



Grupa Bonnier

ONLINE Rate card 2022

**Puls
Biznesu**

Bankier.pl

PIT.pl

ARSLEGE

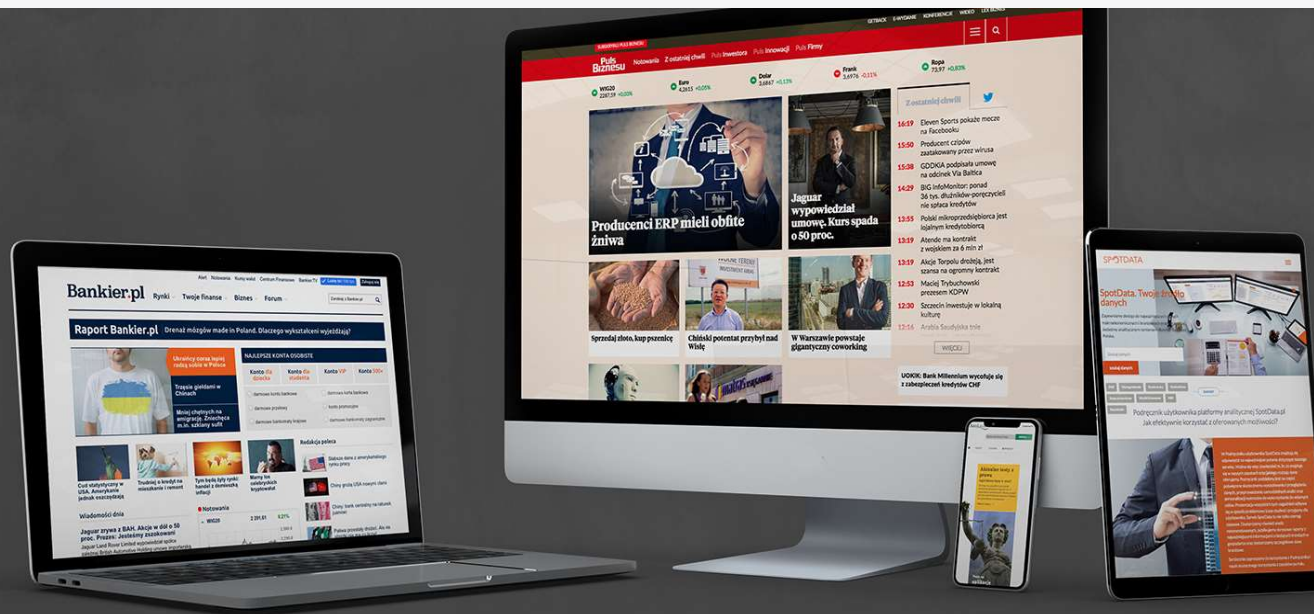
mambiznes
TU ZACZYNA SIĘ BIZNES

**zgarń
premię**

SMART Bankier.pl

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.	240	73 200
Double billboard	750 x 200	Animated or static ad located in the top part of the website. Maximum size 120 kB.	380	94 000
Tripple billboard	750 x 300	Animated or static ad located in the top part of the website. Maximum size 120 kB.	460	115 000
Wideboard	940 x 300	Animated or static ad located in the top part of the website. Maximum size 120 kB.	570	140 000
GigaBoard	940 x 400	Animated or static ad located in the top part of the website. Maximum size 120 kB.	650	180 000
Navibox 1 SG	300 x 250	Animated or static ad located in the middle part of the website. Maximum size 120 kB.	350	86 000
Navibox 2 SG	300 x 250	Animated or static ad located in the middle part of the website. Maximum size 120 kB.	350	-
Navibox article	300 x 250	Animated or static ad located in the upper part of the right column. Maximum size 120 kB.	350	-
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.	350	-
Halfpage SG 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.	350	86 000
Screening	Background image 1920x768 + 750x200	Ad format consisting of a double billboard and a background image displaying simultaneously as one unit of a large advertising space	650	24 000
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)	-	123 600
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.	-	240 000

*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

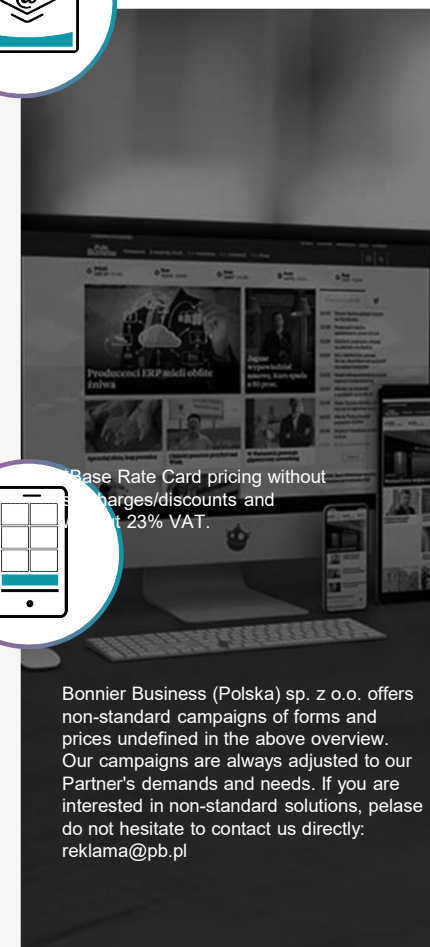
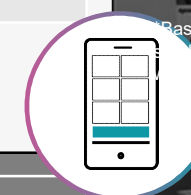


E-MAIL MARKETING

E-MAILING		Ad format description	Price* (per 1000 e-mail records)
Mailing basic	html	Text or HTML document (with graphical template)	660
Contextual targeting mailing	html	Contextually targeted mailing based on the Pb.pl Newsletter's subscribers behaviour and interests	1 320
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 40 kB.	20 400
Sponsored link	txt	Text link (up to 120 characters including spaces) located in the Pb.pl newsletter.	20 400

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	350
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	350
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	350



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— Surchargers

Product	amount
Screening with tripple billboard banner	10%
Screening with wideboard banner	20%
Screening with gigaboard banner	30%
Preparation of sponsored material + DTP +	40%
Targeting - time	50%
Capping	30%
Targeting - section	30%
Geotargeting	30%
Geotargeting - cities	30%
Geotargeting - region	30%
Targeting - IP	30%
Video ad	50%
Maximum file size exceeded more than +10kb (1% surcharge per 1% of the max allowed file size)	
Targeting - age	50%
Targeting - sex	50%
Targeting - interests	50%
Targeting - education	50%
Targeting - profession	50%





We invite you to cooperate with us!

BONNIER
Business Polska

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XIII Economic Department of the National Court Register, KRS 24847
TIN 113-01-55-210, share capital 2 000 000 PLN

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