

PRICE LIST FOR ANNOUNCEMENTS AND ADVERTISEMENTS

VALID FROM 1 MAY 2013

Biuro **POLITYKI**
Reklamy



ADVERTISING DEPARTMENT: 6, Słupecka Street, 02-309 Warsaw,
tel. (+00 48) 22 451-61-36, 451-61-33, fax (+00 48) 22 451-61-37
E-mail: reklama@polityka.com.pl
Web: www.polityka.pl/biuroreklamy

I. TERMS OF SALE FOR ADVERTISEMENTS

- 1.** An advertisement is placed in the bi-weekly magazine FORUM 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 FORUM will not be accepted for publication.
- 4.** 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.
- 5a.** Orders for advertisements should be submitted 21 days in advance of publication. Fully prepared graphics should be supplied no later than 10 days before publication,* and promotional articles at least 14 days before publication.*
- 5b.** 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.
- 6.** 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.
- 7.** Changes to the contents of advertisements – which must be given in writing – can be made no later than 7 days before publication*.
- 8.** If no new materials are received by the dates specified in paragraphs 5a and 5b and resulting from the order, previously published materials will be used.
- 9.** 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.
- 10.** If the graphical materials supplied for reproduction are to be returned to the client, this must be clearly stated in the order.
- 11.** 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.
- 12.** The colours in a printed advertisement may deviate from the enclosed colour sample by +/- 3%.
- 13.** 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.
- 14.** 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.

- 15.** The amount payable for the publication of announcements and advertisements is calculated according to the price list valid on the day of publication.
- 16.** The price list update will be published on 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 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.

* FORUM magazine is published bi-weekly on Friday.

COLOUR ADVERTISEMENTS

Cover IV			39 000 PLN
Cover II			33 000 PLN
Cover III			31 000 PLN
Spread (II cover + 3 page)	F-14		58 000 PLN
Spread (up to 25th page)	F-14		52 000 PLN
Spread (1st part of magazine)	F-14		45 000 PLN
Spread (natural)	F-14		42 000 PLN
Spread (2nd part of magazine)	F-14		39 000 PLN
1/1 page (p. 5)	F-13		31 000 PLN
1/1 page (p. 7)	F-13		29 000 PLN
1/1 page (p. 9)	F-13		27 000 PLN
		1th half	2nd half
1/1 page (right)	F-13	25 000 PLN	22 000 PLN
1/1 page (left)	F-13	22 000 PLN	20 000 PLN
2/3 page (right)	F-8	18 500 PLN	17 000 PLN
2/3 page (left)	F-8	17 000 PLN	15 500 PLN
Junior page (right)	F-7	15 500 PLN	14 000 PLN
Junior page (left)	F-7	14 000 PLN	12 500 PLN
1/2 page (right)	F-11, F-12	13 000 PLN	12 000 PLN
1/2 page (left)	F-11, F-12	12 000 PLN	11 000 PLN
1/3 page (right)	F-4, F-6, F-10	10 000 PLN	9 000 PLN
1/3 page (left)	F-4, F-6, F-10	9 000 PLN	8 500 PLN
1/4 page (right)	F-3, F-9	8 000 PLN	7 000 PLN
1/4 page (left)	F-3, F-9	7 000 PLN	6 500 PLN
1 module (right page)	F-1	4 000 PLN	3 500 PLN
1 module (left page)	F-1	3 500 PLN	3 000 PLN

prices exclude VAT

ADDITIONAL CHARGES

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

BLACK-AND-WHITE ADVERTISEMENTS

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

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.

LOOSE INSERTS

	media cost:	technical cost:
- nationwide	from 15 000 *	dependent on type of insert
- voiv. Mazowieckie	from 7 500 *	(format, number of pages, weight...)

prices exclude VAT

STITCHED INSERTS

	media cost:	technical cost:
- between folded sheets	from 15 000 *	dependent on type of insert
- on a spread	from 20 000 *	(format, number of pages, weight...)

* Dependent on kind of loose insert or stitched insert

prices exclude VAT

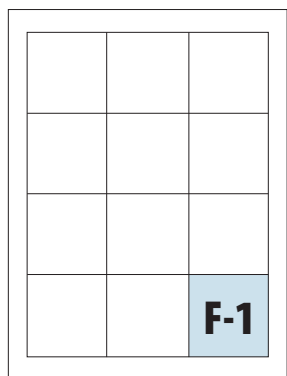
GLUED INSERTS

media cost: basic price of space purchased
technical cost: dependent on type of insert (format, number of pages, weight...)

