

# POLITYKA

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## RATE CHART

## editorial pages

IV cover			159 000 PLN
II cover			138 000 PLN
III cover			115 000 PLN
Spread (II cover + p. 3)	A-15		253 000 PLN
Spread (pages 4+5)	A-15		213 000 PLN
Spread (pages 6+7)	A-15		202 000 PLN
Spread (to page 35)	A-15		190 000 PLN
Spread (natural)	A-15		167 000 PLN
1/1 page right (page 3)	A-14		138 000 PLN
1/1 page right (page 5)	A-14		133 000 PLN
1/1 page right (page 7)	A-14		127 000 PLN
1/1 page right (up to page 23)	A-14		124 000 PLN
1/1 page right (pages 25–35)	A-14		119 000 PLN
		<b>I half</b>	<b>II half</b>
2/1 spread	A-15	179 000 PLN	150 000 PLN
1/1 page (right)	A-14	115 000 PLN	98 000 PLN
1/ page (left)	A-14	103 000 PLN	88 000 PLN
Junior page (right)	A-7	73 000 PLN	61 000 PLN
Junior page (left)	A-7	66 000 PLN	52 000 PLN
Mini Junior page (right)	A-6	52 000 PLN	43 000 PLN
Mini Junior page (left)	A-6	48 000 PLN	39 000 PLN
1/2 page (right)	A-12, A-13	65 000 PLN	55 000 PLN
1/2 page (left)	A-12, A-13	58 000 PLN	50 000 PLN
1/3 page (right)	A-4, A-11	46 000 PLN	40 000 PLN
1/3 page (left)	A-4, A-11	42 000 PLN	36 000 PLN
1/4 page (right)	A-3, A-10, A-16	35 000 PLN	31 000 PLN
1/4 page (left)	A-3, A-10, A-16	30 000 PLN	26 000 PLN
1/5 page (right)	A-9		22 000 PLN
1/5 page (left)	A-9		18 000 PLN
1 module (right)	A-1		11 000 PLN
1 module (left)	A-1		9 000 PLN

prices exclude VAT

### BLACK-AND-WHITE ADS

Black-and-white advertisements are charged at 70% of the price of a colour advertisement of the same size

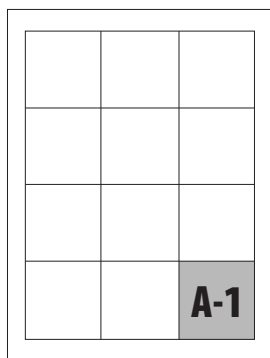
### ADDITIONAL CHARGES

- 10% - choice of department, place or priority in the segment
- 10% - consecutive pages
- 15% - extra logo in an advertisement
- Advertisement placed on a page in a non-standard way – additional charge by individual negotiation

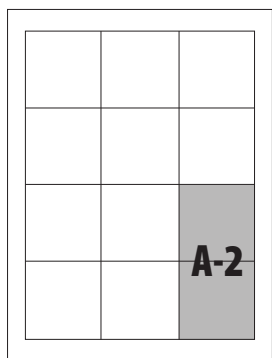
### NOTES

- The prices apply to print-ready materials.
- The editors reserve the right to alter the prices within the period of validity of the price list.

