

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 WEEKEND MAX	TOP PREMIUM BANNER	1920x650	710x360	All TVN WBD sites exclude HBO MAX, PLAYER, EUROSPORT	ROS	2 DAYS	225 000 zł
	IN ARTICLE 70% VA	750x200	336X280/300x250	TVN24, TVN24BiS, TVNWARSAWA, TVNMETEO, DDTVN, COZATYDZIEŃ, selected TV formats sites	ROS EXCLUDE HP	2 DAYS	125 000 zł
	INTERSTITIAL	x	360x640		ROS EXCLUDE HP	2 DAYS	145 000 zł
POWER WEEKEND MAX NEWS&BIZ	TOP PREMIUM BANNER	1920x650	710x360	NEWS&BIZ (TVN24, TVN24+, TVN24BiS, TVNMETEO, TVNWARSAWA, KONKRET24, FAKTY)	ROS	2 DAYS	195 000 zł
	IN ARTICLE 70% VA	750x200	336X280/300x250	Selected TVN WBD NEWS & BIZ sites: TVN24, TVN24BiS, TVNMETEO, TVNWARSAWA, FAKTY, KONKRET24	ROS EXCLUDE HP	2 DAYS	110 000 zł
	INTERSTITIAL	x	360x640		ROS EXCLUDE HP	2 DAYS	130 000 zł
POWER WEEKEND MAX LIFESTYLE	TOP PREMIUM BANNER	1920x650	710x360	All TVN WBD sites exclude HBO MAX, PLAYER, EUROSPORT	ROS	2 DAYS	65 000 zł
POWER DAY MAX	TOP PREMIUM BANNER	1920x650	710x360	All TVN WBDsites exclude HBO MAX, PLAYER, EUROSPORT		DAY	170 000 zł
	IN ARTICLE 70% VA	750x200	336X280/300x250	TVN24, TVN24BiS, TVNWARSAWA, TVNMETEO, DDTVN, COZATYDZIEŃ, selected TV formats sites	ROS EXCLUDE HP	DAY	95 000 zł
	INTERSTITIAL	x	360x640		ROS EXCLUDE HP	DAY	110 000 zł
POWER DAY MAX NEWS&BIZ	TOP PREMIUM BANNER	1920x650	710x360	NEWS&BIZ (TVN24, TVN24+, TVN24BiS, TVNMETEO, TVNWARSAWA, KONKRET24, FAKTY)	ROS	DAY	150 000 zł
	IN ARTICLE 70% VA	750x200	336X280/300x250	Selected TVN WBD NEWS & BIZ sites: TVN24, TVN24BiS, TVNMETEO, TVNWARSAWA, FAKTY, KONKRET24	ROS EXCLUDE HP	DAY	85 000 zł
	INTERSTITIAL	x	360x640		ROS EXCLUDE HP	DAY	100 000 zł
POWER DAY MAX LIFESTYLE	TOP PREMIUM BANNER	1920x650	710x360	All TVN WBD sites exclude HBO MAX, PLAYER, EUROSPORT	ROS	DAY	50 000 zł
LIFESTYLE WEEK MAX	PANEL 1	970x250	336X280/300x250	All TVN WBD sites exclude HBO MAX, PLAYER, EUROSPORT	ROS	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		ROS		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

INTERSTITIAL - not applicable for Eurosport site

INTERSTITIAL – capp 1/24h

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

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

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

PREMIUM STREAMING PACKAGES

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

SURCHARGES

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