

# POLITYKA

DIGITAL

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**RATE CHART**

VALID FROM JANUARY 1<sup>ST</sup> 2017

valid from January 1st 2017

## MAIN FORMATS (CPM net price)

Billboard 750x100px	110 PLN
Double billboard 750x200px	140 PLN
Triple billboard 750x300px	180 PLN
Wide billboard 970x250px	200 PLN
Rectangle 300x250px	110 PLN
Screening (wallpaper 1920x1080px and 1200x800px + double billboard 750x200px)	300 PLN
Half Page 300x600px	180 PLN
Mobile rectangle 300x250px	110 PLN

## OTHER

Box 300x190 in the newsletter	5 000 PLN
Sponsored article	22 000 PLN

prices exclude VAT

## EXTRA CHARGES

- 30% - video ad
- 15% - geotargeting
- 15% - homepage emission
- 15% - capping

## OTHER INFORMATION

- prices include only ad placement, preparing artwork is not included.
- artwork needs to be sent at least 3 business days before the campaign launch.
- non-standard ads and flat fee please contact us.

Materials, questions and suggestions:

**Julian Sobiech, j.sobiech@polityka.pl, tel. +48 (22) 451 61 48, mob. +48 695 500 331**

ADVERTISING DEPARTMENT: Słupecka 6, 02-309 Warsaw  
<http://www.polityka.pl> | <http://pl-pl.facebook.com/TygodnikPolityka>

## I. DISPLAY ADVERTISEMENT – STATIC DISPLAY ADS – JPG, PNG, GIF

### 1. GENERAL INFORMATION

- a) Every ad dedicated for Polityka sites should fulfil the conditions described in this Technical Specification and in the Ad Serving Rules.
- b) Polityka may verify every ad and cancel or stop the publication in case of breaking any rule described in the Ad Serving Rules or in this Technical Specification.
- c) Polityka reserves the right to cancel or to stop the ads if the editors consider the ad to be offensive or harmful for the users.
- d) All materials must be delivered 3 business days before the publication. For the ads displayed from the external codes and for HTML5 – 5 business days before the publication.

### 2. MATERIALS

- a) If your materials include more than one file, please zip those files before sending. Complete set must be delivered 3 business days prior start of the campaign. Whole set should contain:
  - creation
  - URL
- b) Please send your materials to: [j.sobiech@polityka.pl](mailto:j.sobiech@polityka.pl)

### 3. SPECIFICATION

	Max. weight	Dimensions	Format
Billboard	50 kB	750x100px	gif, jpg, png, html5*
Double billboard	50 kB	750x200px	gif, jpg, png, html5*
Triple billboard	60 kB	750x300px	gif, jpg, png, html5*
Wide billboard	60 kB	970x250px	gif, jpg, png, html5*
Rectangle	50 kB	300x250px	gif, jpg, png, html5*
Halfpage	60 kb	300x600px	gif, jpg, png, html5*
Screening	wallpaper 80kB, DBB 50 kB	wallpaper 1920x1080px and 1200x800px, DBB 750x200px	gif, jpg, png, html5*
Mobile Rectangle	40 kB	300x250px	gif, jpg, png, html5*

\*Max weight of HTML5 file is 200kB. HTML5 technical spec is available on the next page or [http://www.polityka.pl/\\_resource/fs/res/reklama/polityka\\_pl/polityka\\_pl\\_en.pdf](http://www.polityka.pl/_resource/fs/res/reklama/polityka_pl/polityka_pl_en.pdf)

## II. OTHERS

### 1. SPONSORED ARTICLE

The content cannot exceed 5 000 characters. File needs to be delivered in DOC or DOCX format. Content needs to be formatted according to desired look (ie. title, lead, paragraphs, etc.). 3 photos (in high resolution) maximum can be included in the package for publication. Polityka's editors reserve the right to change the text layout according to technical conditions or generally accepted aesthetics.  
Deadline: 4 business days before publication.

### 2. BOX 300x190 IN THE-WEEKLY NEWSLETTER

Prepare and send a JPG, GIF or PNG file (300x190px) with a maximum size of 50KB.

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1. Available advertising formats:
  - billboard 750x100
  - double billboard 750x200
  - triple billboard 750x300
  - wide billboard 970x250
  - rectangle 300x250
  - halfpage 300x600
2. Maximum size of creatives: 200kB (including all files and external JavaScript libraries).
3. HTML5 code consists of: HTML file, script library (JavaScript), CSS3 files with unique names, pictures (png, gif, jpg) and optional elements, such as video. All elements must be sent compressed to ZIP file. Its structure may not include any subfolders.
4. All elements must be sent together (even the external JavaScript libraries).
5. None of the elements are allowed to download from an external location.

### When building your HTML5 ZIP bundle:

1. Confirm that your bundle is SSL compatible. HTML5 creatives must be SSL compatible to serve to HTTPS sites.
2. When using Google Web Designer to build HTML5 creatives, be sure to select "DoubleClick" as the environment.
3. Follow dimension guidelines:
  - Set creative dimensions (e.g., 300x250) in your HTML file with the size meta tag:

```
<meta name="ad.size" content="width=300,height=250">
```
  - Unlike images or videos, HTML documents don't have dimensions on their own. For this reason, use the size meta tag to indicate the intended size for your creative. The size meta tag is an optional parameter in your HTML document. It's the best way to be sure your creative renders at the right dimensions.
  - HTML5 creatives can only have fixed dimensions (e.g., 300x250 or 300x600).
  - For creative HTML files in Google Web Designer bundles, the minWidth and minHeight properties of the creativeProperties parameter must be non-zero. For example, "creativeProperties":{,"minWidth":0,"minHeight":0,"maxWidth":0,"maxHeight":0} results in an error.
  - Fixed: for fixed dimensions, (such as 300x250), enter as shown below:

```
<meta name="ad.size" content="width=300,height=250">
```