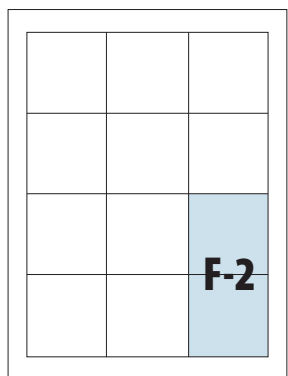
NOTES

- 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 FORUM's editorial pages or which contain third-party advertisements will not be accepted.

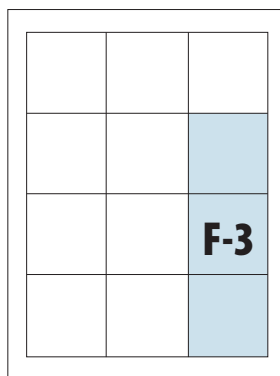
ADVERTISEMENT FORMATS (mm)



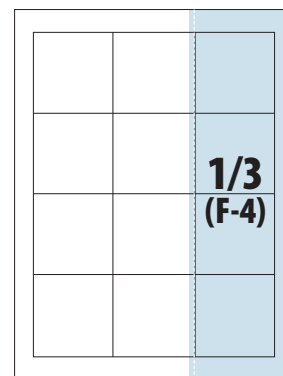
print area 60x58



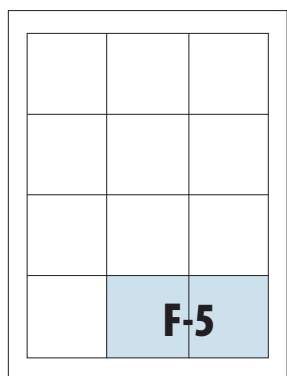
print area 60x120



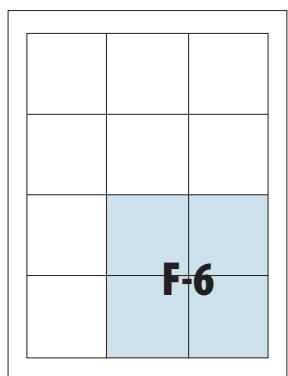
print area 60x182



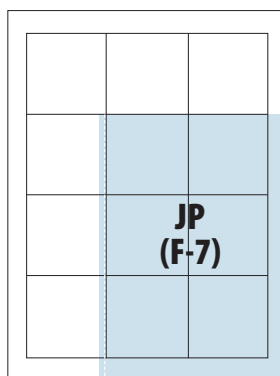
before trimming 84x285
trimmed 74x275
print area 60x237



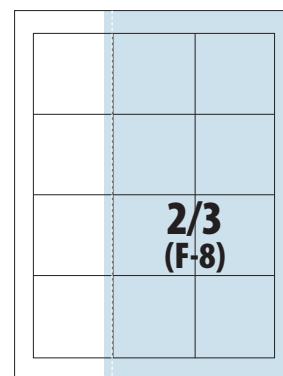
print area 127x58



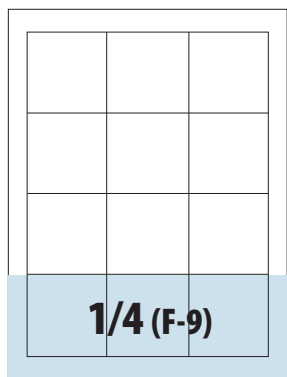
print area 127x120



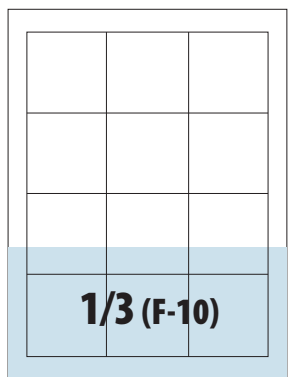
before trimming 151x201
trimmed 141x196
print area 127x182



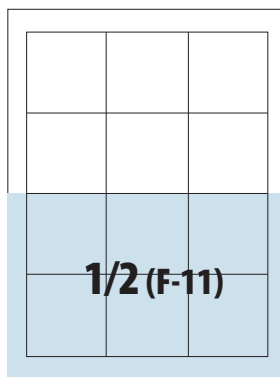
before trimming 151x285
trimmed 141x275
print area 127x237



