

The background is a dark blue gradient. Overlaid on this are several large, semi-transparent circles in various shades of blue. In the center, the year '2020' is written in a large, bold, light blue font. The text 'DISPLAY PRICE LIST TVN MEDIA' is centered over the '20' part of the year.

**DISPLAY
PRICE LIST
TVN MEDIA**

FLAT FEE PACKAGES							
PRODUCT	FORMAT	MAXIMUM SIZE CREATIVE DESKTOP & MOBILE		LOCATION	HP/ROS	TIMING	PRICE RATE CARD
POWER DAY MAX	TOP PREMIUM BANNER	1920X650	710x360	All TVN WBD sites exclude HBO MAX, PLAYER, EUROSPORT	ROS	DAY	170 000 zł
	IN ARTICLE 70% VA	750X200	336X280/300X250	TVN24, TVN24BiS, TVNWARSAWA, TVNMETEO, DDTVN, COZATYDZIEŃ, selected TV formats sites		DAY	95 000 zł
POWER DAY MAX NEWS&BIZ	TOP PREMIUM BANNER	1920X650	710x360	NEWS&BIZ (TVN24, TVN24+, TVN24BiS, TVNMETEO, TVNWARSAWA, FAKTY, KONKRET24)		DAY	150 000 zł
	IN ARTICLE 70% VA	750X200	336X280	TVN24, TVN24BiS, TVNWARSAWA, TVNMETEO		DAY	85 000 zł
POWER DAY MAX LIFESTYLE	TOP PREMIUM BANNER	1920X650	710x360	All TVN WBD sites exclude NEWS&BIZ, HBO MAX, PLAYER, EUROSPORT		DAY	50 000 zł
LIFESTYLE WEEK MAX	PANEL 1	970x250	336X280/300X250	All TVN WBD sites exclude NEWS&BIZ, PLAYER, HBO MAX		WEEK	34 000 zł
	PANEL 2						30 000 zł
	PANEL 3						30 000 zł
	PANEL 4						27 000 zł
PREMIUM NEWS SUPERPANEL	SUPERPANEL	970X250	600x1200	NEWS&BIZ (TVN24, TVN24BiS, TVNMETEO, TVNWARSAWA, KONTAKT24)	HP	WEEK	120 000 zł
NEWS & BIZ WEEK MAX	PANEL 1	970x250	336X280/300X250	NEWS&BIZ (TVN24, TVN24+, TVN24BiS, TVNMETEO, TVNWARSAWA, KONKRET24, EUROSPORT)	ROS	WEEK	230 000 zł
	PANEL 2	970x250	336X280/300X250				210 000 zł
	PANEL 3	970x250	336X280/300X250		HP		104 500 zł
	PANEL 3	970x250	336X280/300X250		ROS EXCLUDE HP		67 000 zł
	PANEL 4	970x250	336X280/300X250		ROS		135 000 zł
	SPONSORED ARTICLE	X		TVN24BiS, TVNMETEO, TVNWARSAWA	ROS		12 000 zł

REACH PACKAGES							
PRODUCT	FORMAT	MAXIMUM SIZE CREATIVE DESKTOP & MOBILE		LOCATION	HP/ROS	TIMING	PRICE RATE CARD
ALL WWW TVN	TOP PREMIUM BANNER	1920X650	710x360	All TVN WBD sites exclude HBO MAX, PLAYER, EUROSPORT	ROS	X	70 zł
	BOX	300X600	x	All TVN WBD sites exclude HBO MAX, PLAYER, TVN24+			55 zł
	IN ARTICLE 70% VA	750X200	336X280/300X250	TVN24, TVN24BiS, TVNWARSAWA, TVNMETEO, DDTVN, COZATYDZIEŃ, selected TV formats sites			70 zł
	INTERSTITIAL	x	360X640	All TVN WBD sites exclude HBO MAX, PLAYER, TVN24+			165 zł
	RESPONSIVE MOBILE BANNER/TOP PREMIUM BANNER	x	710X360/600x150				165 zł

OVERLAY, RESTBOARD, INTERSTITIAL, - not applicable for Eurosport site

Contextual Packages							
Product	Format	Maximum size creative Desktop & Mobile		Location	HP/ROS	Timing	Price rate card
WOMAN PACKAGE	TOP PREMIUM BANNER	1920X650	710x360	Selected TVN WBD sites with specific contextual targeting	ROS	X	130 zł
	BOX	300X600	x				98 zł
	INTERSTITIAL	x	360X640				210 zł
MEN PACKAGE	TOP PREMIUM BANNER	1920X650	710x360				150 zł
	BOX	300X600	x				113 zł
	INTERSTITIAL	x	360X640				230 zł
MANAGER PACKAGE	TOP PREMIUM BANNER	1920X650	710x360				150 zł
	BOX	300X600	x				113 zł
	INTERSTITIAL	x	360X640				230 zł

SELECT PACKAGES							
PRODUCT	FORMAT	MAXIMUM SIZE CREATIVE DESKTOP & MOBILE		LOCATION	HP/ROS	TIMING	PRICE RATE CARD
SELECT LIFESTYLE	TOP PREMIUM BANNER	1920X650	710x360	Selected TVN WBD sites, exclude NEWS&BIZ, HBO MAX, PLAYER	ROS	X	125 zł
	BOX	300X600	x				100 zł
	INTERSTITIAL	x	360X640				200 zł
SELECT NEWS&BIZ	TOP PREMIUM BANNER	1920X650	710x360	Selected NEWS & BIZ TVN WBD sites: TVN24, TVN24+, TVN24BIŚ, TVNMETEO, TVNWARSAWA, FAKTY, KONKRET24			175 zł
	BOX	300X600	x	Selected NEWS & BIZ TVN WBD sites: TVN24, TVN24BIŚ, TVNMETEO, TVNWARSAWA, FAKTY, KONKRET24, EUROSPORT			150 zł
	IN ARTICLE 70% VA	750x200	336x280/300x250	Selected TVN WBD NEWS & BIZ TVN sites: TVN24, TVN24BIŚ, TVNMETEO, TVNWARSAWA, FAKTY, KONKRET24			120 zł
	COMMERCIAL BREAK	320X480	320X480				230 zł
	INTERSTITIAL	x	360X640				240 zł

Premium Streaming Packages0							
Product	Format	Maximum size creative Desktop & Mobile		Location	HP/ROS	Timing	Price rate card
ALL HBO MAX	PAUSE AD	1920X1080	1920X1080	HBO MAX, static creation	ROS	x	38 zł*
STREAMING +	PAUSE AD	1920X1080	1920X1080	HBO MAX & PLAYER, static creation	ROS	x	200 zł
SELECT STREAMING +	PAUSE AD	1920X1080	1920X1080	Selected thematic content or titles at HBO MAX & PLAYER, all platforms	ROS	x	250 zł
ALL PLAYER	VIDEO PLAYER BRANDING	1364X664	x	PLAYER	ROS	X	214 zł
	OVERLAY	960X60	x				69 zł
SELECT PLAYER	VIDEO PLAYER BRANDING	1364X664	x				244 zł
	OVERLAY	960X60	x				84 zł

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

¹Applies only to ALL WWW TVN WBD

²Not applicable to children's content

³For placing products/services/logo/trademarks of another advertiser in the advertisement

⁴The price is 50% higher for reservations made at least 1.5 months in advance of the broadcast date