



| Ad type                    | Format       | Price (zloty)                                                                                             | Advertising time |
|----------------------------|--------------|-----------------------------------------------------------------------------------------------------------|------------------|
| Billboard                  | 940×150 px   | 3500 zł (whole website)                                                                                   | 1 month          |
| Banner                     | 300 x200 px  | 2200 zł (whole website)<br>1200 zł (home page or or one subpage)                                          | 1 month          |
| Skyscraper on the flaps    | 120×600 px   | 3000 zł (whole website)<br>1600 zł (home page or one subpage)                                             | 1 month          |
| In-text box                | 700×200 px   | 550 zł                                                                                                    | 1 month          |
| Banner in search results   | 300×200 px   | 1200 zł                                                                                                   | 1 month          |
| Infographic                | width 700 px | 3500 zł (when it's made by GRUPA Medium<br>+ promotion)<br>2500 zł (when it's made by klient + promotion) | 1 year           |
| Sponsored article          |              | 1200 zł                                                                                                   | 3 months         |
| Companies' profiles        |              | 1600 zł                                                                                                   | 1 year           |
| Product overview           |              | 1600 zł                                                                                                   | 1 year           |
| PR articles in package     |              | 2800/5200 zł                                                                                              | 6 months/1 year  |
| Advertising in e-book      | A4           | 1 site – 800 zł, 4 sites – 1500 zł (for 10 000 downloads)                                                 |                  |
| Individual mailing         |              | 3000 zł                                                                                                   |                  |
| Ad in our brand newsletter |              | 650 zł                                                                                                    |                  |