

Advertising Price List

PB.PL WEBSITE ONLINE

Valid from: 01.08.2026

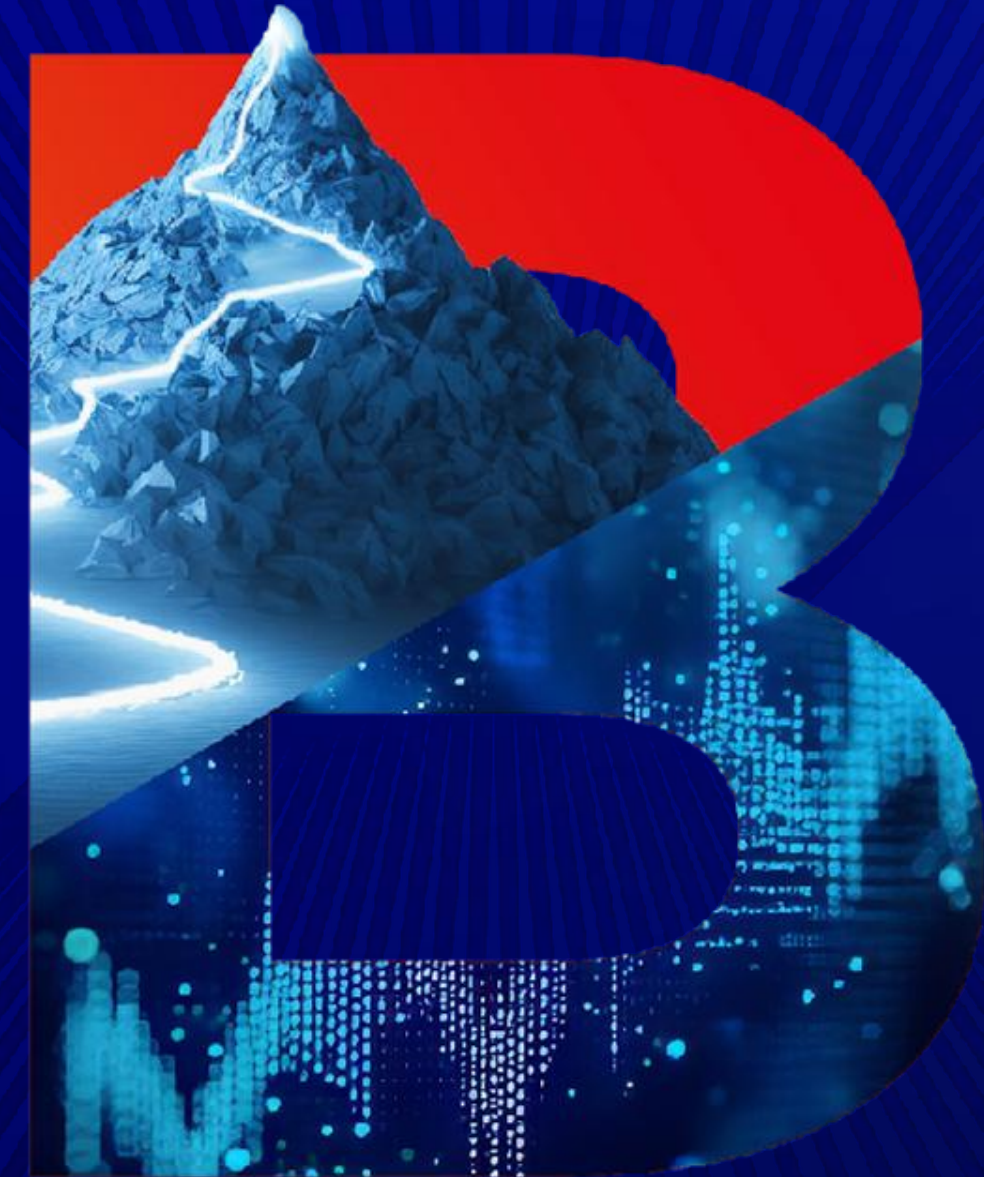


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Valid from: 01.08.2026
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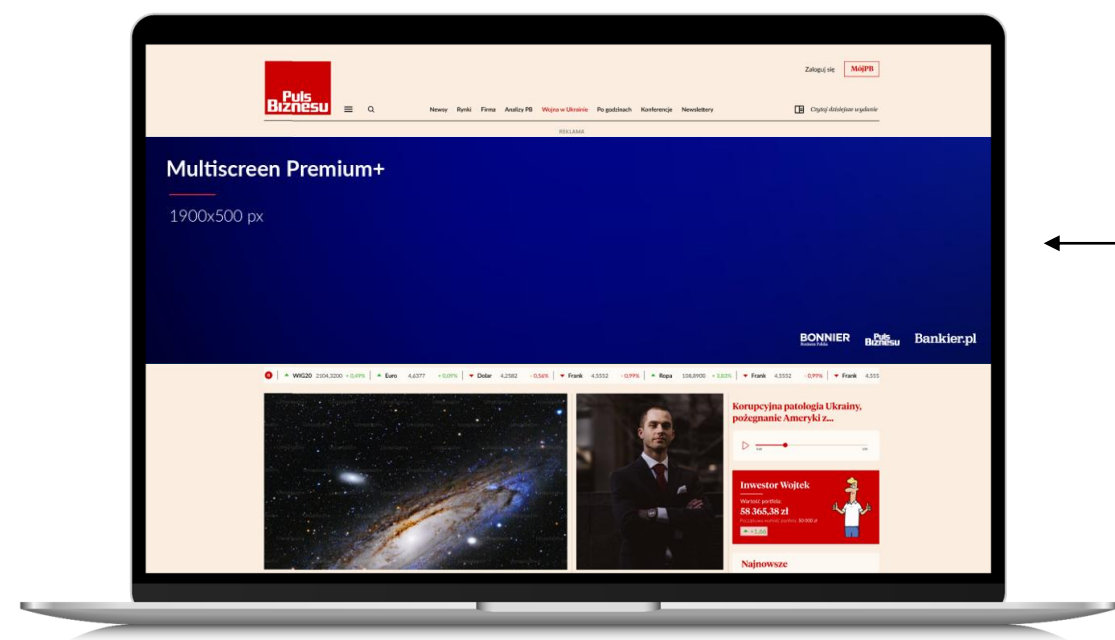
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Premium

DESKTOP + MOBILE



Price List Multiscreen Premium+

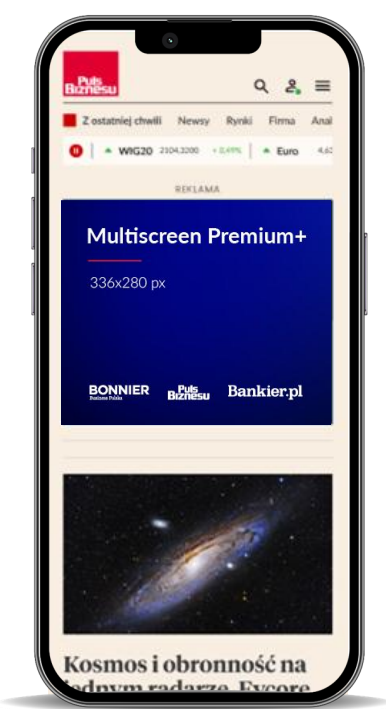


Multiscreen Premium+

DESKTOP: 1900x500, 1260x500, 970x500, 970x300, 970x250, 960x500, 940x400, 940x300, 940x200, 750x300, 750x200

