



FLAT FEE								
	PRODUCT	FORMAT	MAXIMUM SIZE CREATIVE DESKTOP & MOBILE		LOCATION	HP/ROS	TIMING	PRICE RATE CARD
	POWER DAY MAX	ON TOP MAX FORMAT	980X300	600X150	ALL TVN WBD SITES EXCLUDE PLAYER	ROS	DAY	170 000 zł
	POWER DAY MAX NEWS&BIZ	ON TOP MAX FORMAT	980X300	600X150	NEWS&BIZ (TVN24, TVN24BIŚ, TVNMETEO, TVNWARSZAWA, FAKTY, KONKRET24, EUROSPORT)		DAY	150 000 zł
	POWER DAY MAX LIFESTYLE	ON TOP MAX FORMAT	980X300	600X150	ALL TVN WBD SITES EXCLUDE NEWS&BIZ, PLAYER		DAY	50 000 zł
	LIFESTYLE WEEK MAX	PANEL UNDER 1 ARTICLE	750X300	300X250	ALL TVN WBD SITES EXCLUDE NEWS&BIZ, PLAYER		WEEK	34 000 zł
		PANEL UNDER 3 ARTICLE	750X300	300X250				30 000 zł
		PANEL UNDER 5 ARTICLE	750X300	300X250		30 000 zł		
		PANEL UNDER 7 ARTICLE	750X300	300X250		27 000 zł		
	PREMIUM NEWS SUPERPANEL	SUPERPANEL	970X425*		NEWS&BIZ (TVN24, TVN24BIS, TVNMETEO, TVNWARSZAWA, KONKRET24, FAKTY)	HP	WEEK	120 000 zł
	NEWS & BIZ WEEK MAX	PANEL UNDER 1 ARTICLE	750X300	300X120		ROS	WEEK	230 000 zł
		PANEL UNDER 3 ARTICLE	750X300	300X120				210 000 zł
		PANEL UNDER 5 ARTICLE	750X300	300X120	NEWS&BIZ (TVN24, TVN24BIS, TVNMETEO, TVNWARSZAWA, KONKRET24, EUROSPORT)	HP		104 500 zł
		PANEL UNDER 5 ARTICLE	750X300	300X120		ROS EXCL. HP		67 000 zł
		PANEL UNDER 7 ARTICLE	750X300	300X120		HP		85 000 zł
		PANEL UNDER 7 ARTICLE	750X300	300X120		ROS EXCL. HP		50 000 zł
SPONSORED ARTICLE		x		TVN24BiŚ, TVNMETEO, TVNWARSZAWA	ROS	12 000 zł		

ON TOP MAX FORMAT: BILLBOARD, DOUBLE BILLBOARD, TRIPLE BILLBOARD, WIDEBOARD, DOUBLE WIDEBOARD

BOX: RECTANGLE, HALFPAGE, SKYSCRAPER

STICKY AD, OVERLAY, RESTBOARD, INTERSTITIAL, - NOT AVAILABLE ON EUROSPORT

\*SUPERPANEL: VALID FORMAT

CPM						
PRODUCT	FORMAT	MAXIMUM SIZE CREATIVE DESKTOP & MOBILE		LOCATION	HP/ROS	PRICE RATE CARD
ALL WWW TVN	ON TOP MAX FORMAT	980X300	600X150	ALL TVN WBD SITES EXCLUDE PLAYER	ROS	50 zł
	BOX	300X600	300X250			38 zł
	STICKY ADS	x	320X100			63 zł
	IN ARTICLE 70% VA	750X300	300X250	TVN WBD SELECTED SITES**		70 zł
	INTERSTITIAL	x	360X640/ 640X360	ALL TVN WBD SITES EXCLUDE PLAYER		165 zł
	RESPONSIVE MOBILE BANNER	x	600X150			165 zł
WOMAN PACKAGE	ON TOP MAX FORMAT	980X300	600X150	TVN WBD SELECTED SITES WITH SPECIFIC CONTEXTUAL TARGETING		130 zł
	BOX	300X600	300X250			98 zł
	STICKY ADS	x	320X100			163 zł
MEN PACKAGE	ON TOP MAX FORMAT	980X300	600X150			150 zł
	BOX	300X600	300X250			113 zł
	STICKY ADS	x	320X100			188 zł
MANAGER PACKAGE	ON TOP MAX FORMAT	980X300	600X150			150 zł
	BOX	300X600	300X250			113 zł
	STICKY ADS	x	320X100			188 zł
BUSSINESS & FINANCE PACKAGE	ON TOP MAX FORMAT	980X300	600X150			150 zł
	BOX	300X600	300X250			113 zł
	STICKY ADS	x	320X100			188 zł
CULTURE PACKAGE	ON TOP MAX FORMAT	980X300	600X150			100 zł
	BOX	300X600	300X250			75 zł
	STICKY ADS	x	320X100			125 zł

