

# ADVERTISING RATES

## 1. ADVERTISEMENT UNIT DIMENSIONS:

**INNER PAGE MODULES:**

**1** (59x65,5)    **2A** (59x132,5)    **2B** (122x65,5)    **3A** (59x200)    **3B** (186x65,5)    **4A** (59x270)

**4B** (122x132,5)    **6A** (122x200)    **6B** (186x132,5)    **8** (122x270)    **9** (186x200)    **12** (186x270)

**COVERS:**

**I** (135x297)    **II i III** (210x145,35)    **II i III** (210x297)    **IV** (210x297)

## 2. RATES:

### 2.1 Inner pages

modules	black and white	colour
1	350,00 zł	
2	700,00 zł	900,00 zł
3	1050,00 zł	1350,00 zł
4	1400,00 zł	1800,00 zł
6	2100,00 zł	2700,00 zł
8		3600,00 zł
9		4050,00 zł
12(whole page)		5400,00 zł

### 2.2 Covers:

	on request
1. front cover	
2. second and third cover 1/2 page	3100 zł
3. second and third cover	6200 zł
4. back cover	9500 zł
5. additional covers (inside) 1/2 page	2800 zł
6. additional covers (inside)	5600 zł

Non-standard dimensions: rates per request.

### 2.3 Inserts:

(maximum dimensions 200 x 290mm, maximum weight 60 g)

- a) whole circulation: 5500 zł  
 b) limited circulation: 2250 zł per 1000 inserts

### 2.4 Sponsored articles:

One page: 3000 zł (equivalent to 3,5 pages of a standardized journalistic text: 60 signs per line, 30 lines per page, if no pictures)

### 2.5 Advertiser's logo on the front cover:

Maximum 8 cm<sup>2</sup> logo: 2800 zł

## 3. PREFERRED POSITIONS:

Preferred location: plus 10 % (minimum 6 modules)  
 Exclusivity on two adjacent pages: plus 75 % (minimum 6 modules)

**ATTENTION: All above rates do not include VAT tax. All rates are quoted in Polish Złoty. Due to unpredictable currency fluctuations, customers who prefer to be invoiced in other currencies (Euro or US Dollar), will be charged a 10 % currency surcharge.**

## 4. DISCOUNTS

### 4.1 Discounts for repetitions:

For a series of advertisements (does not apply to inserts) of the same kind and size:

Number of emissions discount	(%)
2	10
3-4	15
5-6	20
7-9	25
Yearly contract - all emissions	30

Discounts for repetitions may be granted from the very first emission provided that a binding order for the whole series of advertisements has been placed. If the advertiser does not fulfill the order obligations, the publishing house is entitled to correct previously given discounts in accordance with the advertising rates for the real number of emissions, issuing correcting VAT invoices. An order may only be cancelled before the deadline for the submission of orders. The conditions and permissible resignation periods are determined in General Advertising Terms and Conditions.

In case of advertisers who place advertisements in consecutive issues without having signed a contract for the whole series, one absence causes a 10 points repetition discount reduction. Two absences cause a total loss of a repetition discount.

### 4.2 Prepayment discounts.

If case of payment 21 days in advance of each emission month: 3 % of invoice value.

We do not sum up discounts. If applicable, they are calculated one on the top of another.

## 5. OTHER COSTS

Costs of a standard advertisement, covering its preparation out of provided materials (the company's logo, photos or drawings, texts), according to the advertiser's design, are included in the advertisement's price. Costs of additional actions connected with e.g. designing the advert by the publishing house, scanning the photographs or working on any other graphic elements are not included and the publishing house has the right to charge a one-time fee of 10% of a basic advert rate (not less than 120 zł in case of colour advert, and not less than 60 zł in case of black-and-white advert). The design made by the publishing house remains its property.

*The above advertising rates are not an offer in the meaning of law and cannot be treated as a basis for any legal claims. Górzyński i S-ka publishing house reserves the right to change the prices and conditions without prior notice.*