4. Click tags define click-through URLs for each exit on your HTML5 creative. An exit is any area that can be clicked that directs the browser to a landing page. Learn more about adding HTML5 exits (including exits using Google Web Designer) in the DoubleClick Creative Solutions Help Center. This Help Center is intended for creatives generators: <https://support.google.com/richmedia/answer/2672517>

When an exit gets a click, the creative calls DFP for the click-through URL associated with that exit. You can set this URL in your creative or your ad, depending on your needs and the type of creative you're using. If you set click tags in both your creative and your ad, the ad-level setting overrides the creative-level settings. DFP detects click tags when you upload your assets. You can change the click-through URL your click tag uses anytime, even after you export tags. There are some best practices for setting up your click tags:

Make sure your creative uses the click tag variable as the click destination.

The click tag should be easy for the ad server to read — no minification or obfuscation, though you can use minifiers in the rest of your code and in other files.

We do not recommend hard-coded click-through URLs in your asset because that prevents DFP from tracking clicks and prevents traffickers from updating the URL. After upload, DFP will warn you if there are hardcoded URLs in the asset.

Here's an example of a click tag inserted in an HTML document:

```
<html>
<head>
  <meta name="ad.size" content="width=300,height=250">
  <script type="text/javascript">
    var clickTag = "http://www.google.com";
  </script>
</head>
[The rest of your creative code goes here.]
</html>
```

Your creative must use the click tag variable as the click-through URL:

```
<a href="javascript:window.open(window.clickTag)">

</a>
```

More information available here:

[https://support.google.com/dfp\\_sb/answer/7046799?hl=en&ref\\_topic=7045707](https://support.google.com/dfp_sb/answer/7046799?hl=en&ref_topic=7045707)

<https://support.google.com/dcm/partner/answer/3145300?hl=en>

<https://h5validator.appspot.com/dcm#/asset>

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## I. Digital edition of POLITYKA: Fullpage (both orientations)

Required files (JPGs):

- a) 1400x900px (horizontal)
- b) 1050x1400px (vertical)

**NOTE:** Please do not put any important information at 40px from the bottom. Both files can't exceed 2MB in total. URL to the landing page is required.

**Deadline:** 4 working days before issuing publication

## II. Digital edition of POLITYKA: Video fullpage

**Required:**

- a) a video file MPEG-4/H.264, of maximum size 30 MB and maximum length 30 seconds
- b) a JPG freeze frame: 900px width and video file corresponding ratio
- c) URL and link text that will be visible on the player (it has a fixed place and style)

**Deadline:** 4 working days before issuing publication

## III. Digital edition of POLITYKA: Fullpage with video

**Required:**

- d) 900x600vpx horizontal JPG file
- e) video file MPEG-4/H.264, of maximum size 30 MB and maximum length 30 seconds
- f) place ("coordinates") where the player should be embedded in the creation.
- g) URL

**Deadline:** 5 working days before issuing publication

## IV. Fullpage HTML5

Required content:

- a) A zip file containing index.html file and all needed additional files (graphic, css, js, video etc.),
  - in case of horizontal creation in the main folder (inside the zip file) should be index.html file with the advertisement
  - in case of horizontal and vertical creation in the main folder (inside the zip file) should be two subfolders (named "horizontal" and "vertical") including required advertisements. In each subfolder there should be index.html file with required advertisement.
- b) Required format for video: MPEG-4/H.264 (if an ad contains one),
- c) File size not exceeding 30 MB,
- d) Advertisement needs to adjust to different monitors resolutions (for example using media-queries) and should have the aspect ratio of 3:2. Especially it should display properly on screen sizes: 900x600px, 600x400px and 300x200px
- e) Optionally the ratio of the vertical creation can be 2:3. Vertical version should also adjust to different screen resolutions (using media-queries). Especially it should display properly on screen sizes: 600x900px and 300x450px
- f) The ad should fit in the chosen size rectangle (for example 600x400px) in each of the above resolutions, without the need to scroll
- g) In order to analyse the traffic the links to landing page should be built as follows:

```
<a href="http://www.sitename.pl"
onclick="parent.postMessage({desturl:'http://www.sitename.pl'}, '*');"
target="_blank">link</a>
```

**Deadline:** 6 business days before publication. Not sending the materials in the required time will result in postponing the publication until the next issue of POLITYKA.

## V. Sponsored articles

The content cannot exceed 5 000 characters. File needs to be delivered in DOC or DOCX format. Content needs to be formatted according to desired look (ie. title, lead, paragraphs, etc.). 5 photos (in high resolution) maximum can be included in the package for publication.

Polityka's editors reserve the right to change the text layout according to technical conditions or generally accepted aesthetics.

**Deadline:** 4 business days before publication.

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	<b>POLITYKA for iOS</b>	<b>POLITYKA CYFROWA</b>
Fullpage ad	12 000 PLN	12 000 PLN
Fullpage with video	18 000 PLN	18 000 PLN
Interactive fullpage	25 000 PLN	25 000 PLN
Sponsored article	18 000 PLN	18 000 PLN
Sponsored article with video	22 000 PLN	22 000 PLN

prices exclude VAT

## OTHER INFORMATION

- booking is required at least 14 business days before the new issue publication
- materials needs to be sent at least 6 business days before the publication
- prices include only ad placement, preparing artwork is not included.

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