Multiscreen Premium+

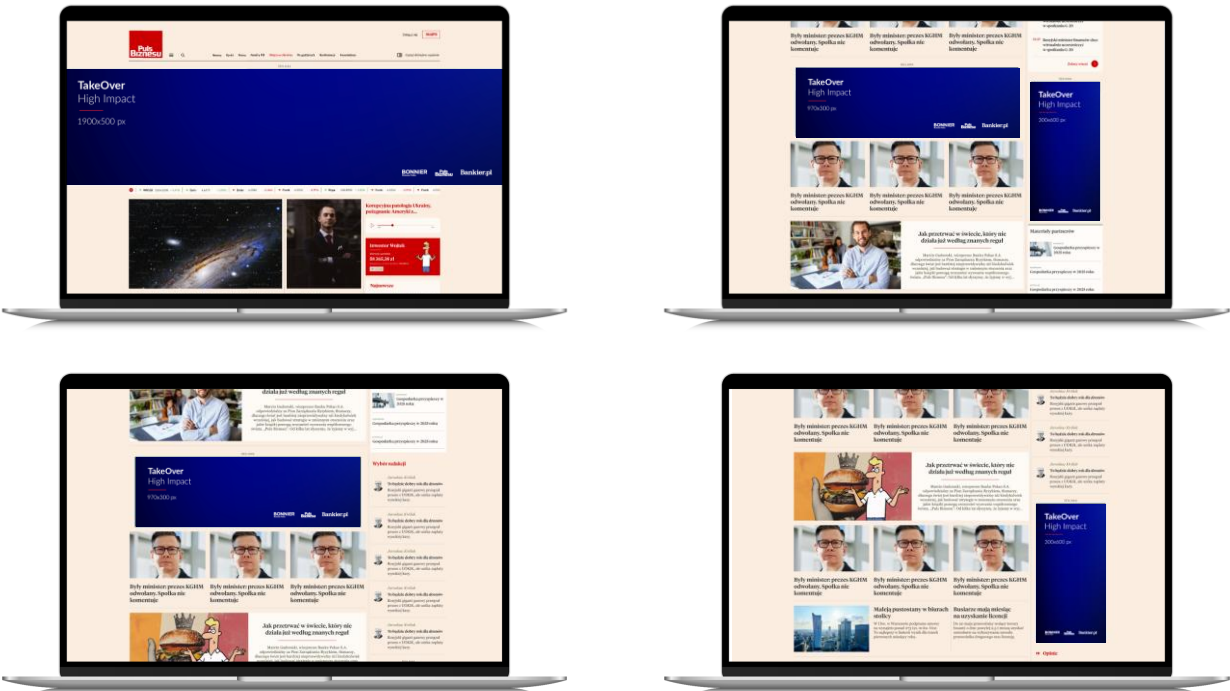
MOBILE: 300x250, 336x280



Homepage - 7 days FF

PLN 380,000 net

Price List Home Page Take Over

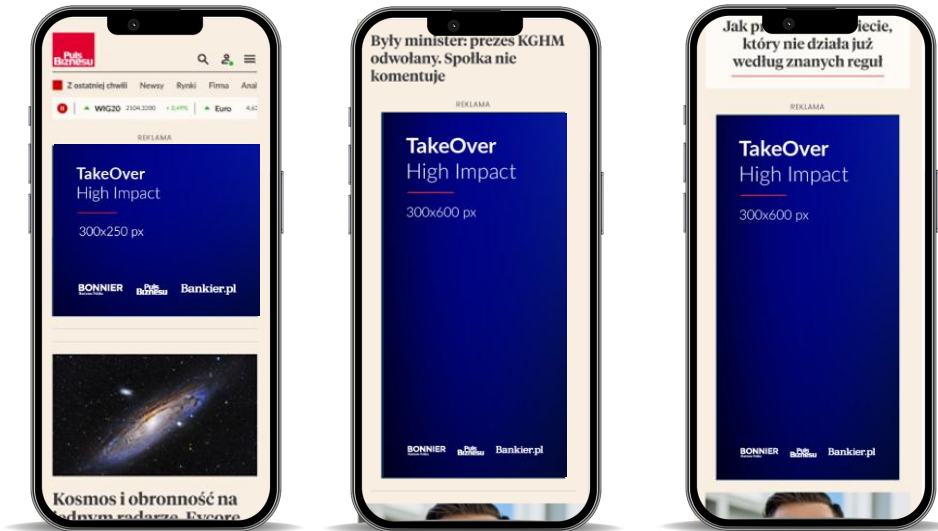


TakeOver

DESKTOP: 1900x500, 1260x500, 970x500, 970x300, 970x250, 960x500, 940x400, 940x300, 940x200, 750x300, 750x200