\*\*available at TVN24, TVN24BiS, TVNWARSZAWA, TVNMETEO, DDTVN, COZAWEEK, selected tv formats sites

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CPM							
	PRODUCT	FORMAT	MAXIMUM SIZE CREATIVE DESKTOP & MOBILE		LOCATION	HP/ROS	PRICE RATE CARD
	SELECT LIFESTYLE	ON TOP MAX FORMAT	980X300	600X150	TVN WBD SELECTED SITES EXCLUDING NEWS&BIZ AND PLAYER	ROS	125 zł
		BOX	300X600	300X250			100 zł
		STICKY ADS	x	320X100	TVN WBD SELECTED SITES EXCLUDING NEWS&BIZ, PLAYER		125 zł
		INTERSTITIAL	x	360X640/ 640X360	TVN WBD SELECTED SITES EXCLUDING NEWS&BIZ AND PLAYER		200 zł
	SELECT NEWS&BIZ	ON TOP MAX FORMAT	980X300	600X150	TVN WBD SELECTED SITES NEWS & BIZ: TVN24, TVN24BIŚ, TVNMETEO, TVNWARSZAWA, FAKTY, KONKRET24, EUROSPORT		175 zł
		BOX	300X600	300X250			150 zł
		STICKY ADS	x	320X100			200 zł
		VIDEO PLAYER BRANDING	1364X664	x			100 zł
		INTERSTITIAL	x	360X640/ 640X360	TVN WBD SELECTED SITES NEWS & BIZ: TVN24, TVN24BIŚ, TVNMETEO, TVNWARSZAWA, FAKTY, KONKRET24		240 zł
	ALL PLAYER	VIDEO PLAYER BRANDING	1364X664	x	PLAYER	ROS	214 zł
		RESTBOARD	400X425	x			111 zł
		OVERLAY	960X60	x			69 zł
	SELECT PLAYER	VIDEO PLAYER BRANDING	1364X664	x			244 zł
		RESTBOARD	400X425	x			133 zł
		OVERLAY	960X60	x			84 zł

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## SURCHARGES

SCREENING SURCHARGES<sup>1</sup>

30%

1. APPLIES TO ON TOP MAX FORMAT, NOT AVAILABLE AT EUROSPOORT

CAPPING	CAPP 1/DAY	5%
	CAPP 1/WEEK	10%
	CAPP 1/CAMPAIGN	20%
	CAPP 2-3/DAY	3%
	CAPP 3/WEEK	5%
	CAPP 3/CAMPAIGN	10%
PLATFORMS (DESKTOP/MOBILE)	SINGLE,SELECTED PLATFORM EMISSION	20%
SYSTEMS, APPLICATIONS, DEVICES	SELECTED OPERATING SYSTEM/MOBILE APPLICATION/DEVICE EMISSION	30%
GEOTARGETING	CITIES	30%
	VOIVODESHIPS	10%
	POLAND	30%
	OUTSIDE POLAND <sup>2</sup>	50%
OTHERS	DAYPART	10%
	BEER TAX <sup>3</sup>	12%
	EXTENDED LIMIT FOR CREATIVE WEIGHT	1% ZA 1 kB
	ADVERTISING 18+ <sup>3</sup>	0%
	CREATION SEQUENCE	10%
	EMMISSION CODES USAGE	30%
	ADDITIONAL ADVERTISER <sup>4</sup>	20%
TARGETING	EARLY RESERVATION <sup>5</sup>	50%
	IP BASED TARGETING	50%
	BROWSER TARGETING	30%
	RETARGETING	10%

2. APPLIES ONLY TO ALL WWW TVN WBD

3. NOT APPLICABLE TO CHILDREN'S CONTENT

4. FOR PLACING PRODUCTS/SERVICES/LOGO/TRADEMARKS OF ANOTHER ADVERTISER IN THE ADVERTISEMENT

5. THE PRICE IS 50% HIGHER FOR RESERVATIONS MADE AT LEAST 1.5 MONTHS IN ADVANCE OF THE BROADCAST DATE