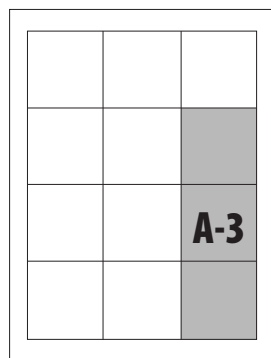
## editorial pages



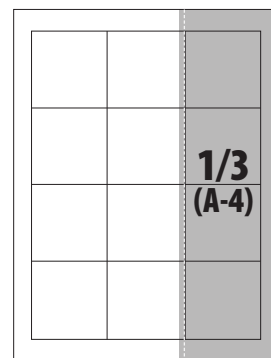
print area .....57x56



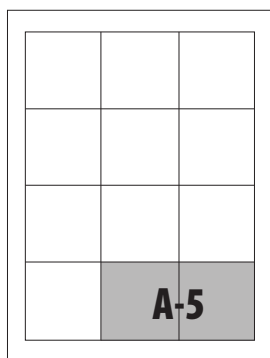
print area .....57x117



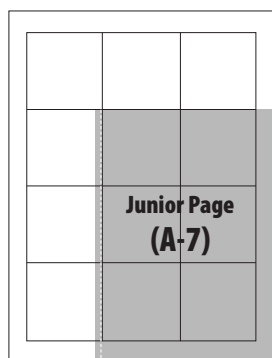
print area .....57x178



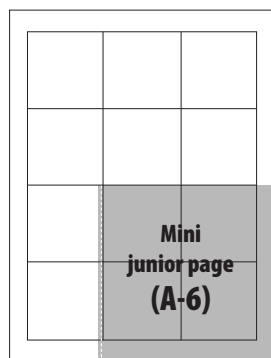
before trimming ..... 81x282  
trimmed ..... 71x272  
print area ..... 57x239



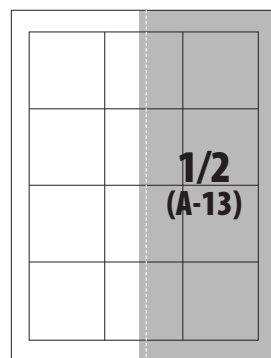
print area ..... 119x56



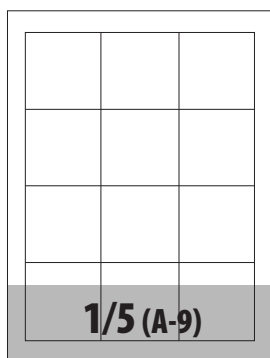
before trimming ..... 143x197  
trimmed ..... 133x192  
print area ..... 119x178



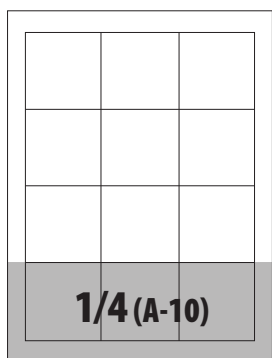
before trimming ..... 143x136  
trimmed ..... 133x131



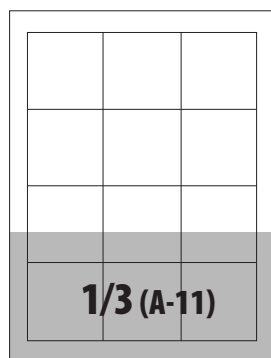
before trimming ..... 112x282  
trimmed ..... 102x272  
print area ..... 88x239



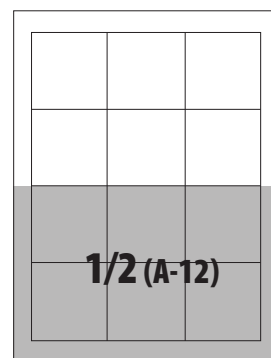
before trimming..... 215x59  
trimmed ..... 205x54



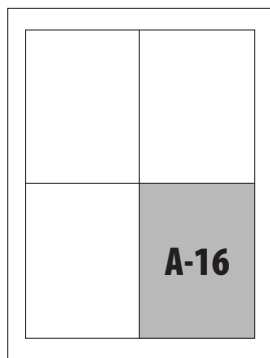
before trimming ..... 215x75  
trimmed ..... 205x70  
print area ..... 181x56



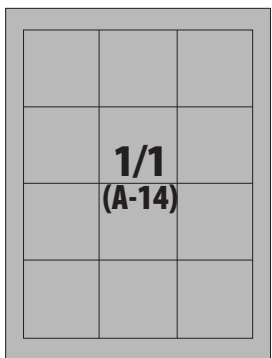
before trimming ..... 215x95  
trimmed ..... 205x90  
print area ..... 181x76



