



Grupa Bonnier

# ONLINE Rate card 2023

**Puls  
Biznesu**

**Bankier.pl**

**PIT.pl**

**ARSLEGE**

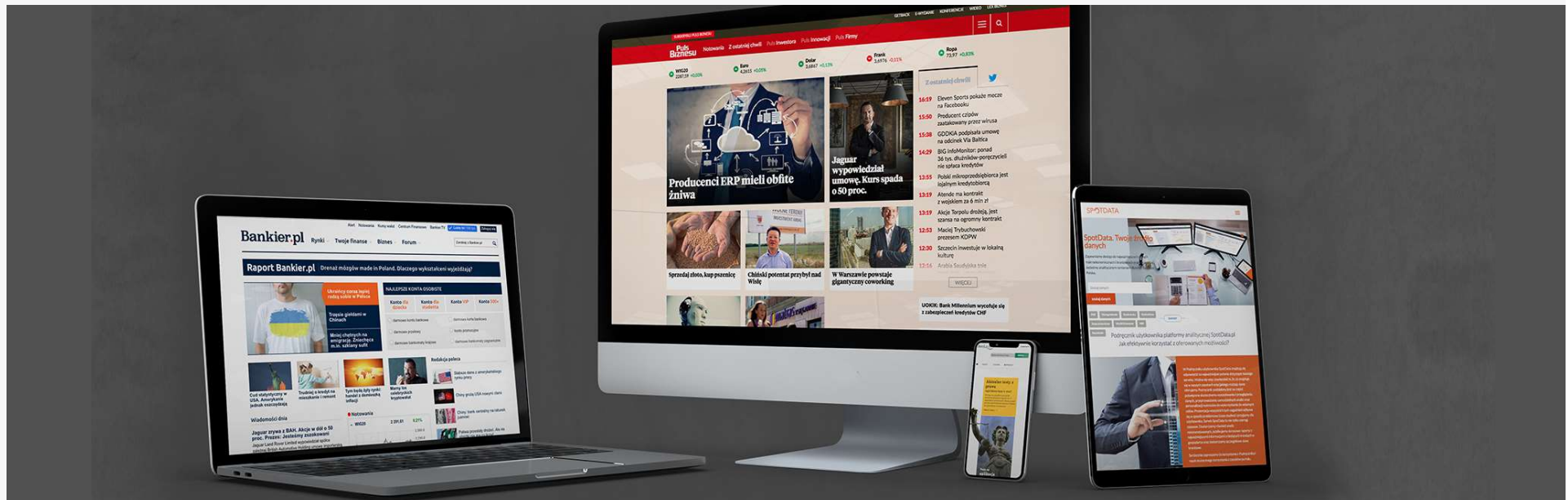
**mambiznes**  
TU ZACZYNA SIĘ BIZNES

**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
<b>Billboard</b>	750 x 100	Animated or static ad located in the top part of the website. Maximum size 120 kB.	290	88 000
<b>Double billboard</b>	750 x 200	Animated or static ad located in the top part of the website. Maximum size 120 kB.	460	113 000
<b>Tripple billboard</b>	750 x 300	Animated or static ad located in the top part of the website. Maximum size 120 kB.	550	140 000
<b>Wideboard</b>	940 x 300	Animated or static ad located in the top part of the website. Maximum size 120 kB.	650	210 000
<b>GigaBoard</b>	940 x 400	Animated or static ad located in the top part of the website. Maximum size 120 kB.	800	350 000
<b>Navibox 1 SG</b>	300 x 250	Animated or static ad located in the middle part of the website. Maximum size 120 kB.	420	104 000
<b>Navibox 2 SG</b>	300 x 250	Animated or static ad located in the middle part of the website. Maximum size 120 kB.	420	-
<b>Navibox article</b>	300 x 250	Animated or static ad located in the upper part of the right column. Maximum size 120 kB.	420	-
<b>Halfpage ROS PB, ROS Bankier</b>	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.	420	-
<b>Halfpage HP Bankier</b>	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.	420	104 000
<b>Screening</b>	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	750	300 000
<b>Sponsored article</b>	Text/image	The link could lead to an article (10 000 characters including spaces + 3 images in jpg format. Promotion 3 days on HP.	-	29 000
<b>Large rectangle</b>	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.	-	150 000

\*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

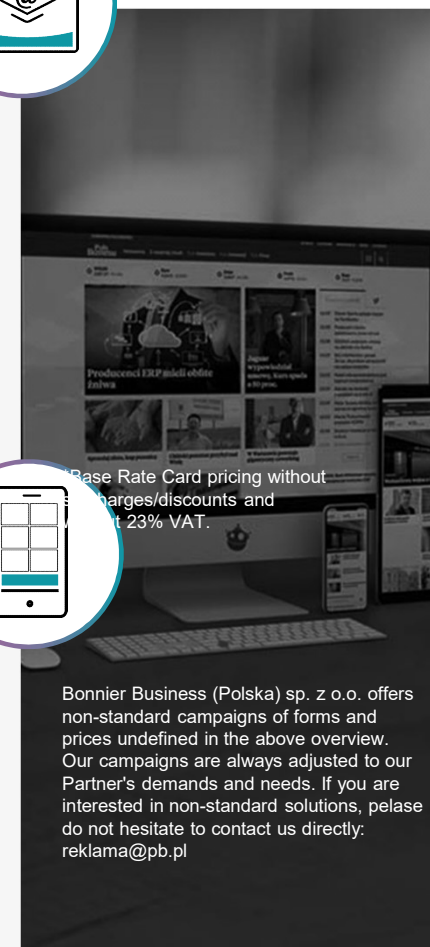
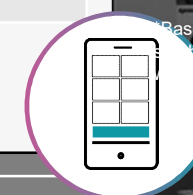


## E-MAIL MARKETING

E-MAILING		Ad format description	Price* (per 1000 e-mail records)
Mailing basic	html	Text or HTML document (with graphical template)	800
Contextual targeting mailing	html	Contextually targeted mailing based on the Pb.pl Newsletter's subscribers behaviour and interests	1 600
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.	25 000
Sponsored link	txt	Text link (up to 120 characters including spaces) located in the Pb.pl newsletter.	25 000

## 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	420
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	420
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	420



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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  
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