TakeOver

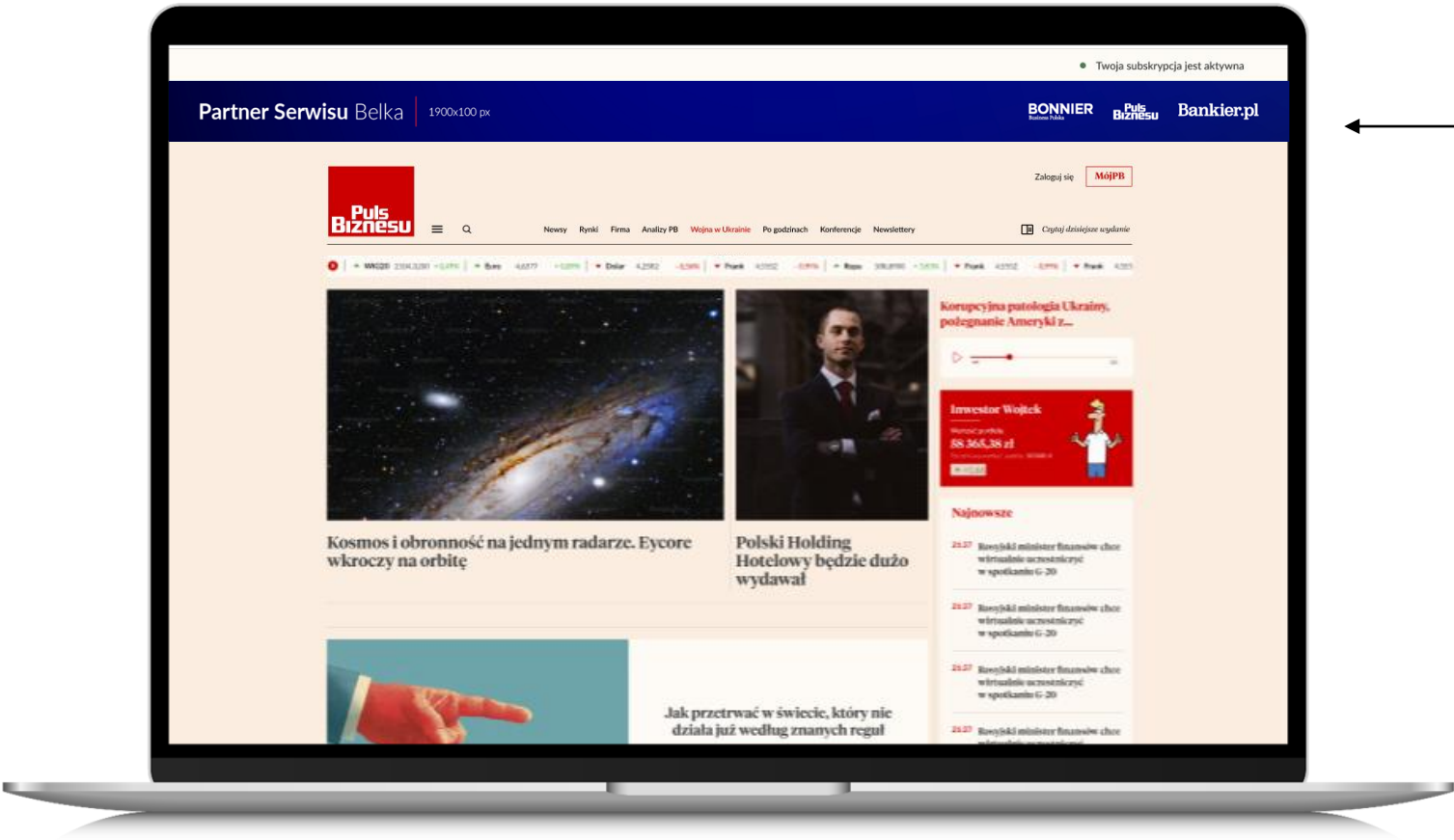
MOBILE: 300x250, 336x280, 300x600



HOME PAGE - 7 days FF

PLN 500,000 net

Price List Website Partner Bar



Website Partner Bar

DESKTOP: 1900x100, 1560x100, 1260x100

HOME PAGE - 7 days FF

PLN 280,000 net

CPM ROS

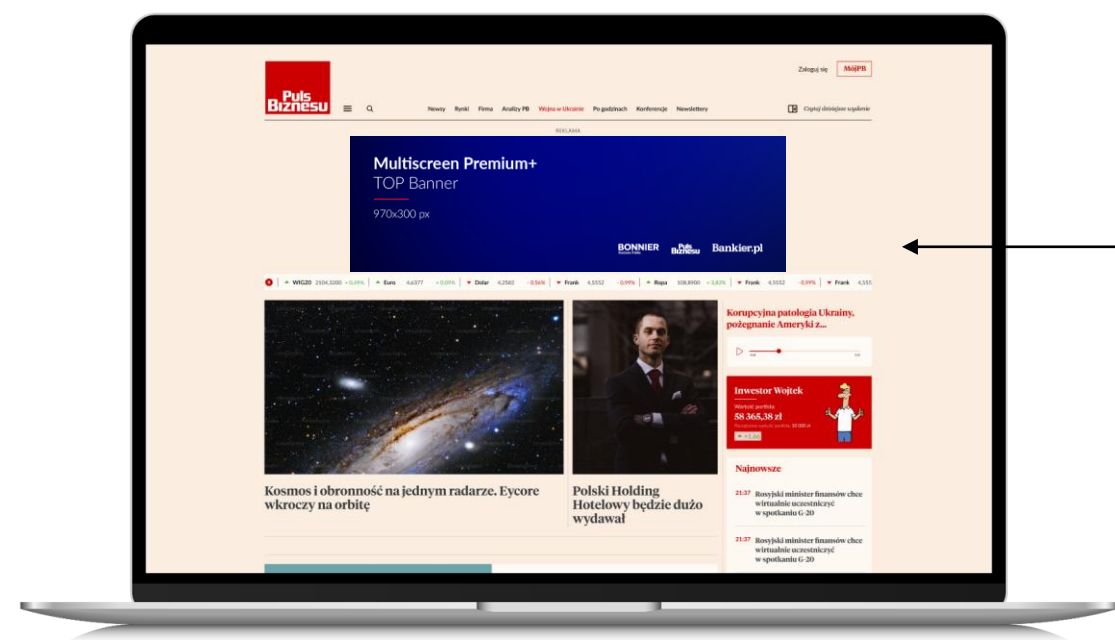
PLN 330 net

Multiscreen

DESKTOP + MOBILE



Price List Multiscreen Premium+ TOP Banner

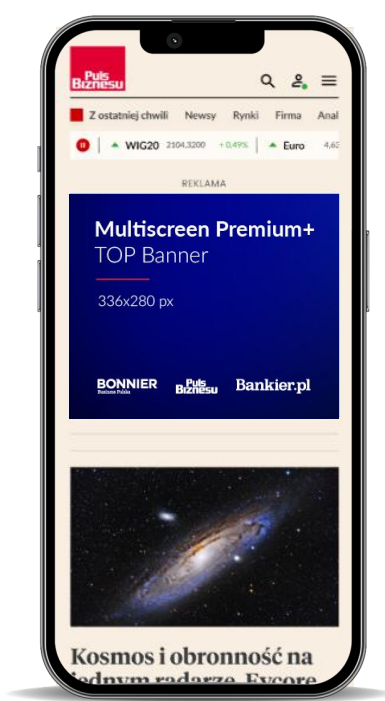


Premium+ TOP Banner

DESKTOP: 970x300, 970x250, 940x300, 940x200, 750x300, 750x200

Premium+ TOP Banner

MOBILE: 300x250, 336x280

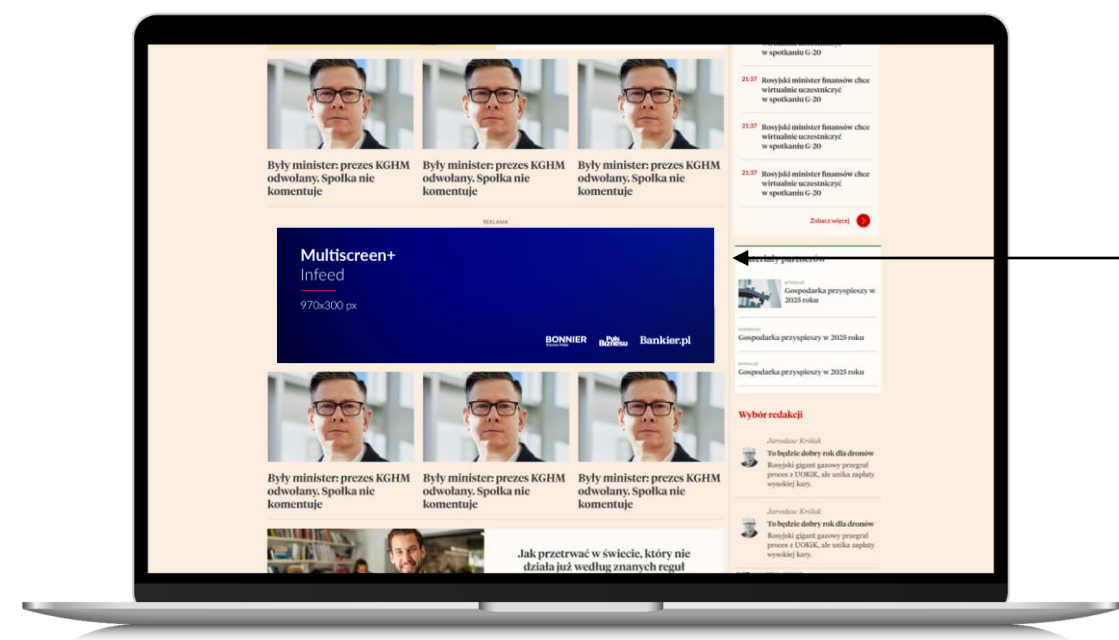


CPM ROS

PB.pl

PLN 480 net

Price List Multiscreen+ Infeed

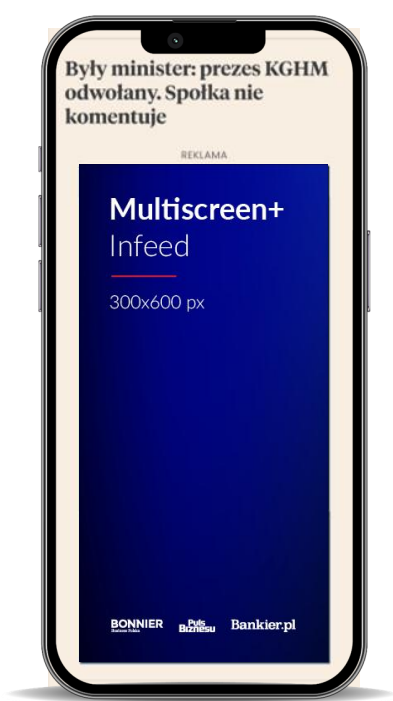


Infeed

DESKTOP: 970x300, 970x250,
940x300, 940x200, 670x280*

Infeed

MOBILE: 300x250, 336x280, 300x600



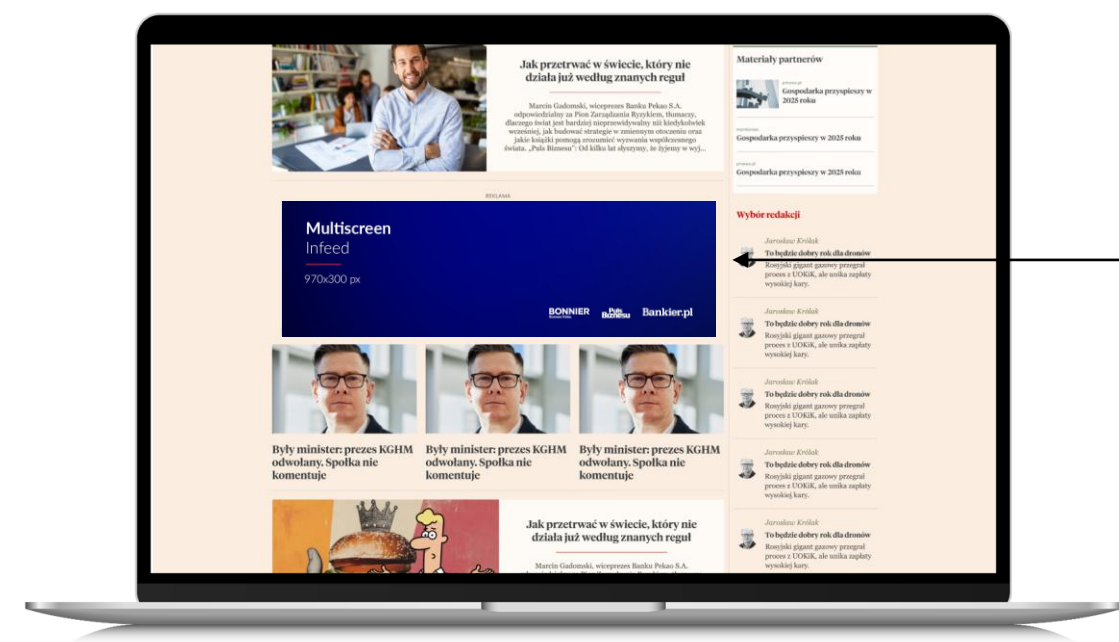
CPM ROS

PB.pl

PLN 460 net

* 670x280 obligatory for ROS delivery (in-article placement)

