

AGORA^{SA}

ADVERTORIALS

Guidelines for advertisers

 wyborcza.pl

 GAZETA
wyborcza

HOW TO PREPARE TEXT ADVERTISING (ADVERTORIALS) FOR GAZETA WYBORCZA AND GRUPA WYBORCZA MAGAZINES

Ladies and Gentlemen.

The provisions of Polish law and good journalistic practice prohibit us from publishing text ads and articles written by journalists. Therefore, we are obliged to comply with the rules of separating journalistic materials from advertising materials that may resemble them.

GUIDELINES AND RULES

In the process of preparing graphic designs for advertisements in which text is the dominant element, please take into account the following guidelines and rules.

Your advertisements must not contain elements of the mock-up of our publications.

This means that the graphic layout of your text ads cannot resemble the layout of an editorial text, in particular, it must differ in size and arrangement of headings, text, and colors.

■ Advertising in “Gazeta Wyborcza” or its supplements (with the exception of “Wysokie Obcasy” and Grupa Wyborcza Magazines)

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The text in your advertorial must not be broken into columns with the width of the columns in “Gazeta Wyborcza” or its supplement unless the advertisement is one column wide (one module in the base of the advertisement). Gazeta Wyborcza has four or five columns, **so the advertorial should have a maximum of three columns**. We would also like to inform you that a text advertisement cannot be in full print format.

In addition, we would like to draw your attention to the fact that the font used in the text, title, and subheadings should be different from the font used in “Gazeta Wyborcza”, its local pages or industry supplements and should be clearly distinguishable from it.

To clearly comply with our legal obligations, text ads that are smaller than a page and text ads that are page-sized with more than one column must be framed.

We would also like to inform you that all text advertisements will be marked with the caption “ADVERTISING” in accordance with the layout rules of individual issues of “Gazeta Wyborcza” and its supplements.

It may be necessary to add a thicker frame or solid to a text advertisement on the first page of “Gazeta Wyborcza” the appearance of which, despite the application of the above rules, still resembles an editorial text, so that it can be published as ordered.

■ Advertisement in “Wysokie Obcasy” and Grupa Wyborcza Magazines

In the case of full-page advertisements, please provide them with one of the available inscriptions (clear and visible): „ADVERTISING”, „ADVERTISING TEXT”, „PROMOTION OF (additionally possible brand name)”, „PROMOTIONAL TEXT”, „PROMOTIONAL MATERIAL (brand name).

It is not necessary to place one of the above inscriptions on advertisements with a format smaller than a single column because they will always be captioned by the Editors with the word „ADVERTISING”.

Such an inscription can be made by our graphic designers with your acknowledgment, consent, and acceptance.

Since we care very much about the implementation of your orders, please respect the deadlines for the delivery of graphic materials indicated by the account manager, so that we have time to make any arrangements and corrections.

As the Publisher, we have the right to refuse to publish an advertisement for the reasons listed in the [„General rules for placing advertisements and announcements in the publications of Wyborcza”](#), therefore, in the name of mutual benefit, we ask you once again for cooperation and taking into account our guidelines and recommendations.

We suggest that you use the templates of the text advertisement (advertorial), which we are sending as an attachment.