

# POLITYKA

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## RATE CHART

VALID FROM MAY 1<sup>ST</sup> 2016

## 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

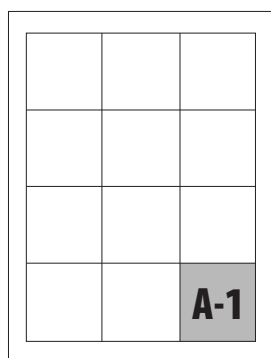
## ADDITIONAL CHARGES

- 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

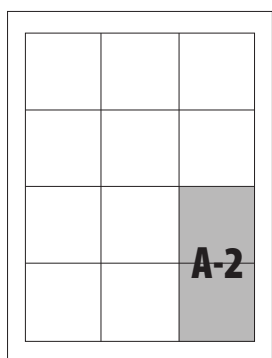
## NOTES

- 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.

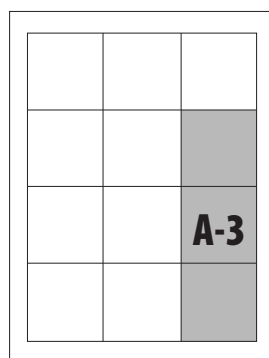
## editorial pages



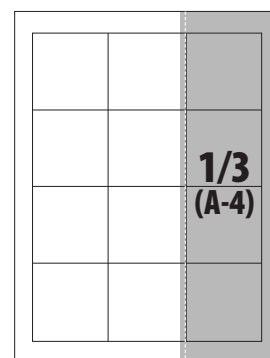
print area ..... 57x56



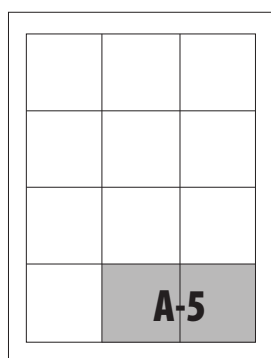
print area ..... 57x117



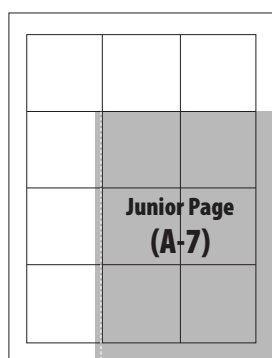
print area ..... 57x178



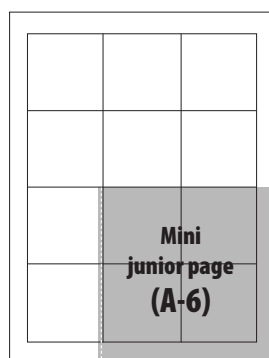
before trimming ..... 81x282  
trimmed ..... 71x272  
print area ..... 57x239



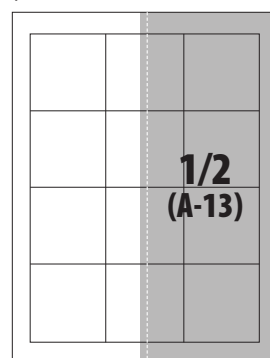
print area ..... 119x56



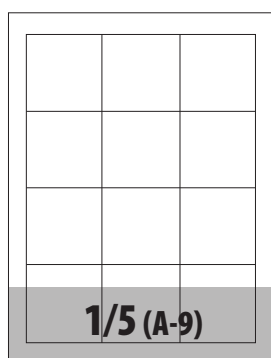
before trimming ..... 143x197  
trimmed ..... 133x192  
print area ..... 119x178



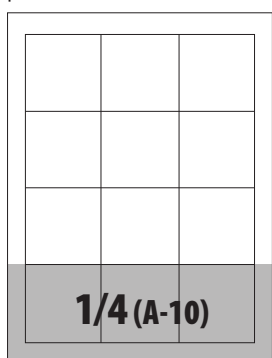
before trimming ..... 143x136  
trimmed ..... 133x131



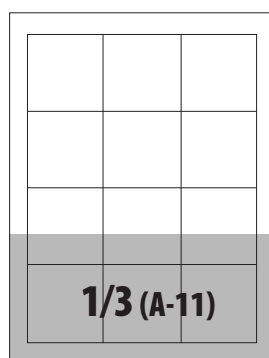
before trimming ..... 112x282  
trimmed ..... 102x272  
print area ..... 88x239



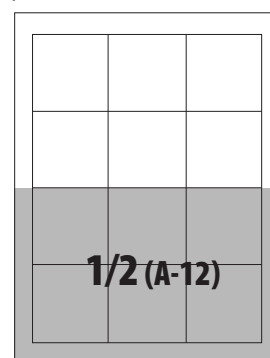
before trimming ..... 215x59  
trimmed ..... 205x54



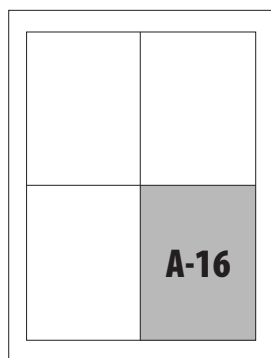
before trimming ..... 215x75  
trimmed ..... 205x70  
print area ..... 181x56



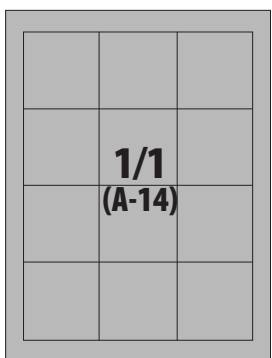
before trimming ..... 215x95  
trimmed ..... 205x90  
print area ..... 181x76