Price List Multiscreen Infeed

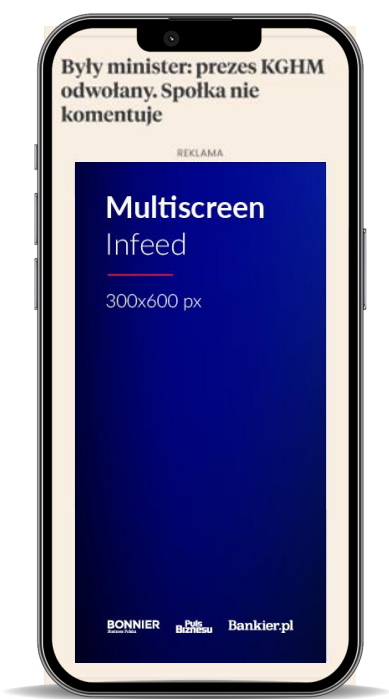


Infeed

DESKTOP: 970x300, 970x250, 940x300, 940x200, 670x280*

Infeed

MOBILE: 300x250, 336x280, 300x600



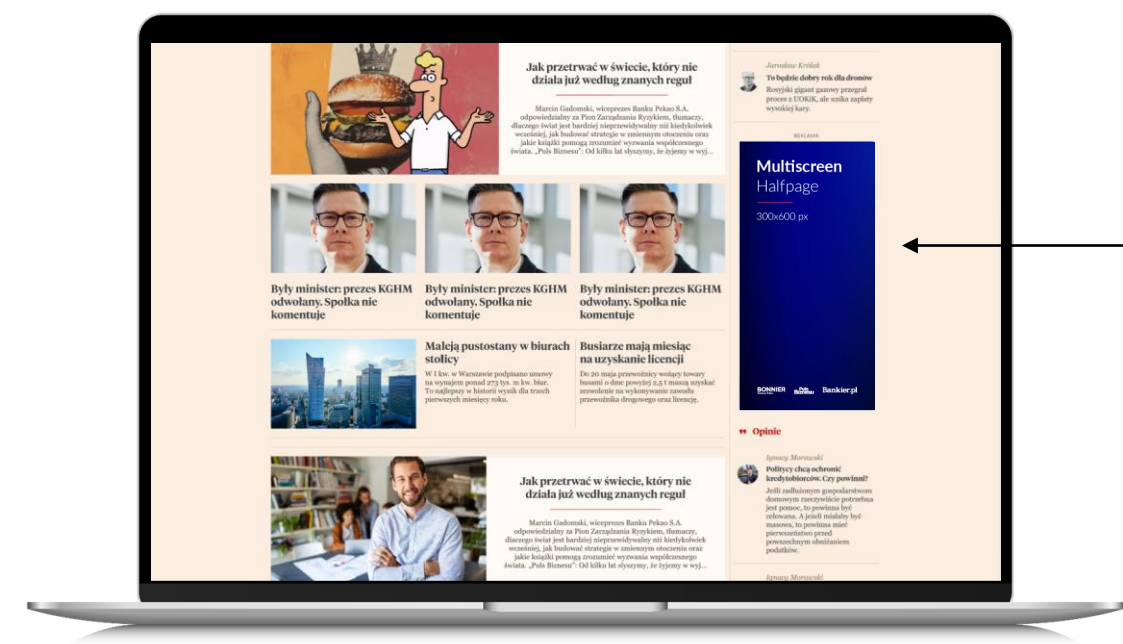
CPM ROS

PB.pl

PLN 440 net

* 670x280 obligatory for ROS delivery (in-article placement)