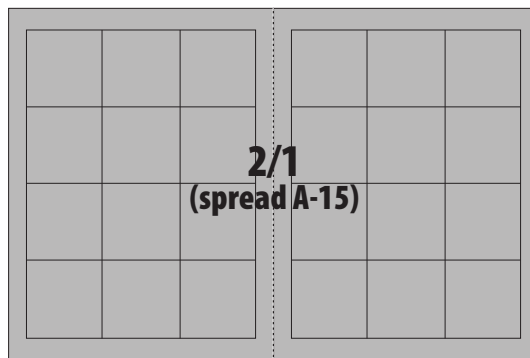
before trimming ..... 215x136  
trimmed ..... 205x131  
print area ..... 181x117



print area ..... 87x116



before trimming ..... 215x282  
trimmed ..... 205x272  
print area ..... 181x239



before trimming ..... (2x) 215x282  
trimmed ..... (2x) 205x272  
print area ..... (2x) 181x239

## modular column ads

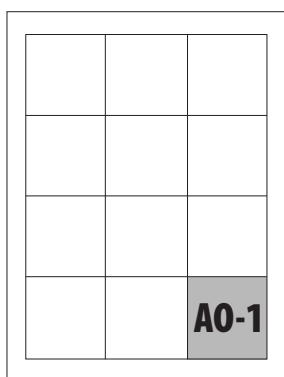
1 module	A0-1	3 000 PLN
2 modules	A0-2, A0-5	6 000 PLN
3 modules	A0-3, A0-10	9 000 PLN
4 modules	A0-4, A0-6	12 000 PLN
1/2 page	A0-12	18 000 PLN
advertisement box - „WARTO WIEDZIEĆ & WARTO POZNAĆ” section	A0-16	10 000 PLN

### NOTES

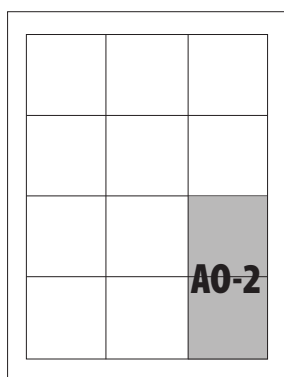
- Modular ads are printed only in between other ads
- Prices apply to colour and black-and-white advertisements.
- Prices apply to print-ready materials.
- The editors reserve the right to alter the prices within the period of validity of the price list.

prices exclude VAT

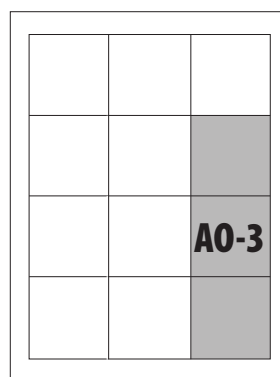
## AD FORMATS (mm)