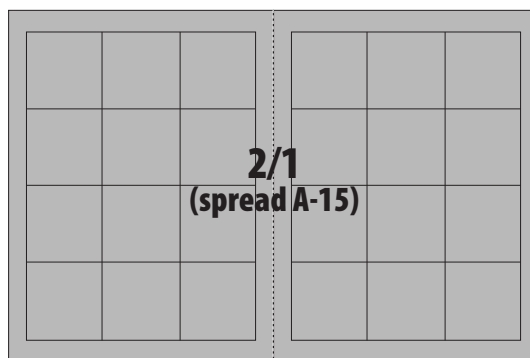
before trimming ..... 215x136  
trimmed ..... 205x131  
print area ..... 181x117



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

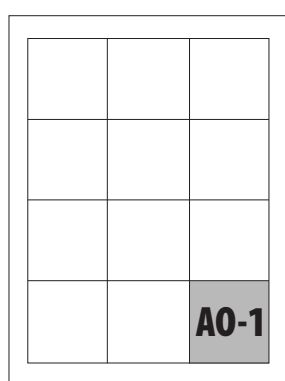
1 module	A0-1	3 000 PLN
2 modules	A0-2, A0-5	6 000 PLN
3 modules	A0-3, A0-10	9 000 PLN
4 modules	A0-4, A0-6	12 000 PLN
1/2 page	A0-12	18 000 PLN
advertisement box – „WARTO WIEDZIEĆ & WARTO POZNAĆ” section	A0-16	10 000 PLN

### NOTES

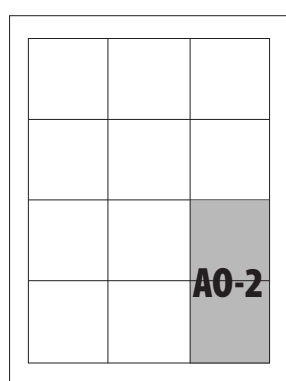
- Modular ads are printed only in between other ads
- Prices apply to colour and black-and-white advertisements.
- Prices apply to print-ready materials.
- The editors reserve the right to alter the prices within the period of validity of the price list.

prices exclude VAT

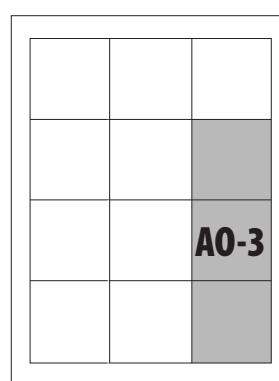
## AD FORMATS (mm)



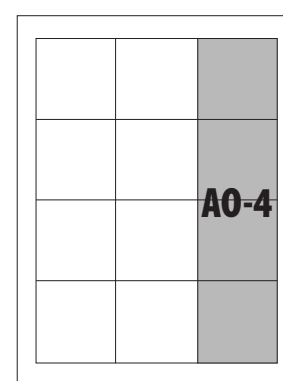
print area ..... 57x56



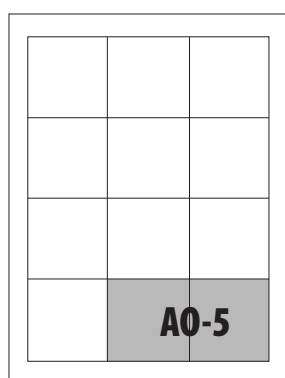
print area ..... 57x117



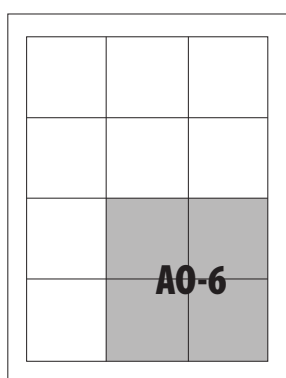
print area ..... 57x178



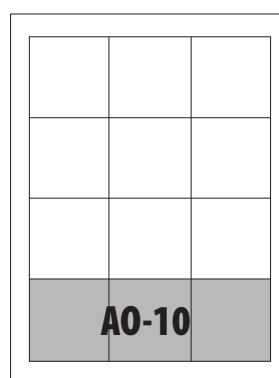
print area ..... 57x239



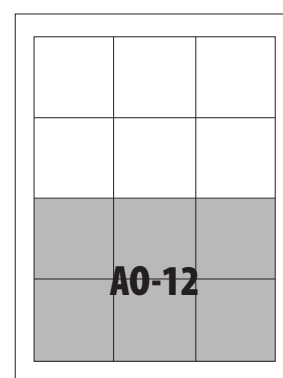
print area ..... 119x56



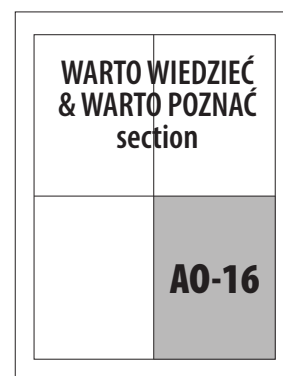
print area ..... 119x117



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 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 up-to-date price list is available on [www.polityka.pl/biuroreklamy](http://www.polityka.pl/biuroreklamy).

## 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.

**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\\_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 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>