
28, 32	45	150
36, 40	45	120
44, 48, 52	45	90
56, 60, 64	45	60
A3 FORMAT (270X400) – MAXIMUM FORMAT FOR MECHANICAL INSERTING		
volume [number of pages]	minimum gsm [g/m <sup>2</sup> ]	maximum gsm [g/m <sup>2</sup> ]
2	180	220 – single sheet
4	90	180
8, 12	60	180
16	45	180
20, 24	45	120
28, 32	45	90
36, 40, 44, 48	45	60
52, 56, 60, 64	45	45

The leaflets should have the shape of a square or a rectangle.

A standard Insert is a two-page A4 leaflet weighting 30 g.

Multi-page inserts must be folded along the longer edge. If the format or weight of your leaflet exceeds the standard value an additional fee as per the price list will be charged. If the format or weight of your leaflet is below the standard value or its shape is irregular the service of leaflet insertion into the main jacket of Gazeta Wyborcza will not be performed.

2. For Inserts added to supplements to „Gazeta Wyborcza” the following parameters cannot be exceeded:  
**Inserts added to „Wysokie Obcasy” (High Heels supplement), „Wyborcza TV” (TV Guide)**  
– format: maximum 200 mm x 295 mm  
**Inserts added to „Gazeta Wyborcza” and regular industry and thematic supplements**  
– format: maximum 270 mm x 400 mm  
**Inserts added to „Gazeta Wyborcza” may be of irregular shape; glued-in inserts, paper bands and foil are possible**  
– our sales department will provide you with all necessary information.
3. The indicative print run of an issue of Gazeta Wyborcza as stated by the Publisher may differ by up to 5% of the total print run. The Publisher shall not be responsible for an increase or decrease of a newspaper print run above or below 5% of the total print run if the difference is caused by extraordinary events that could not be foreseen at the time of accepting your order.
4. After the Insert publication, the Publisher shall inform the Advertiser about the number of unused Inserts if the actual print run of a given issue of Gazeta Wyborcza is below the print run stated in the insert specification by more than 5%. In such a case, the Advertiser has the right to place unused Inserts free of charge, on a date and in an issue of Gazeta Wyborcza agreed with the Publisher. If the Advertiser decides not to place the unused Inserts free of charge it shall collect them from the printing house at its own expense, not later than within 7 working days of the Insert publication. Upon expiry of this time limit the Publisher will send the Inserts for recycling, and the Advertiser shall not be entitled to any claims against the Publisher on this account.
5. If you deliver Inserts with parameters not consistent with the order and Insert specification or with our technical standards it will result in the following:  
– If it is technically possible, we may undertake to provide the service for an additional fee.  
– If it is not possible to introduce the changes proposed by you or you do not pay the additional fee by the deadline specified by us we will consider it as a cancellation of your order.
6. If the Inserts are not delivered to the printing house by the agreed deadline they will not be inserted or the Advertiser will be charged with the cost of change of the production date.
7. If the Inserts are delivered earlier than agreed the Advertiser will be charged with the storage fee.

#### **STANDARDS OF INSERT DELIVERY**

1. Please deliver (at your own expense) ready Inserts to the printing house specified in the Insert specification, by the deadline specified in Appendix A1, Table No. 3.  
**Documents necessary for your leaflets to be accepted by the printing house:**  
– a legible copy of the Insert specification  
– a delivery note or a bill of lading specifying the actual circulation of the leaflet as per the Insert specification, the number of pallets (or packages / boxes / cartons) and the number of copies on a pallet (in a package, box, carton). Please indicate on the delivery note or bill of lading whether the pallets with leaflets are disposable pallets (i.e. they stay at the printing house) or they should be exchanged immediately for identical empty pallets.
2. Please be aware that printing houses do not send pallets back to the suppliers.
3. If Inserts are delivered through a courier company the shipment must be accompanied by a delivery note with all details referred to in clause 1 above. Please remember that courier companies deliver leaflets on the basis of their weight only (not quantity). The cost of the courier service shall be borne by the Advertiser.
4. Please be aware that Inserts delivered for placement that are mechanically damaged (bent corners/edges, undulating and uneven spines, crooked cutting, wet, binding faults, damaged during transport or packing), make proper inserting impossible. This is why, and to ensure the top quality of our services, such Inserts will be rejected and the actual Insert circulation will be lower.
5. We will promptly inform you about any delays in the delivery of Inserts and about any shortages or quality faults.
6. The printing houses will not accept leaflets without the required documents.

**INSERT PACKING STANDARDS**

- 1.** The printing houses accept only Inserts stacked on “Europallets” (120x80 cm). Non-standard pallets shall not be exchanged for empty pallets. Pallets should be protected against moisture and packed in a way that prevents packages from sliding.
- 2.** The maximum height of a pallet with leaflets is 140 cm, and the maximum gross weight is 900 kg. Pallets should be secured from the top with a cardboard or wooden cover and additionally with drawstring (so-called banding); avoid too tight banding of pallets as it will cause leaflet edges to bend. It is advisable to place angle brackets on the edges of pallets to secure the leaflets against deformation. Pallets may be laminated but you should ensure that the foil does not bend leaflet edges (too big tension on the wrapping machine) as it would lead to the increase of losses during the process. On each of the four sides of the pallet (package, box, carton) a copy of the Insert specification should be placed, with the exact number of leaflets, leaflet name, issue date, supplement title, coverage and total number of pallets. Please place a leaflet sample in a visible place.
- 3.** The information on each secondary package should be consistent with information on tags of each pallet. This applies in particular to shipments delivered in containers or secondary packages.
- 4.** The Inserts should be stacked loosely on a pallet and aligned in the same direction; the minimum stack height is 15 cm; the layers should be separated with cardboard dividers. Inserts may not protrude over the pallet edge because it may lead to damaging the leaflets in transport. Packages with inserts may not be wrapped in foil.

