BONNIER
Business Polska

—— Grupa Bonnier

ONLINE

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Rate card 2021

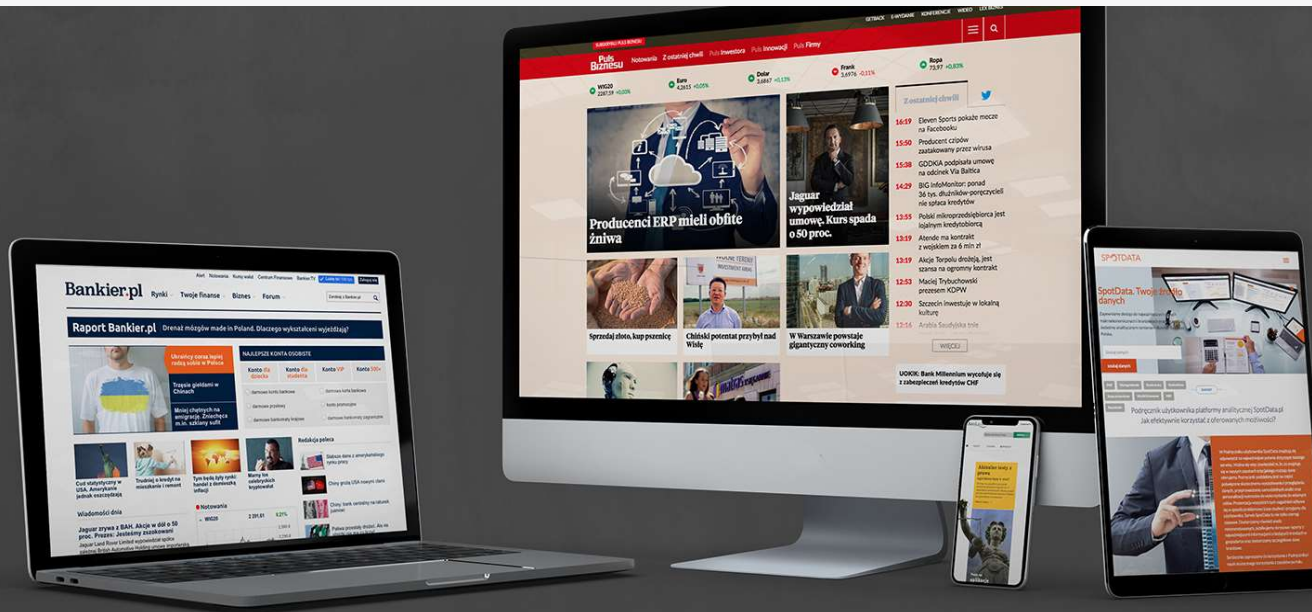Puls Biznesu

Bankier.pl

PIT.pl

ArsLege

mambiznes
TU ZACZYNA SIĘ BIZNES

zgarnij premię

SMART Bankier.pl

BONNIER
Business Polska

Our websites
Bonnier Business Polska*

STANDARD AD FORMATS

Ad name	Dimensions in px	Ad format description	Price*	
			CPM 1000 page views	Flat Fee 1 week on HP
Billboard	750 x 100	Animated or static ad located in the top part of the website. Maximum size 120 kB.	200	61 000
Double billboard	750 x 200	Animated or static ad located in the top part of the website. Maximum size 120 kB.	310	94 000
Tripple billboard	750 x 300	Animated or static ad located in the top part of the website. Maximum size 120 kB.	380	115 000
Wideboard	940 x 300	Animated or static ad located in the top part of the website. Maximum size 120 kB.	470	140 000
GigaBoard	940 x 400 px	Animated or static ad located in the top part of the website. Maximum size 120 kB.	500	180 000
Navibox 1 HP	300 x 250	Animated or static ad located in the middle part of the website. Maximum size 120 kB.	290	86 000
Navibox 2 HP	300 x 250	Animated or static ad located in the middle part of the website. Maximum size 120 kB.	290	-
Navibox article	300 x 250	Animated or static ad located in the upper part of the right column. Maximum size 120 kB.	290	-
Halfpage Bankier HP	300 x 600	Animated or static ad located in the middle part of the website. in the same place as navibox ad. Maximum size 120 kB.	290	86 000
Halfpage ROS PB, ROS Bankier	300 x 600	Animated or static ad located in the middle part of the website. in the same place as navibox ad. Maximum size 120 kB.	290	
Screening	Background image 1920 x 768 + 750 x 200	Ad format consisting of a double billboard and a background image displaying simultaneously as one unit of a large advertising space	540	200 000
Sponsored article	Text/image	Text + image link marked as "Reklama" (Advertisement) or "Materiał partnera" (Partner's content), located on the Home Page. The link could lead to an article (10 000 characters including spaces + 3 images in jpg format)	-	20 000
Large rectangle	624x250/948x350	Large, well-visible ad format located in the upper part of the right column, in the same place as navibox ad. Maximum size 120 kB.	-	103 000

*Base Rate Card pricing without surcharges/discounts and without 23% VAT.