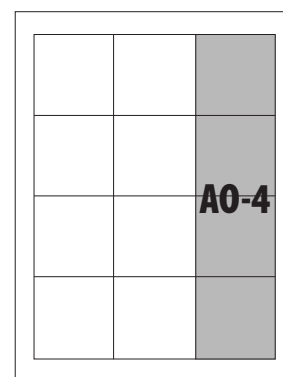
print area .....57x56



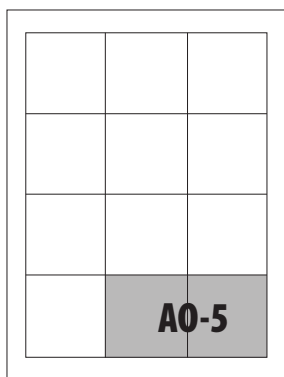
print area ..... 57x117



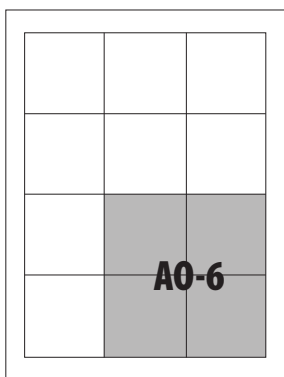
print area ..... 57x178



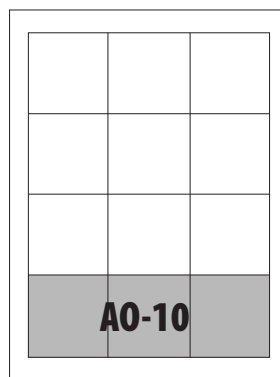
print area ..... 57x239



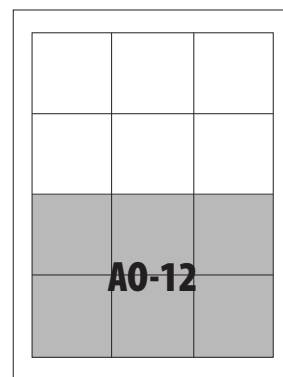
print area ..... 119x56



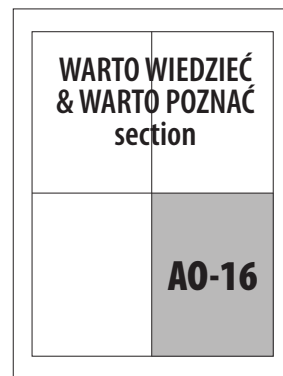
print area ..... 119x117



print area ..... 181x56



print area ..... 181x117



print area ..... 95x120

## main edition

**LOOSE INSERTS****media cost:**

nationwide

from 60 000 \*

Mazowieckie voiv.

from 20 000 \*

other regions

8 000 - 10 000 (dependent on the number of copies printed for a given voivodship)

**technical cost:** dependent on type of insert (format, number of pages, weight...)

prices exclude VAT

**STITCHED INSERTS****media cost:**

between folded sheets

from 60 000 \*

on a natural spread

from 90 000 \*

**technical cost:** dependent on type of insert (format, number of pages, weight...)

prices exclude VAT

**GLUED INSERTS****media cost:** basic price of space purchased**technical cost:** dependent on type of insert (format, number of pages, weight...)**BANDS, PLASTIC WRAPPING, UNISERTS** – **technical and media cost:** negotiable

\* Cost depends on type of insert

**NOTES**

- Prices apply to materials fully prepared by the advertiser and supplied to the printing house.
- Before a contract is concluded, a specimen must be presented to the editors for approval. Materials whose graphic design resembles that of Polityka's editorial pages or which contain third-party advertisements will not be accepted.
- The editors reserve the right to alter the prices during the period of validity of the price list.