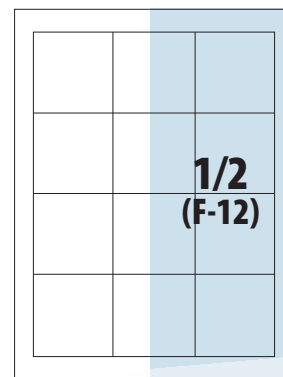
before trimming 225x76
trimmed 215x71
print area 193x58



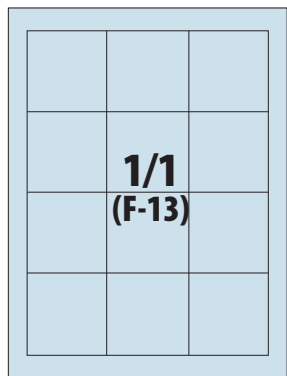
before trimming 225x97
trimmed 215x92
print area 193x76



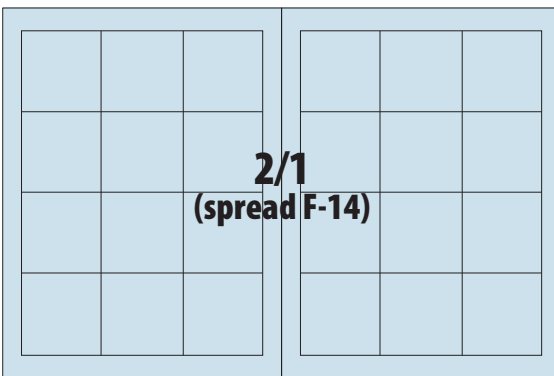
before trimming 225x143
trimmed 215x138
print area 193x120



before trimming 118x285
trimmed 108x275
print area 90x237



before trimming 225x285
trimmed 215x275
print area 193x237



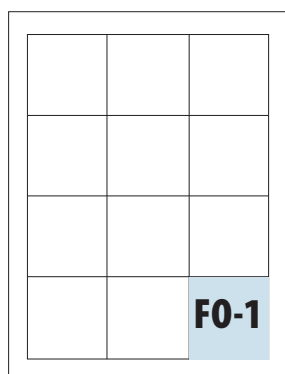
before trimming (2x) 225x285
trimmed (2x) 215x275

module announcements

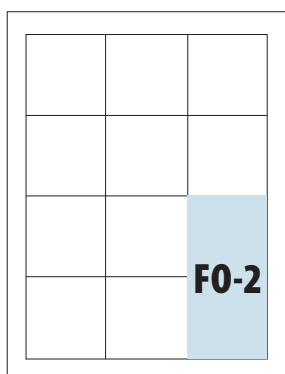
1 module	F0-1	1 200 PLN
2 modules	F0-2, F0-5	2 400 PLN
3 modules (1/4 pages)	F0-3, F0-10, FM-1	3 600 PLN
4 modules (1/3 pages)	F0-4, F0-6	4 800 PLN
1/2 page	F0-11	7 200 PLN

prices exclude VAT

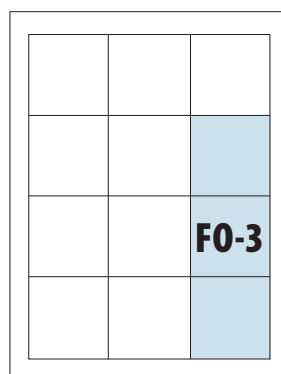
ADVERTISEMENT FORMATS (mm)



