



Grupa Bonnier

ONLINE Rate card 2023

**Puls
Biznesu**

Bankier.pl

PIT.pl

ARSLEGE

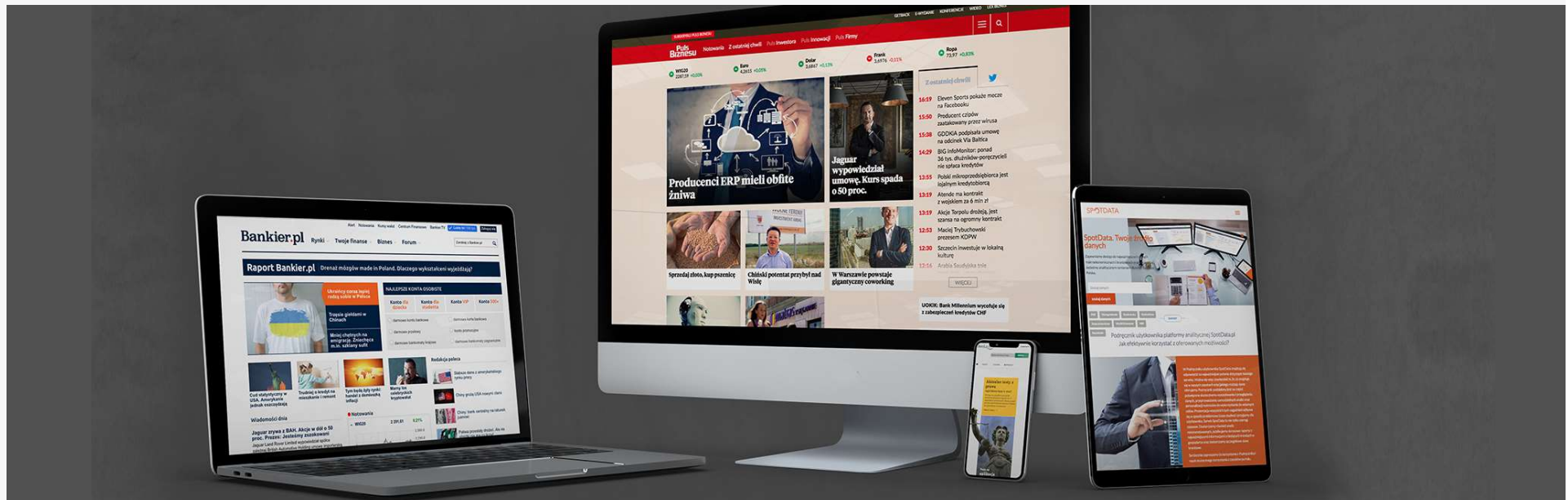
mambiznes
TU ZACZYNA SIĘ BIZNES

**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
Billboard	750 x 100	Animated or static ad located in the top part of the website. Maximum size 120 kB.	290	88 000
Double billboard	750 x 200	Animated or static ad located in the top part of the website. Maximum size 120 kB.	460	113 000
Tripple billboard	750 x 300	Animated or static ad located in the top part of the website. Maximum size 120 kB.	550	140 000
Wideboard	940 x 300	Animated or static ad located in the top part of the website. Maximum size 120 kB.	650	210 000
GigaBoard	940 x 400	Animated or static ad located in the top part of the website. Maximum size 120 kB.	800	350 000
Navibox 1 SG	300 x 250	Animated or static ad located in the middle part of the website. Maximum size 120 kB.	420	104 000
Navibox 2 SG	300 x 250	Animated or static ad located in the middle part of the website. Maximum size 120 kB.	420	-
Navibox article	300 x 250	Animated or static ad located in the upper part of the right column. Maximum size 120 kB.	420	-
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.	420	-
Halfpage HP 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.	420	104 000
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	750	300 000
Sponsored article (without promotion)	Text/image	The link could lead to an article (10 000 characters including spaces + 3 images in jpg format.	-	29 000
Sponsored article (with promotion on HP 3 days)	Text/image	The link could lead to an article (10 000 characters including spaces + 3 images in jpg format.	-	47 000

*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

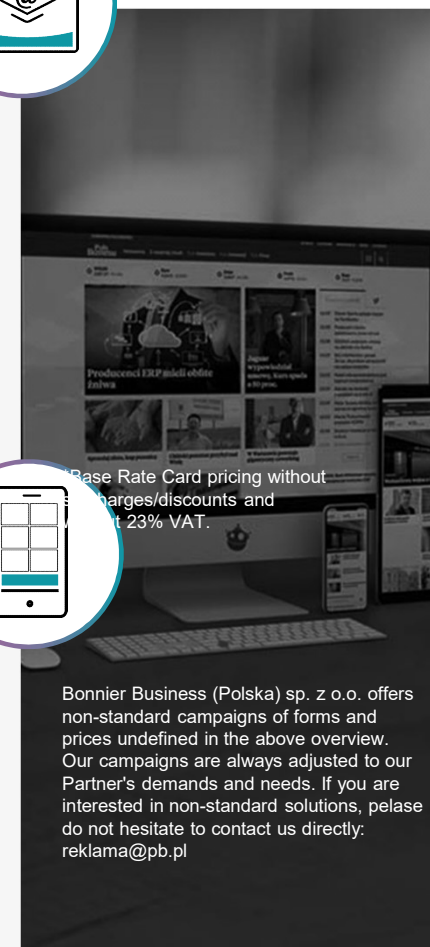
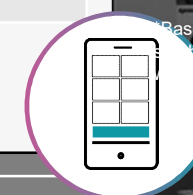


E-MAIL MARKETING

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!



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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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