## I. TERMS AND CONDITIONS OF THE PUBLICATION OF ADVERTISEMENTS

1. Terms and Conditions of the Publication of Advertisements, hereinafter referred to as "Terms", define the basic principles of the publication of materials other than editorial, commissioned by third parties, to be published in the printed edition of the weekly POLITYKA and in its e-edition.
2. Any reference in these Terms, to the following terms carries the following meanings:
  - 1) Biuro Reklamy – POLITYKA Spółka z ograniczoną odpowiedzialnością S.K.A. z siedzibą w Warszawie;
  - 2) The Ordering Party – any entity which orders the publication of Advertisement in the POLITYKA magazine;
  - 3) Advertisement – a verbal, graphic or figurative word message, submitted by the Ordering Party, regardless of the content, form and goal of its publication. Advertisements within the meaning of these Terms and Conditions are, among others, any announcements, advertising or promotional articles (including interviews), and any other content, commissioned for publication, regardless of their form, in particular, such as inserts, bind-Ins, banderols.
3. The basis for placing the advertisement in the weekly POLITYKA is a contract concluded in writing or accepted by the Advertising Bureau in writing or an advertisement order commissioned by email, signed by an authorised representative of the Ordering Party, specifying the type of Advertisement, its space, deadlines, terms and conditions of payment and price, as well as, if any, the amount of discounts.
4. The fees for the publication of advertisements, listed in the price list, relate to ready-to-print materials. For the graphic and technical development or publication of Advertisement according to the supplied design, one-off additional costs will be added, depending on the space and the complexity of the graphics.
5. Publication of advertising / promotional articles (including interviews) will be calculated according to the prices of editorial columns, dependent on the occupied space. Preparation of advertising / promotional articles' texts shall be the Ordering Party's responsibility. The advertising / promotional articles shall be clearly separated from the POLITYKA weekly's own editorial materials, e.g. by their publication in a frame and a super scribed word "promotion", "advertising" or any other form permitted by the publisher (e.g. "information and promotional material", "information material" "presentation"). Materials graphically resembling the Polityka's editorial columns shall not be accepted for publication.
6. If Advertisement contains logos of entities other than the Ordering Party's – the advertising material requires an approval of the Advertising Bureau before signing the order.
7. In addition to standard advertising, there is a possibility of placing non-standard forms of advertising in the form of inserts, bind-Ins, tip-Ins, etc. The form, deadline and price are each subject to an agreement with the Advertising Bureau. Before the conclusion of the contract, it is required to present a design of these forms for the approval of the Advertising Bureau. Materials that are graphically similar to the weekly's editorial columns or contain advertisements of entities other than the Ordering Party's, shall not be accepted for publication.
8. If the graphic material supplied for reproduction is to be returned to the Ordering Party, this should be clearly stated in the advertisement order or contract.
9. Advertising Bureau shall not be liable to the Ordering Party for the content of advertisements, published in accordance with the order. Prior to ordering the publication of Advertisement, the Ordering Party is obliged to carefully check whether the content and form of Advertisement is lawful, in accordance with the rules of social conduct and morality, and that it does not infringe any third party rights.
10. The signed agreement or advertisement order should be delivered 21 days before the date of publication on the cover, 14 days before the date of publication on the inside pages. Ready-made graphic materials should be delivered no later than 10 days before the release of the issue of the magazine, and promotional articles no later than 14 days before the release of the issue of the magazine.
11. The signed contract or order on non-standard forms of advertisement (inserts, bind-Ins, banderols, and lamination) should be delivered 14 days before publication, upon prior booking and acceptance of materials.
12. The Advertising Bureau, despite the conclusion of the contract or acceptance of the order of advertisement, has the right to refuse the publication of Advertisement if:
  - 1) materials provided by the Ordering Party are not suitable for reproduction due to poor quality or do not meet the technical parameters specified in the "Technical Information" file available at [www.polityka.pl/biuroreklamy](http://www.polityka.pl/biuroreklamy);
  - 2) their contents or form are contrary to the Terms of Publication of the Advertisement, in particular with the provisions of clause 5 or 6;
  - 3) their contents or form are contrary to the law, rules of social conduct, morality or infringe the rights of third parties;
  - 4) the Advertising Ethics Committee acting at the Union of Advertising Council Association requests so;
  - 5) their contents or form are contrary to the line or the nature of the magazine;
  - 6) their content or form may meet with negative feedback from the readers or supporters of the magazine, in particular due to the context of current public events, or content of the editorial publications of the magazine.
13. Any amendments to the content of Advertisement, may be made no later than 7 days before the release of issue of the magazine and for their effectiveness must be communicated to the

Advertising Bureau exclusively in writing or by e-mail.

14. In the case of orders of continuous nature, having as their object the publication of different Advertisements, if the Advertising Bureau does not receive the new materials within the period specified in clause 10, materials from the previous publication will be published.
15. In the event of withdrawal of the advertisement order by the Ordering Party without stating any reason:
  - 1) no later than 21 days before the release of the issue of the magazine, in which the Advertisement was to be published, the Ordering Party will not be obliged to pay any compensation to the Advertising Bureau;
  - 2) from 20 days to 11 days before the release of the issue of the magazine in which the Advertisement was to be published, the Ordering Party will be obliged to pay 50% of the agreed remuneration to the Advertising Bureau;
  - 3) from 10 days or less before the release of the issue of the magazine, in which the Advertisement was to be published, the Ordering Party will be obliged to pay 100% of the agreed remuneration to the Advertising Bureau.
16. In the event of refusal by the Advertising Bureau to publish the Advertisement for the reasons specified in clauses 12.1.-12.4., the Ordering Party has the right to amend the content of advertising, pursuant to clause 13 or to withdraw the order for the Advertisement. In the event of the withdrawal of the order for the Advertisement, provisions of clause 15 shall apply accordingly.
17. In the event of refusal by the Advertising Bureau to publish the Advertisement for the reasons referred to in clauses 12.5.-12.6., the Ordering Party has the right to modify the content of Advertisement, pursuant to provisions of clause 13 or withdraw the order for the Advertisement. In the event of the withdrawal of the advertisement order or not modifying the content of the Advertisement, in accordance with clause 13, the agreement on the publication of Advertisement shall be deemed null and void.
18. The provisions of clause 12.6. shall also apply to situations where the publication of Advertisement, regardless of its content or form may meet with negative feedback from the readers or supporters of the magazine, in particular due to the context of current public events, or editorial content of the magazine's publication. In this case, by refusing to publish the Advertisement by the Advertising Bureau, the agreement in terms of its publication shall be deemed null and void.
19. The editors are not responsible for any damages resulting from force majeure, which partially or completely disrupted production or distribution of the magazine.
20. The printed Advertisement may differ from the included colours sample by +/- 3%.
21. The payment for the publication of Advertisement is calculated according to the rates in force at the day of publication of the magazine.
22. The current price list is always available on [www.polityka.pl/biuroreklamy](http://www.polityka.pl/biuroreklamy).