Price List Multiscreen Halfpage/Navibox



Halfpage

DESKTOP: 300x600

Navibox

DESKTOP: 300x250, 336x280

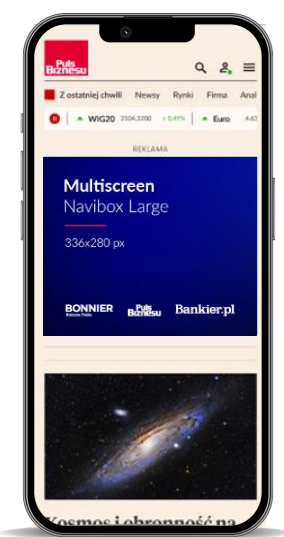
Halfpage

MOBILE: 300x600



Navibox

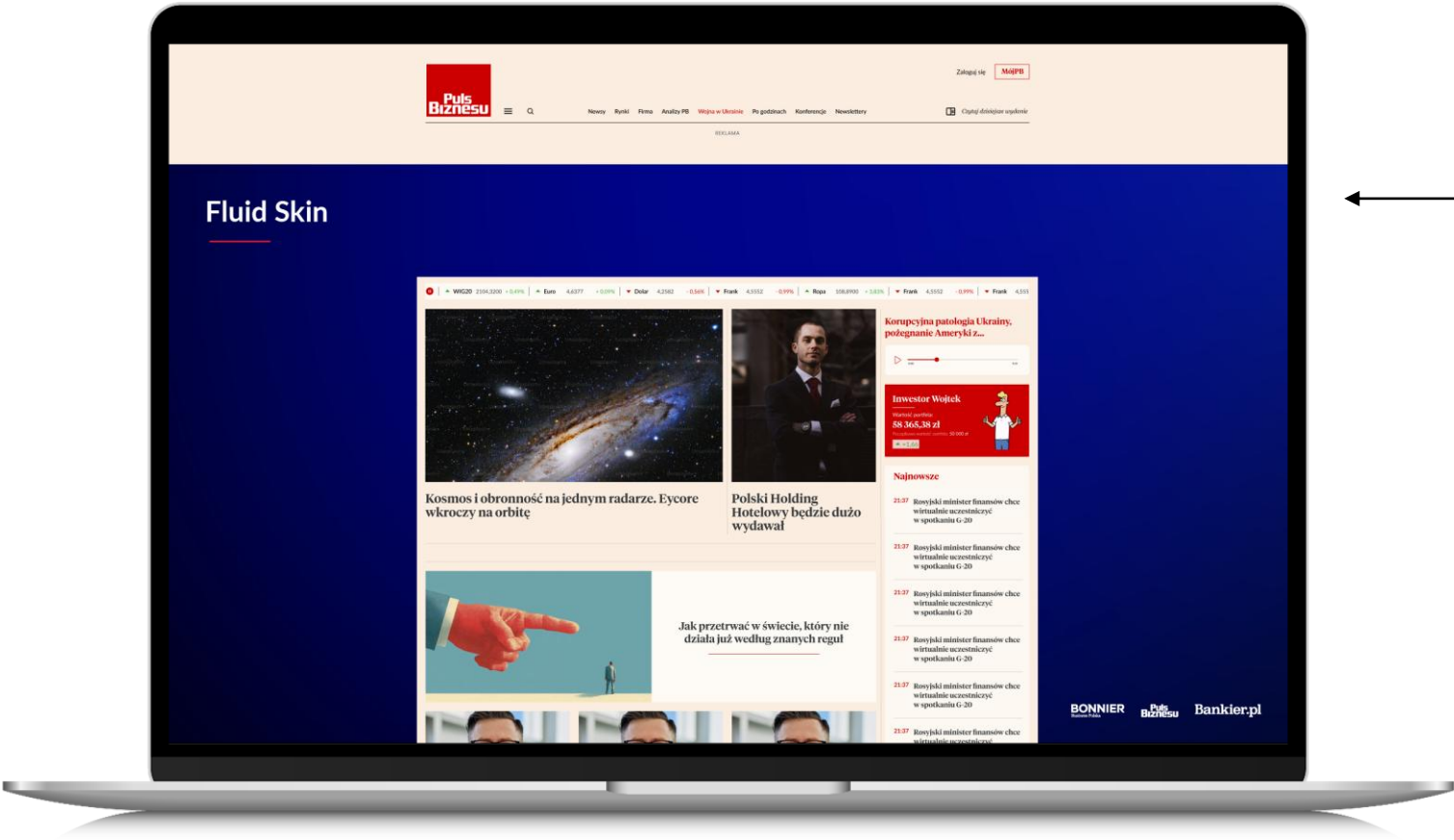
MOBILE: 300x250, 336x280



High Impact



Price List **Fluid Skin**



Fluid Skin

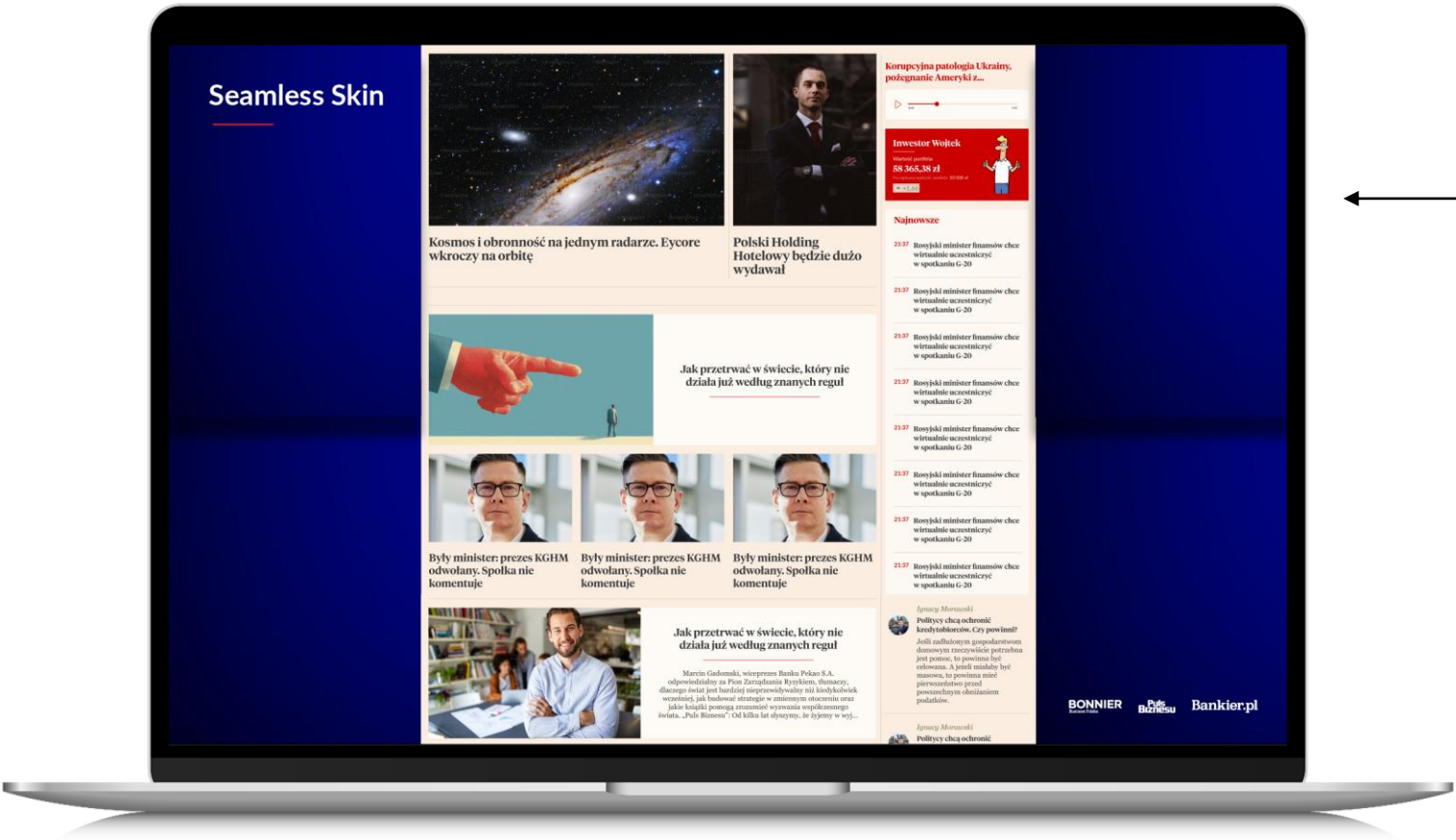
DESKTOP: An ad consisting of a horizontal banner supplemented by a background, built of three elements. Similar to the Screening format.

CPM ROS

PB.pl

PLN 560 net

Price List Seamless Skin



Seamless Skin

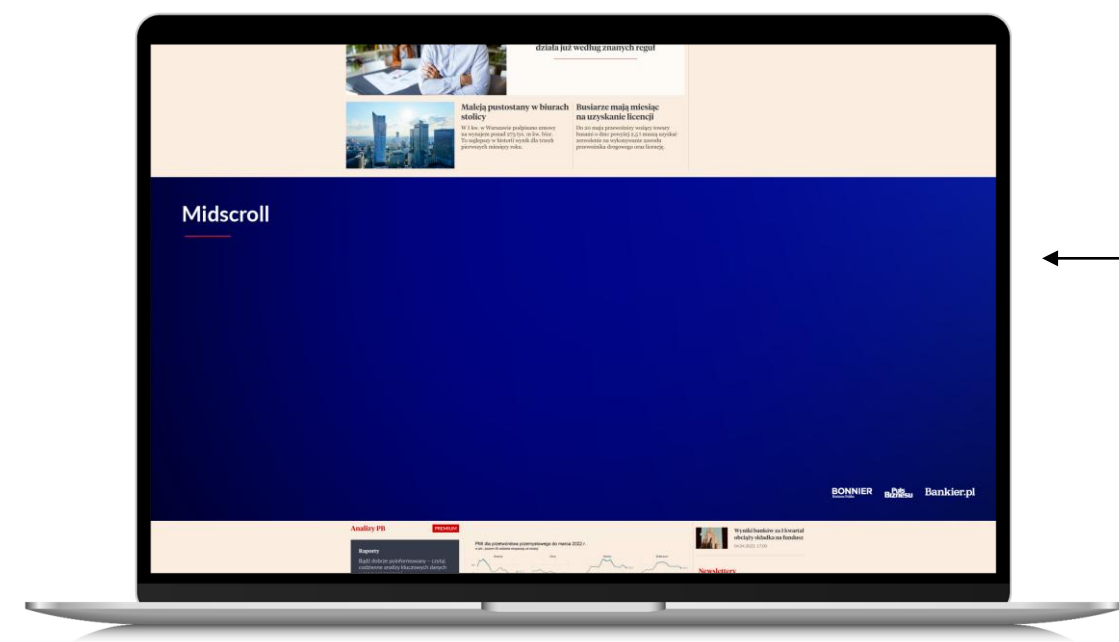
DESKTOP: An ad consisting of a horizontal banner supplemented by a background, built of a full-screen background with semi-transparent overlays. Similar to the Screening format.

CPM ROS

PB.pl

PLN 540 net

Price List Midscroll



Midscroll

DESKTOP: An ad displayed using a parallax effect, i.e., "sticky" to the computer screen, with paragraphs of text revealing it during scrolling.

Midscroll

MOBILE: An ad displayed using a parallax effect, i.e., "sticky" to the mobile device screen, with paragraphs of text revealing it during scrolling.