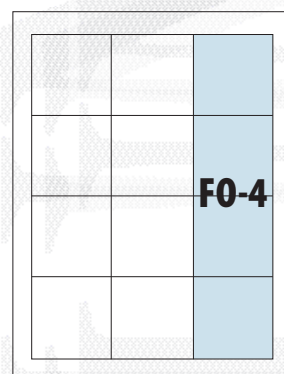
print area 60x58



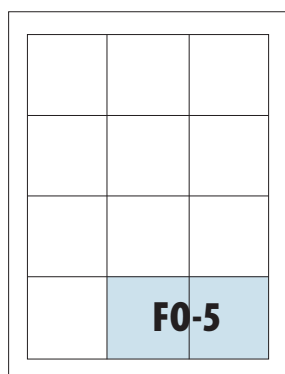
print area 60x120



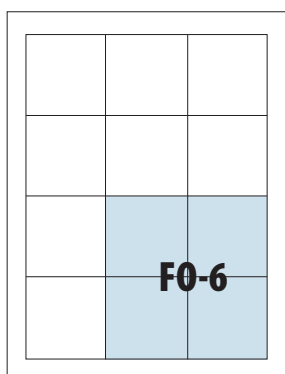
print area 60x182



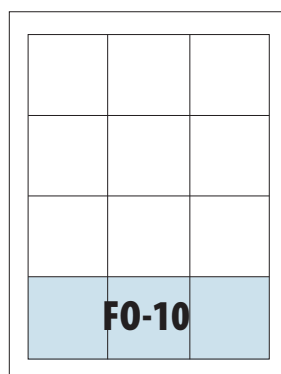
print area 60x237



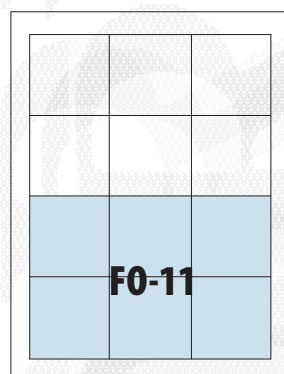
print area 127x58



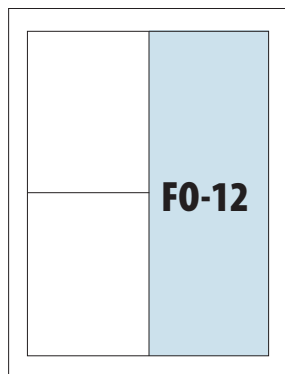
print area 127x120



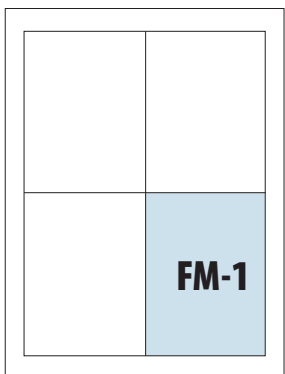
print area 193x58



print area 193x120



print area 90x237



print area 90x120

NOTES

- Prices apply to colour and black-and-white advertisements.
- 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.

Materials for printing should be sent to the Advertising Department in electronic form on PC-formatted digital media (CD-ROM or DVD).

FULL-PAGE AND SPREAD ADVERTISEMENTS

- **Composite PDF 1.4 files** are required, generated using Adobe Acrobat Distiller 5.0 or higher, and with the Creo PDF Pages.joboptions settings file and CreoDistillerAssistant, which are available at <http://www.quadwinkowski.pl/tresc/Uslugi/Prepress>, where you can also find instructions for using the files.
- Total area coverage (TAC or TIL) must not exceed 300% for the cover and 260% for the inside pages
- Screen angles (elliptical) at the printing house are as follows: K - 75°; C - 15°; M - 45°; Y - 90°; the Advertising Department should be consulted before using a different screen ruling, angle or illumination resolution.
- Trim lines with format conforming to Forum's format, and a colour description.
- Composite files must have all used fonts attached (closed document) and include colour separation on the CMYK model according to the ICC profile:
 - for inside pages, available at: 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
- Composite files should include, apart from gross format, control strips with a gradual colour scale, separate for each colour. A file without a scale does not give a reliable basis for printing.

Caution! Materials for spread advertisements should be prepared as two files, one for each separate page.

OTHER ADVERTISEMENT FORMATS AND NON-STANDARD FORMATS

- These must be saved as EPS (Adobe Illustrator CS2) or TIF files with a resolution of 300 dpi. Total area coverage (TAC or TIL) must not exceed 260%
- They should contain colour separation using the CMYK model according to the ICC profile available at http://www.polityka.pl/_resource/fs/res/reklama/materialy/ICC_profil_strony_wewnetrzne
- The fonts used should be converted to curves.
- 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.

Caution! 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.

PROOF COPIES

- A colour proof should be enclosed with the 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
 - for covers, available at: http://www.polityka.pl/_resource/fs/res/reklama/materialy/ICC_profil_okladki
- A control strip with a colour scale should be placed on each proof (outside the gross format). 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
- Proofs should be made following the final correction of the files supplied for printing.
- In case of failing to deliver the proof copy, no claims concerning the color of the proof will be accepted.

Caution! Colour samples other than compliant with the parameters given above cannot be used as a basis for later complaints.

NOTES

1. Elements required to bleed must extend at least 5 mm over the trim line. As advertisements may be repeated on either odd or even-numbered pages, bleeds should appear on all edges.
2. Important text or graphic elements should be a minimum of 7 mm from the trim line.
3. Negative type should be avoided in the case of fonts of less than 8 points or other thin characters.
4. Very thin graphic elements should be printed in one colour.
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. All files should be checked before being sent for printing.

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.quadwinkowski.pl/tresc/Uslugi/Prepress>