## II. COMPLAINTS

23. Any complaints, solely in writing with three copies of proof, shall be accepted within 14 days from the date of publication of Advertisement or non-publication on the agreed time.
24. Advertisements that do not meet all the technical requirements and in particular those for which appropriate ICC profiles were not applied (for the cover and the internal pages), in accordance with the access path contained in the "Technical Information" ([www.polityka.pl/biuroreklamy](http://www.polityka.pl/biuroreklamy)) are not subject to complaints;
25. Complaints submitted after the deadline or lacking the proof copies shall not be considered.
26. If the complaint is found justified, the parties will amicably settle through negotiations a reasonable amount and form of compensation due to the Ordering Party, depending on the degree or size of the incorrectly printed edition.

## III. TERMS OF PAYMENT

27. Payment for publishing the Advertisement is payable to the following account: Raiffeisen Bank Poland S.A.: 71 1750 0009 0000 0000 1004 2682.
28. The agreed amount must be paid within the period specified in the order / contract.
29. Each new Ordering Party is obliged to advance payment for the first three publications of Advertisements.
30. In the event of late payment within the time specified in clause 28, the Ordering Party will be charged interest in accordance with the law.
31. The Advertising Bureau reserves the right to suspend the publication of the ordered Advertisements if the previous accounts had not been settled.

## IV. FINAL PROVISIONS

32. Any dispute arising in connection with the order of publication of the Advertisement a, which cannot be solved amicably, shall be resolved by courts of law appropriate for the seat of the Advertising Bureau.
33. In matters not covered by these regulations, the provisions of the press law and the Civil Code shall apply.
34. An order for the publication of Advertisement constitutes acceptance of the above terms and conditions in full.

## Materials should be sent to the Advertising Department in electronic form on PC-formatted digital media (CDROM or DVD).

### FULL-PAGE AND SPREAD ADVERTISEMENTS for the printed version:

- Composite PDF 1.4 – 1.6 files are required, generated using Adobe or QuarkXpress software. PS files generated using Adobe Acrobat Distiller are permissible (instruction available at: <http://www.quadgraphics.eu/content/Services/Premedia/CreatingPDF>)
- Before materials are submitted, the files should be checked (pre-flight) using a suitable program, e.g. Enfocus PitStop, Adobe Acrobat (version 6.0 or higher) or Adobe InDesign (version 4.0 or higher). Pre-flight profiles can be found at <http://www.quadgraphics.eu/content/Services/Premedia> to detect the most common types of errors.
- The resolution of photographs contained in the digital files must be at least 300 dpi. By submitting lower-resolution graphics, you are accepting that the quality of the image will be poorer.
- Screen angles (elliptical) at the printing house are as follows: K - 165°; C - 105°; M - 45°; Y - 90°; the Advertising Department should be consulted before using a different screen ruling, angle or illumination resolution.
- **Total area coverage (TAC or TIL) must not exceed 300% for the cover and 260% for the inside pages.**
- Generate a separate file for each page. In the case of full page spreads, create separate files for the left and right pages.
- Trim lines should be set to the net advertisement format and colour strips should be placed outside the gross format.
- The file name may not contain any Polish letters, spaces or special symbols (\* >! etc.). Only the underscore character \_ may be used.
- The size of the trim box\* must agree with the net format of the page.
- The fonts used must be converted to curves.
- Composite files must include colour separation on the CMYK model according to the ICC profile:
  - for inside pages and covers, available at: [http://www.polityka.pl/\\_resource/fs/res/reklama/materialy/ICC\\_profil\\_druk](http://www.polityka.pl/_resource/fs/res/reklama/materialy/ICC_profil_druk)
- \* A trim box is an area defined in the PDF format which determines the net format of the page (when printed and trimmed). The document delivered to the printing house must have a defined trim box. The trim box setting can be checked in Adobe Acrobat Professional.