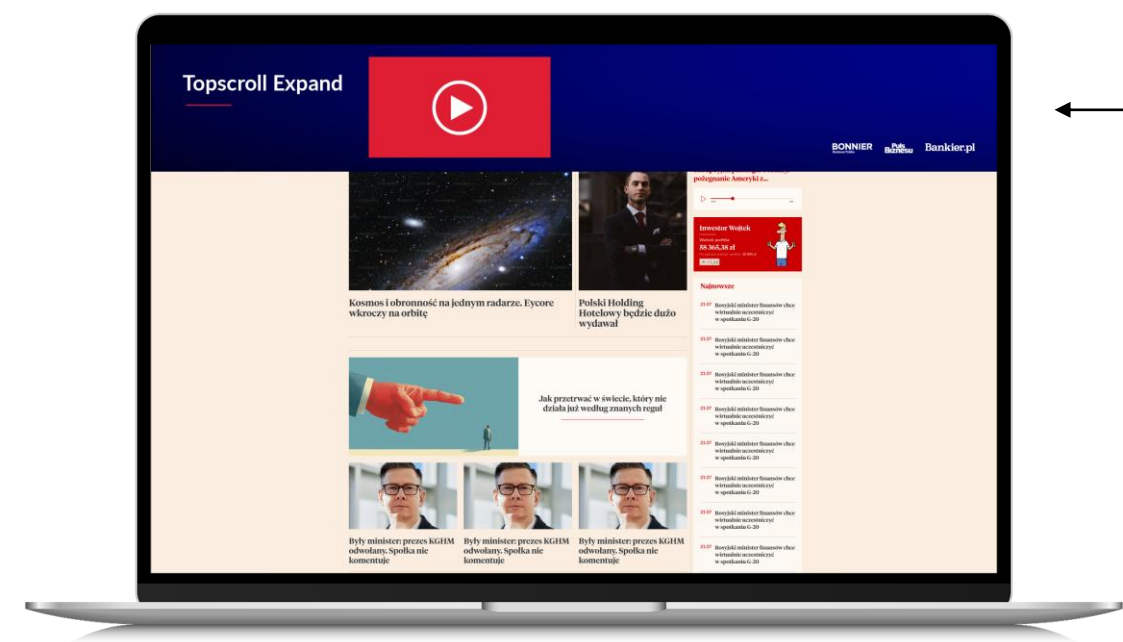


CPM ROS

PB.pl

PLN 500 net

Price List TopScroll Expand



TopScroll Expand

DESKTOP: An ad sticky to the top edge of the page, occupying 30% upon loading, expanding on hover, and collapsing to 10% after scrolling. Can be closed by clicking the "X" in the corner.

TopScroll Expand

MOBILE: An ad sticky to the top edge of the page, occupying 30% upon loading, expanding when scrolling up, and collapsing to 10% when scrolling down. Can be closed by clicking the "X" in the corner.

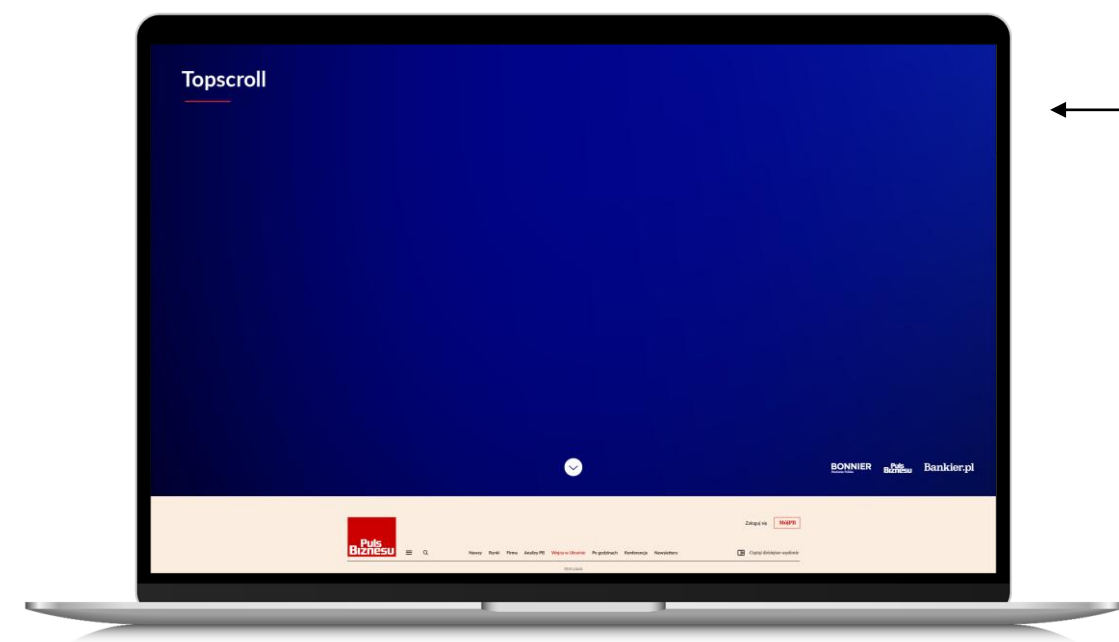


CPM ROS

PB.pl

PLN 390 net

Price List TopScroll

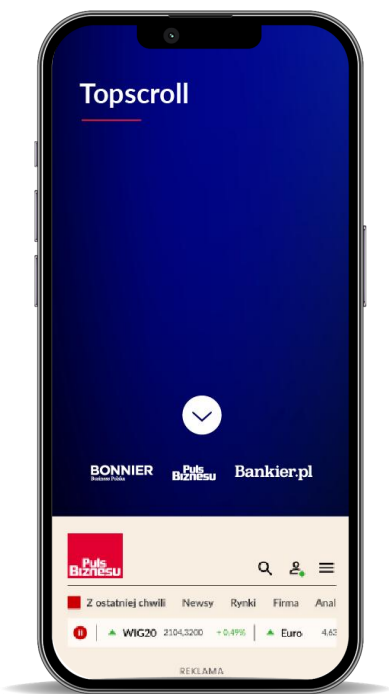


TopScroll

DESKTOP: An ad sticky to the top edge of the page, occupying 60-80% of the height upon loading.

TopScroll

MOBILE: An ad sticky to the top edge of the page, occupying 60-80% of the height upon loading.