**APPENDIX nr B2**

**TECHNICAL STANDARDS OF PLACING ADVERTISEMENTS IN MAGAZINES**

The technical standards of placing Advertisements depend on the printing technology and vary by title. Please download the technical standards according to the table below:

**TECHNICAL STANDARDS** of placing Advertisements printed in the COLD-SET technology - [HERE](#)

**TECHNICAL STANDARDS** of placing Advertisements printed in the HEAT-SET technology - [HERE](#)

	<b>HEAT-SET TECHNOLOGY*</b>	<b>COLD-SET TECHNOLOGY*</b>
Książki. Magazyn do czytania	X (COVER)	X (MEANS)
Wysokie Obcasy Extra	X	

**RULES OF PREPARATION AND DELIVERY OF INSERTS FOR MAGAZINES**

\* For occasional supplements, information about the printing technology will be provided to you by the employee of our sales department.

1. A standard Insert is leaflet of lesser size than the title and weighting 20 g. If the format or weight of your leaflet exceeds the standard value an additional fee as per the price list will be charged.
2. The indicative print run of an issue of a Magazine as stated by the Publisher may differ by up to 5% of the total print run. The Publisher shall not be responsible for an increase or decrease of a Magazine print run above or below 5% if the difference is caused by extraordinary events that could not be foreseen at the time of accepting your order.
3. After the Insert publication, the Publisher shall inform the Advertiser about the number of unused Inserts if the actual print run of a given issue of the Magazine is below the print run confirmed to the Advertiser on accepting the order. In such a case, the Advertiser has the right to place unused Inserts free of charge, on a date and in an issue of the Magazine agreed with the Publisher. If the Advertiser decides not to place the unused Inserts free of charge it shall collect them from the printing house at its own expense, not later than within 10 working days of the Insert publication. Upon expiry of this time limit the Publisher will recycle the Inserts, and the Advertiser shall not be entitled to any claims against the Publisher on this account.
4. If you deliver Inserts with parameters not consistent with the order and Insert specification or with our technical standards it will result in the following:
  - If it is technically possible, we may undertake to provide the service for an additional fee.
  - If it is not possible to introduce the changes proposed by you or you do not pay the additional fee by the deadline specified by us we will consider it as a cancellation of your order.If the Inserts are not delivered to the printing house by the agreed deadline they will not be inserted or the Advertiser will be charged with the cost of change of the production date.
5. If the Inserts are delivered earlier than agreed the Advertiser will be charged with the storage fee.

**STANDARDS OF INSERT DELIVERY**

1. Please deliver (at your own expense) ready Inserts to the printing house specified in the Insert specification, by the deadline specified in the publishing schedule of the Magazine.
2. Documents necessary for your leaflets to be accepted by the printing house:
  - a legible copy of the Insert specification
  - a delivery note or a bill of lading specifying the actual circulation of the leaflet as per the Insert specification, the number of pallets (or packages / boxes / cartons) and the number of copies on a pallet (in a package, box, carton). Please indicate on the delivery note or bill of lading whether the pallets with leaflets are disposable pallets (i.e. they stay at the printing house) or they should be exchanged immediately for identical empty pallets.Please be aware that printing houses do not send pallets back to the suppliers.
3. If Inserts are delivered through a courier company the shipment must be accompanied by a delivery note with all details referred to in clause 2 above. Please remember that courier companies deliver leaflets on the basis of their weight only (not quantity). The cost of the courier service shall be borne by the Advertiser.
4. Please be aware that Inserts delivered for placement that are mechanically damaged (bent corners/edges, undulating and uneven spines, crooked cutting, wet, binding faults, damaged during transport or packing), make proper inserting impossible. This is why, and to ensure the top quality of our services, such Inserts will be rejected. It will result in a decrease of the Insert circulation.
5. We will promptly inform you about any delays in the delivery of Inserts and about any shortages or quality faults.

**INSERT PACKING STANDARDS**

- 1.** The printing houses accept only Inserts stacked on “Europallets” (120x80 cm). Non-standard pallets shall not be exchanged for empty pallets. Pallets should be protected against moisture and packed in a way that prevents packages from sliding. Delivery of Inserts in containers or secondary packaging transported by truck as general cargo is also acceptable.
- 2.** The maximum height of a pallet with leaflets is 140 cm, and the maximum gross weight is 900 kg. Pallets should be secured from the top with a cardboard or wooden cover and additionally with drawstring (so-called banding); avoid too tight banding of pallets as it will cause leaflet edges to bend. It is advisable to place angle brackets on the edges of pallets to secure the leaflets against deformation. Pallets may be laminated but you should ensure that the foil does not bend leaflet edges (too big tension on the wrapping machine) as it would lead to the increase of losses during the process. On each of the four sides of the pallet (package, box, carton) a copy of the Insert specification should be placed, with the exact number of leaflets, leaflet name, issue date, supplement title, coverage and total number of pallets. Please place a leaflet sample in a visible place.
- 3.** The information on each secondary package should be consistent with information on tags of each pallet. This applies in particular to shipments delivered in containers or secondary packages.
- 4.** The Inserts should be stacked loosely on a pallet and aligned in the same direction; the minimum stack height is 15 cm; the layers should be separated with cardboard dividers. Inserts may not protrude over the pallet edge because it may lead to damaging the leaflets in transport. Packages with inserts may not be wrapped in foil.