

Advertising specifications on internet page e-autonaprawa.pl

Ad shape	Description and technical requirements	Price PLN
Billboard	Animated or static rectangle ad placed centrally in the top part of main page and all subpages, right below the main menu. Size: 750 x 100 pixels, weight: up to 50 kb, format: JPEG, GIF, SWF. Pricing unit: monthly usage*.	3 900
Large banner	Animated or static rectangle ad placed centrally in the middle part of main page. Size: 468 x 60 pixels, weight: up to 25 kB, format: JPEG, GIF, SWF. Pricing unit: monthly usage*.	1 800
Rectangle	A banner ad close to the shape of a square, animated or static, placed in the upper right column of the main page and subpages. Size: 300 x 250 pixels, weight: up to 50 kB, format: JPEG, GIF, SWF. Pricing unit: monthly usage*.	3 500
Double rectangle	Animated or static rectangle ad placed in the upper right column of the subpages. Size: 300 x 500 pixels, weight: up to 75 kB, format: JPEG, GIF, SWF. Pricing unit: monthly usage*.	3 500
Button	Animated or static rectangle ad placed in the middle right column of the main page. Size: 300 x 100 pixels, weight: up to 25 kB, format: JPEG, GIF, SWF. Pricing unit: monthly usage*.	1 000

Please use an SWF file to include a link to page which the advertising should direct a portal user to.

Banner in section chosen by the Customer	Ad rectangle placed in section of page chosen by the Customer along with article (rectangle ad) or in the Encyclopedia section. Size: 750 x 100 pixels lub 300 x 250 pixels, weight: up to 50 kB, format: JPEG, GIF, SWF. Pricing unit: monthly usage*.	1450
Sponsored article	Publishing and an announcement on main page of the publication delivered by the advertiser. Size: article (between 1 thousand and 6 thousand characters and at least 1 graphic element) teaser (up to 160 characters including spaces). Weight (graphic element): up to 30 kB, format: GIF, JPEG. Pricing unit: monthly usage*.	1500
Sponsored article premium	Sponsored article with additional announcement in newsletter e-autonaprawa. Format: JPEG, GIF. Pricing unit: monthly usage*.	1 800

All prices net

* other terms to be arranged