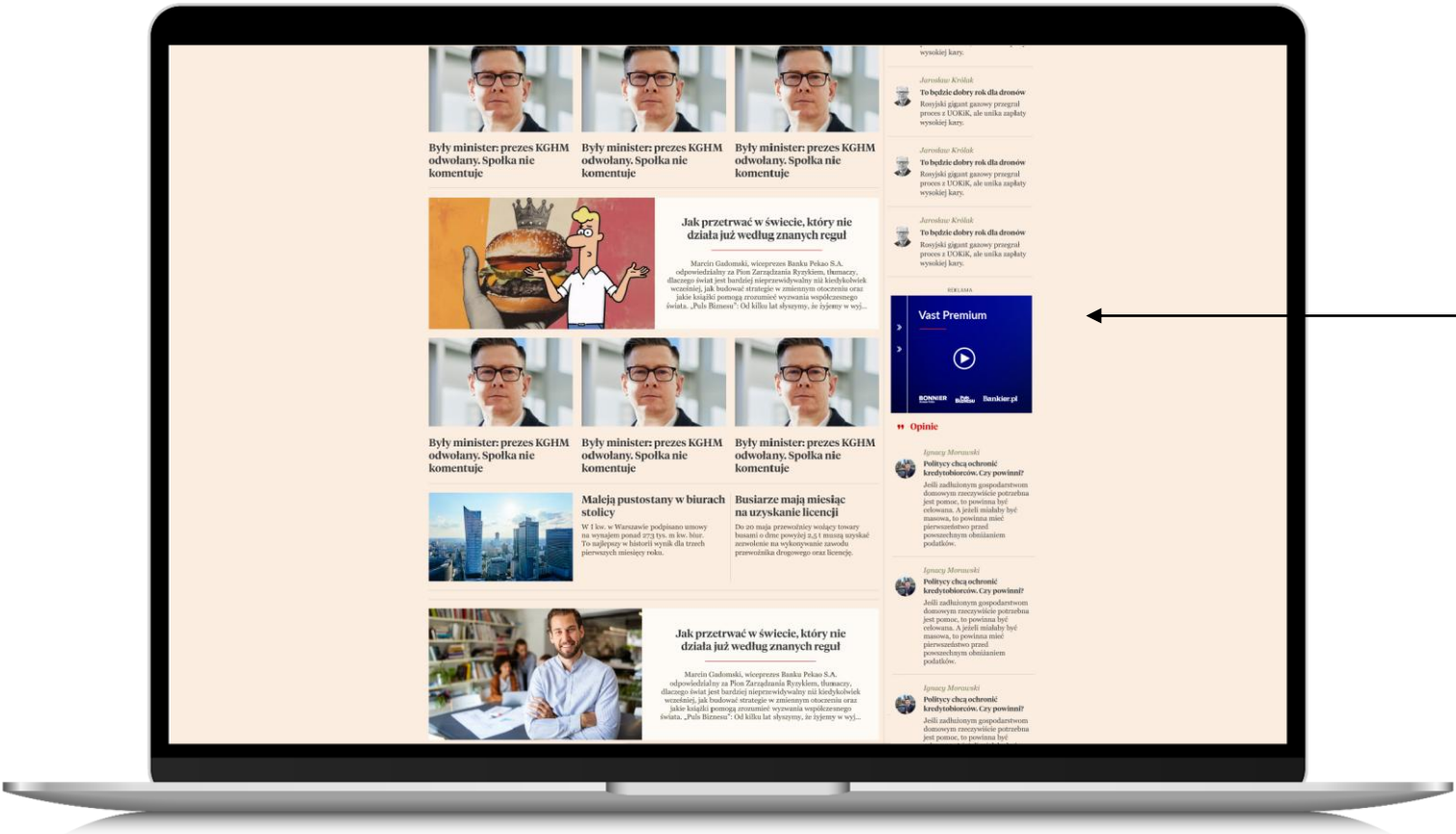


CPM ROS

PB.pl

PLN 370 net

Price List Vast Premium



Vast Premium

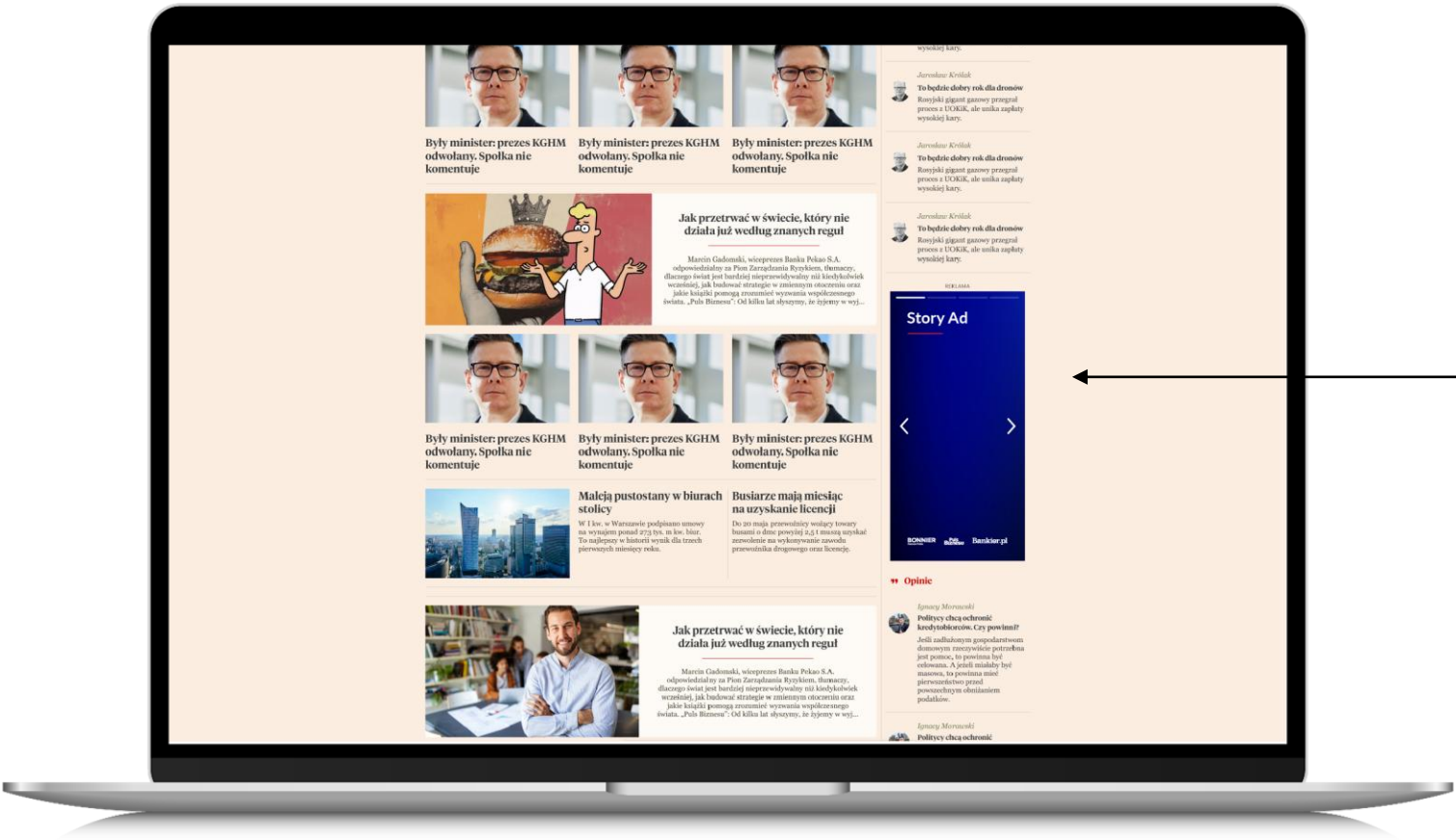
SHOPPABLE EXPANDER: An ad in the form of an additional overlay emerging on the player with standard video ad material. Ability to display 2-5 products, each with a separate image and landing page URL. Delivered as a pre-roll on desktop and mobile devices.

CPM ROS

PB.pl

PLN 300 net

Price List **Story Ad**



Story Ad

An ad utilizing several image assets, switched in a similar way to Instastories.

