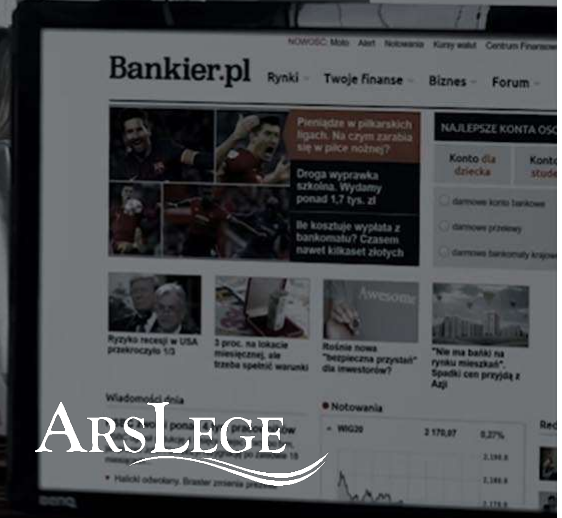
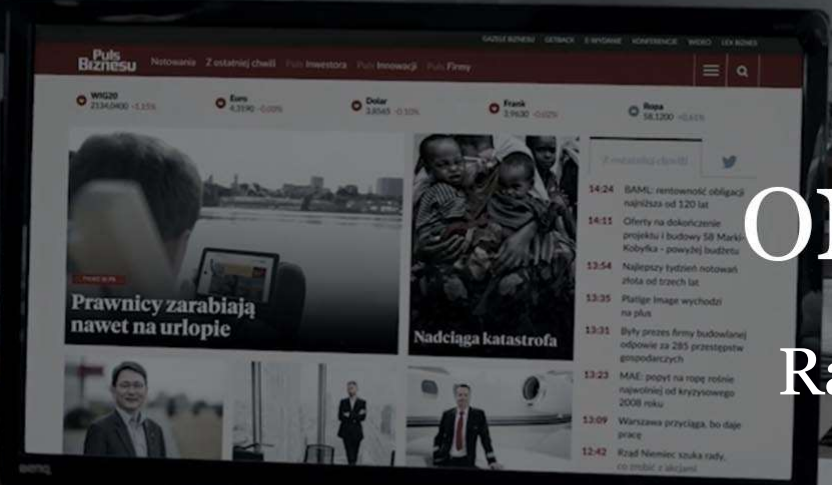




Grupa Bonnier

ONLINE Rate card *



**Puls
Biznesu**

Bankier.pl

PIT.pl

ARSLEGE

mambiznes
TU ZACZYNA SIĘ BIZNES

**zgarń
premię**

SMART Bankier.pl

* current price list valid until december 31, 2024

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

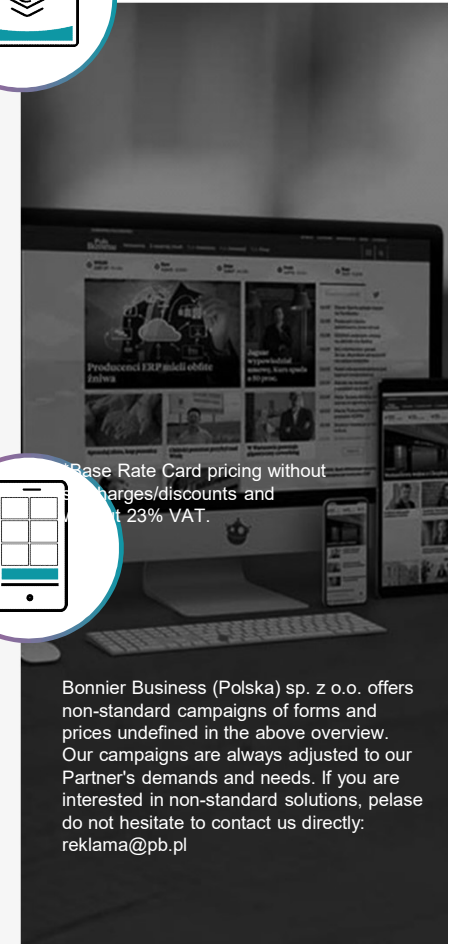


E-MAIL MARKETING

| 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 |



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

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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% |



BONNIER
Business Polska

We invite you to cooperate with us!

BONNIER
Business Polska

Bonnier Business (Polska) sp. z o.o.
1 Kijowska street, 03-738 Warsaw

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TIN 113-01-55-210, share capital 2 000 000 PLN

**Advertising
department:**
reklama@pb.pl

**Marketing
department:**
promocja@pb.pl

**Conferences
department:**
konferencje@pb.pl

**Sponsoring
department:**
sponsoring@pb.pl

**Subscription
infolinie:**
801 801 771, 812 812 971

**Subscription
department:**
prenumerata@pb.pl