### OTHER ADVERTISEMENT FORMATS and non-standard formats:

- These must be saved as EPS, TIF or PDF files with a resolution of 300 dpi. Total area coverage (TAC or TIL) must not exceed 260%
- They must contain colour separation using the CMYK model according to the ICC profile available at [http://www.polityka.pl/\\_resource/fs/res/reklama/materialy/](http://www.polityka.pl/_resource/fs/res/reklama/materialy/)
- The fonts used must be converted to curves.
- The files must be prepared for the gross format (that is the net format + bleeds 5 mm) – except for advertisements prepared for the printed area.
- Non-standard formats crossing by the spine line:
  - all graphics should be prepared in the form of a single copy
  - words may not be divided by the spine line, the words on each page must be spaced at least 1 mm from the spine line
  - illustrations cannot be allowed to extend several millimetres onto the neighbouring page
- Other parameters as for full-page advertisements.

### PROOF COPIES

- A colour proof should be enclosed with each advertisement, made with the appropriate ICC profile:
  - for inside pages, available at: [http://www.polityka.pl/\\_resource/fs/res/reklama/materialy/ICC\\_profil\\_strony\\_wewnetrzne](http://www.polityka.pl/_resource/fs/res/reklama/materialy/ICC_profil_strony_wewnetrzne)
  - for covers, available at: [http://www.polityka.pl/\\_resource/fs/res/reklama/materialy/ICC\\_profil\\_okladki](http://www.polityka.pl/_resource/fs/res/reklama/materialy/ICC_profil_okladki)
- A control strip with a colour scale (outside the gross format), should be placed on each proof. The recommended strip is Ugra/Fogra Media Wedge. You may also use a modified strip available at: [http://www.polityka.pl/\\_resource/fs/res/reklama/materialy/pasek\\_kontrolny.tif](http://www.polityka.pl/_resource/fs/res/reklama/materialy/pasek_kontrolny.tif)
- Each proof should carry a certificate confirming that it has been made correctly. The certificate contains the results of measurements of the control fields of the measurement strip, expressed as  $\Delta E$ .
- If the proof lacks a control strip, printing will be performed according to the standard values defined by ISO12647-2.
- Proofs must be made following the final correction of the files supplied for printing - otherwise, they will not have the status of contract proofs and cannot be used as a basis for later complaints.
- In case of failing to deliver the proof copy, no claims concerning the color of the proof will be accepted.

### NOTES

1. Elements required to bleed must extend at least 5 mm over the trim line. Bleeds should appear on all edges.
2. Important text or graphic elements should be a minimum of 5 mm from the trim line.
3. The minimum degree of type printed in more than one colour or in negative type is 10 points for dual-element typefaces or 8 points for single-element typefaces.
4. The minimum permissible line thickness is 0.2 points. Lines printed in negative type or in more than one colour should have a thickness of at least 0.75 points.
5. Black text on a coloured background, smaller than or equal to 24 points, should be overprinted. Knocking out the background under such text is not permissible.
6. For black text larger than 24 points and black backgrounds the colours: C - 50%, M - 40%, Y - 40% should be added to obtain a greater depth of black.

**Please read this technical specification in detail. Adherence to the above guidelines is a basic requirement for enabling your advertisements to be printed at the quality you would expect.**

Full information and technical requirements can be found at: <http://www.quadgraphics.eu/content/Services/Premedia>