CPM ROS

PB.pl

PLN 360 net

Price List **Reel Expander**

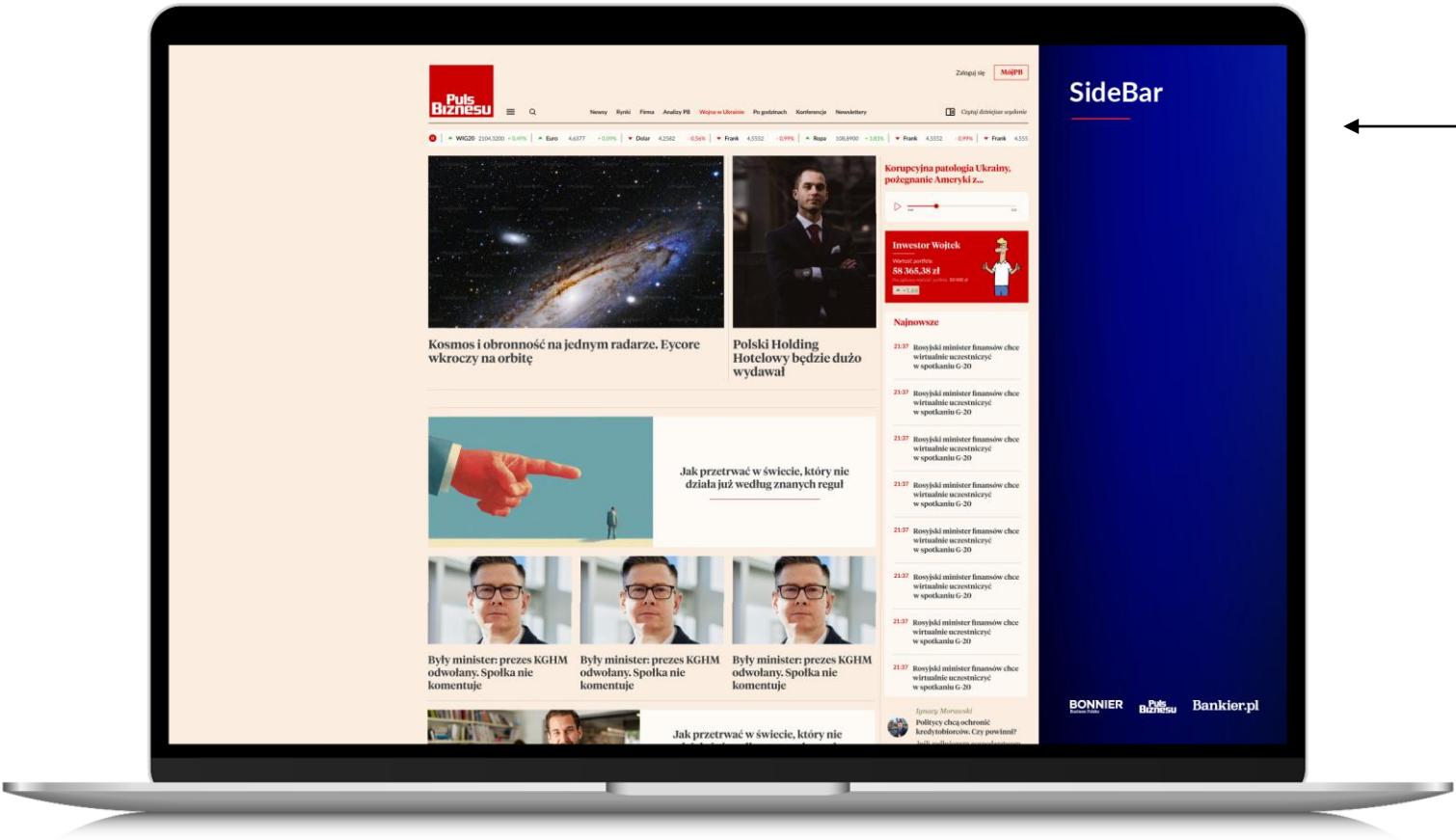


Reel Expander

MOBILE: An ad consisting of several images or videos arranged in a mosaic, expanding to full screen after clicking a button.

CPM ROS	
	PB.pl
PLN 360 net	

Price List SideBar



SideBar

DESKTOP: An ad delivered on one side of the screen, in the empty space between the website and the edge of the screen.

CPM ROS

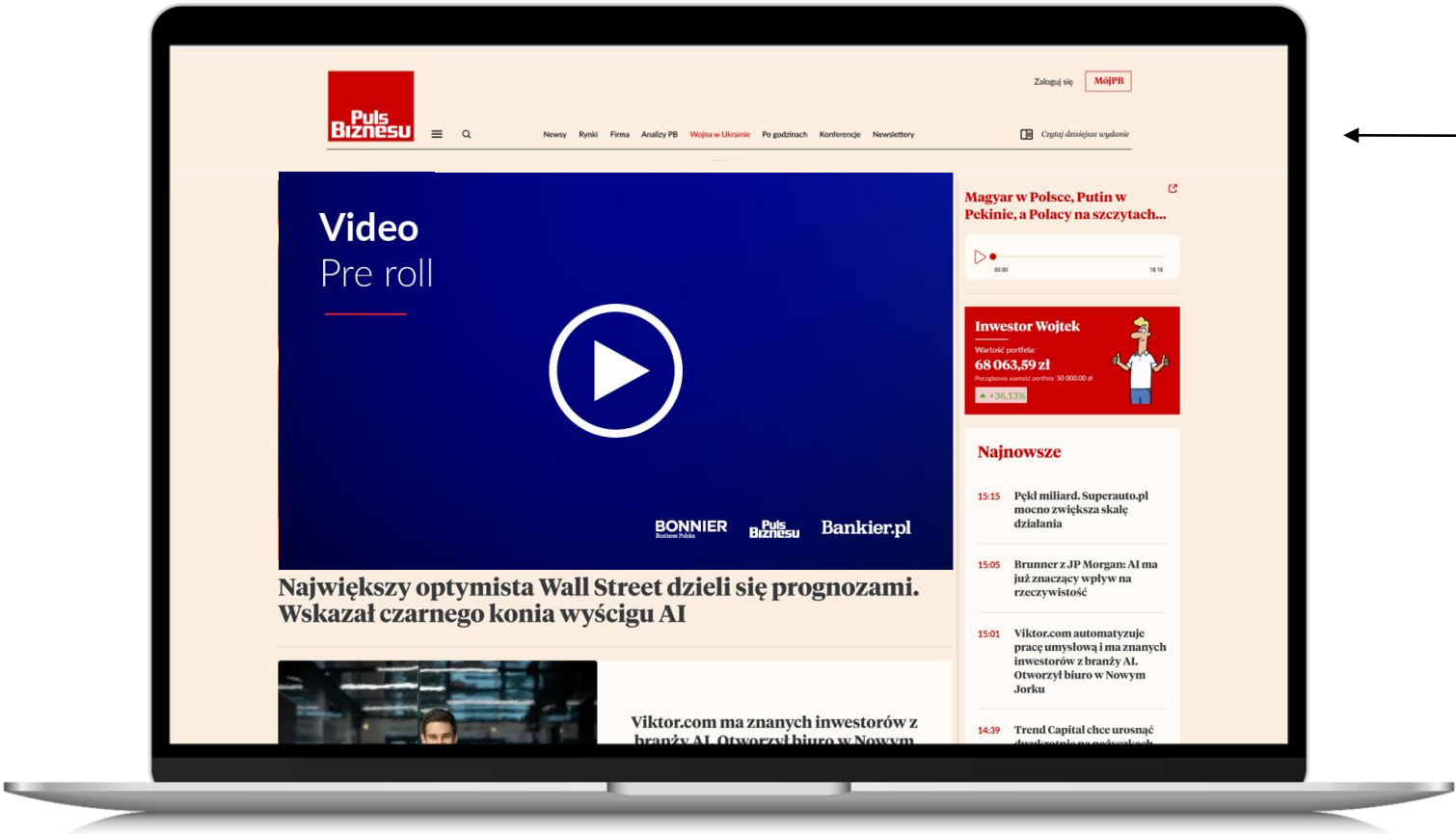
PB.pl

PLN 410 net

Video



Price List Pre-roll/Mid-roll



Pre-roll/Mid-roll
VIDEO IN-STREAM

CPM ROS	
6 - 15 seconds	20 - 30 seconds
PLN 240 net	PLN 280 net

Price List **Extra Charges**

EXTRA CHARGES

Geotargeting	+25%
Capping 1, 2 i 3 (limit of impressions per user)	+15%
Dayparting (delivery on selected days/hours, e.g., during stock exchange trading hours)	+15%
Ad creative sequencing	+20%
vCPM billing (Viewable CPM)	+80%
Autoplay Video Ad with video, sound on user action	+40%
Second client logo in the creative (co-branding campaigns)	+20%
Alcohol advertising fee	+10%

Price List Content Marketing Online

SCOPE OF SERVICES	Standard Package	Premium Package
Sponsored article publication (indefinite)	✓	✓
Homepage promotion (3 days)	✓	✓
Link in the newsletterze (over 70,000 accounts)	✓	✓
Social Media post (Facebook profile)		✓
Traffic guarantee (min. 1,000 UU per article)		✓
Native promotion in the Puls Biznesu app		✓
NET COST		
PB.pl	PLN 62,000	PLN 82,000
Bankier.pl	PLN 62,000	PLN 82,000

Price List **E-Mailing/Newsletter**

Available audience	Number of accounts*	CPM cost	FF cost
General PB.pl	PLN 70,000 net	PLN 800 net	individually priced
Newsletter Banner	PLN 41,000 net		PLN 30,000 net
Newsletter Link	PLN 41,000 net		PLN 30,000 net

*The number of accounts must be confirmed with the Advertising Department

Ad formats

Display formats (for display and mobile platforms)

Format name	Sizes (pixels)	Platform
Website Partner Bar	3 formats are required in each case with the dimensions: 1900x100, 1560x100, 1260x100	desktop
Megaboard	3 formats are required in each case with the dimensions: 1900x500, 1260x500, 970x500	desktop
Gigaboard	940x400	desktop
Wideoboard	Possible sizes: 970x300, 970x250, 940x300, 940x200	desktop
Triple Billboard	750x300	desktop
Double Billboard	750x200	desktop
Billboard	750x100	desktop
Intext	670x280	desktop
Halfpage	300x600	desktop / mobile
Large Rectangle	336x280	desktop / mobile
Rectangle / Navibox	300x250	desktop / mobile
Banner newsletter	600x90	newsletter



We look forward to working with you

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