Bonnier Business (Polska) sp. z o.o. offers non-standard campaigns of forms and prices undefined in the above overview. Our campaigns are always adjusted to our Partner's demands and needs. If you are interested in non-standard solutions, please do not hesitate to contact us directly: reklama@pb.pl
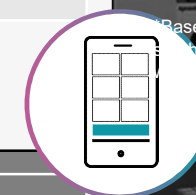
BONNIER
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E-MAIL MARKETING

E-MAILING		Ad format description	Price* (per 1000 e-mail records)
Mailing basic	html	Text or HTML document (with graphical template)	550
Contextual targeting mailing	html	Contextually targeted mailing based on the pb.pl Newsletter's subscribents behaviour and interests	1 100
NEWSLETTER		**Ad format description**	**Price** (the entire pb.pl or bankier.pl e-mail databases)
Banner in the Newsletter	600 x 90	Animated or static ad located in the top part of the Newsletter - gif, jpg formats, maximum size 120 kB.	17 000
Sponsored link	txt	Text link (up to 120 characters including spaces) located in the Pb.pl newsletter.	17 000

MOBILE

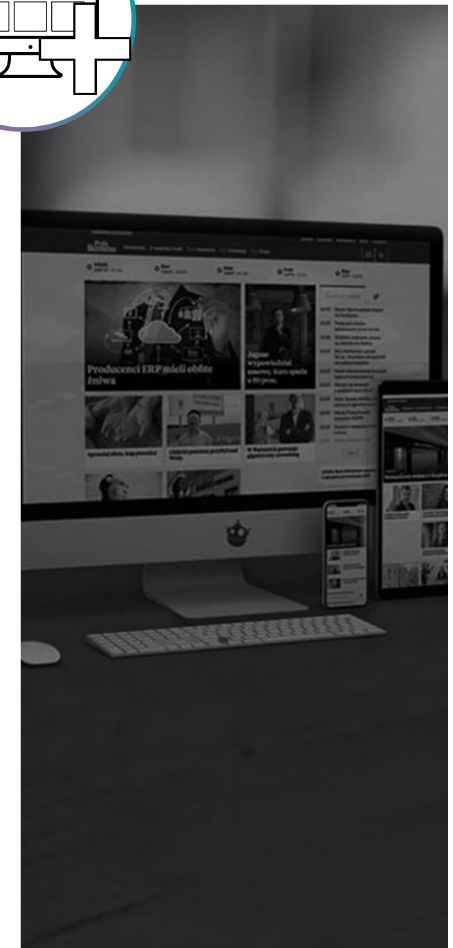| Ad format name	Size px	Ad format description	Price* CPM (per 1000 e-mail PV)
Naviboks 1	300 x 250	Scalable static or animated ad displayed in the upper part of the web page. 300x250 px, maximum 120 kB size Formats: png, jpg ,gif, html5	290
Naviboks 2	300 x 250	Scalable static or animated ad displayed in the middle part of the web page. 300x250 px, maximum 120 kB size Formats: png, jpg ,gif, html5	290
Naviboks 3	300 x 250	Scalable static or animated ad displayed in the middle part of the web page. 300x250 px, maximum 120 kB size Formats: png, jpg ,gif, html5	290

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Surchargers

Product	amount
Geotargeting	30%
Expanded formats	50%
Audio	30%
Targeting - time	50%
Sponsored material + DTP drafting	40%
Capping	30%
Targeting - section	30%
Geotargeting - cities	30%
Geotargeting - region	30%
Targeting - IP	30%
Video ad	50%
Scroll (floating formats)	50%
If maximum file size exceeded more than +10kb (1% surcharge per 1% of the max allowed file size)	
Targeting - age	30%
Targeting - sex	30%
Targeting - interests	30%
Targeting - education	30%
Targeting - profession	30%

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We invite you to cooperate with us!