

## I. TERMS OF SALE FOR ADVERTISEMENTS

1. An advertisement is placed in the weekly magazine Polityka on the basis of an order signed by an authorized representative of the buyer, stating the type of advertisement, its size, publication dates, payment dates and conditions, the price and any discounts.
2. The listed prices for announcements and advertisements refer to the advertising space occupied and apply to print-ready materials. A single extra charge, depending on the size and complexity of the graphics, is made for technical graphical preparation or production of an advertisement according to a design provided.
3. Promotional/advertising articles and interviews are charged on the basis of editorial page prices, depending on the space occupied. Costs of preparing the texts of promotional/advertising articles and interviews are paid by the client. Fully prepared promotional/advertising articles and interviews may be published in a box and they will be published with the header "Promotion", "Advertisement" or other form accepted by the publisher (i.e. "Informational material", "Promotional material", "Presentation"). Materials with a graphic design resembling that of the editorial pages of Polityka will not be accepted for publication.
4. An advertisement, announcement or insert including third party's logo in layout must be accepted by the editors before authorization of the order.
5. Apart from standard advertisements, it is also possible to purchase non-standard forms of advertising, such as loose, glued and stitched inserts. For each such item, the form, date and price are agreed with the Advertising Department. Before a contract is concluded, a specimen of the items in question must be presented to the editors for approval. Materials whose graphic design resembles that of the magazine's editorial pages or which contain third-party advertisements will not be accepted.
6. Orders for advertisements should be submitted 30 days in advance of publication (covers) and 21 days in advance of publication (other placements). Fully prepared graphics should be supplied no later than 10 days before publication,\* and promotional articles at least 14 days before publication.\*
7. Orders for non-standard forms of advertising (loose and glued inserts, bands, plastic wrapping) should be submitted 4 weeks in advance of publication\* following prior reservation and acceptance of the materials.
8. The editors are entitled to refuse to accept materials which are not suitable for reproduction due to poor quality or which do not conform to the required technical parameters.
9. Changes to the contents of advertisements – which must be given in writing – can be made no later than 7 days before publication\*.
10. If no new materials are received by the dates specified in paragraphs 6a and 6b and resulting from the order, previously published materials will be used.
11. If an order is cancelled 11-20 days before publication\* the client shall pay 30-50% of the costs. If an order for an advertisement is cancelled 10 days or less before publication\* the editors shall be entitled to charge the client 100% of the agreed value of the advertisement.
12. If the graphical materials supplied for reproduction are to be returned to the client, this must be clearly stated in the order.
13. The editors are not responsible for the content of announcements and advertisements, and may refuse to publish an announcement, advertisement or insert if its content or form is inconsistent with the law, with the editorial line and character of the magazine, or with the rules for publication of announcements and advertisements.
14. The colours in a printed advertisement may deviate from the enclosed colour sample by +/- 3%.
15. The editors are entitled to refuse publication of advertisements in the course of the realization of an order if their form or content is received negatively by the magazine's readers and supporters.
16. The editors shall not be liable for any losses caused by force majeure which prevents,

partially or completely, the production or distribution of the magazine.

17. The amount payable for the publication of announcements and advertisements is calculated according to the price list valid on the day of publication.
18. The price list update will be published on [www.polityka.pl/biuroreklamy](http://www.polityka.pl/biuroreklamy) 4 weeks prior to its coming into force.

## II. COMPLAINTS

1. Complaints, which must be submitted in writing along with three evidential copies, will be accepted within 14 days of the publication\* of the announcement or advertisement.
2. Complaints will not be considered in respect of advertisements whose drafts were supplied without Cromalin proofs or whose do not meet the required technical parameters.
3. Complaints submitted late or without evidential copies will not be considered.
4. Where a complaint is accepted, the parties will agree by negotiation a reasonable amount and form of compensation depending on the degree of error or the number of erroneous copies printed.

## III. TERMS OF PAYMENT

1. payment for announcements and advertisements shall be made to the following bank account:  
Raiffeisen Bank Polska S.A.  
**71 1750 0009 0000 0000 1004 2682**
2. The agreed amount must be paid by the date stated in the order, but not later than 14 days after the invoice date.
3. In exceptional cases payment terms and deadlines may be agreed with clients on an individual basis.
4. Each new client should pay in advance for the first three publications of advertisements.
5. Where payment is not made by the date laid down in paragraph III.2, the client will be charged interest as provided for by law.
6. The editors reserve the right to suspend the printing of announcements and advertisements ordered if previous ones have not been paid for.

## IV. IN MATTERS OF DISPUTE NOT COVERED BY THE ABOVE PROVISIONS, THE TERMS OF THE PRESS LAW AND CIVIL CODE SHALL APPLY.

## V. THE SUBMISSION IN WRITING OF AN ORDER FOR AN ANNOUNCEMENT OR ADVERTISEMENT SHALL IMPLY THAT THE ABOVE TERMS OF SALE HAVE BEEN ACCEPTED IN FULL.