

ADVERTISING RATES[*]

● **Banner 750x200**

Ad will appear on the home page and section fronts

SPECS:

Max Dimension: 750x200 pixels; File Size: up to 30 kB

Format: jpg, gif, animated gif, flash, html

Price: PLN 2000 / 1 month, PLN 500 / 1 week, PLN 100 / 1 day.

EUR 570/ month, EUR 140/ 1 week, EUR 30/ 1 day

● **Banner in an article 468X60**

Ad will appear on all article pages

SPECS:

Max Dimension: 468x60 pixels, File Size: up to 15 kB,

Format: jpg, gif, animated gif, flash, html,

Price: PLN 2000 / 1 month, PLN 500 / 1 week, PLN 100 / 1 day.

EUR 570/ month, EUR 140/ 1 week, EUR 30/ 1 day

● **Skyscraper 160x600**

Ad will appear on the home page, section and subsection fronts

SPECS:

Max Dimension: 160x600 pixels, File Size: up to 30 kB,

Format: jpg, gif, animated gif, flash, html,

Price: PLN 2500 / 1 month, PLN 500 / 1 week, PLN 150 / 1 day.

EUR 715/ month, EUR 140/ 1 week, EUR 40/ 1 day

● **Rectangle 300x250**

Ad will appear in a chosen place on the page including home page, section and subsection fronts

SPECS:

Max Dimension: 300x250 pixels, File Size: up to 30 kB,

Format: jpg, gif, animated gif, flash, html and rich media,

Price: PLN 3000 / 1 month, PLN 1500 / 1 week, PLN 180 / 1 day

EUR 850 / month, EUR 430 / 1 week, EUR 50 / 1 day

SPONSORED ARTICLE

SPECS:

- max text dimension: up to 5 kB – approx. 2 pages
- max photo dimension: 2 photos up to 30 kB
- article labeled as "sponsored article"
- available linking to your home page
- article published on PM home page as the main news for a specific number of days
- article emailed in our Newsletter as the main news during one/two editions
- must be booked at least one week in advance
- all materials must be submitted before noon, one the day before planned emission

PRICE: (prices do not include tax)

1 day – PLN 500 / EUR 140

2 days – PLN 1000 / EUR 285

1 week – PLN 2000 / EUR 570

SECTIONS:

Company/ institution details, logo, contact, link to the home page

Main:

ECONOMY

BUSINESS

CULTURE

EURO 2012

PRESS RELEASES

CONFERENCES & EVENTS

Other:

FINANCE

ENERGY
STEEL INDUSTRY
CONSTRUCTION/REAL ESTATE
TELECOM/IT
TOURISM
INVESTMENTS
REGIONS
LIFESTYLE

Price: 1 month – PLN 500 / EUR 140

NEWSLETTER

A weekly electronic bulletin featuring each week's highlights sent by e-mail to all registered users.

Ads: HTML or Banner

HTML

Text:

- up to 350 characters

Logo:

- File Size: up to 5 kB
- Format: gif / jpg

Price: PLN 100 / EUR 30 (received by 1000 users)

BANNER

max dimensions: 468x60 pixels, File Size: up to 15 kB,

Format: gif, jpg

Price: PLN 100 / EUR 30 (received by 1000 users)

* Prices do not include VAT