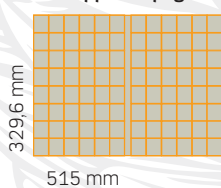
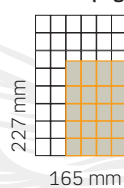


| | 1 | 2 | 3 | 4 | 5 | 6 | |
|----------|---|-------|--------|--------|--------|--------|---|
| 38,4 mm | | | | | | | 1 |
| 80 mm | | | | | | | 2 |
| 121,6 mm | | | | | | | 3 |
| 163,2 mm | | | | | | | 4 |
| 204,8 mm | | | | | | | 5 |
| 246,4 mm | | | | | | | 6 |
| 288 mm | | | | | | | 7 |
| 329,6 mm | | | | | 207 mm | | 8 |
| 39 mm | | 81 mm | 123 mm | 165 mm | | 249 mm | |

Two opposite pages



Junior page



| Page | Net price PLN per module | | Formats of ads and advertisements |
|-------------------------------|--------------------------|---------|-----------------------------------|
| | Mon - Thu | Friday | |
| 1 | 9.220 | 11.070 | 2x1, 2x2*, 3x1, 3x2*, 4x1, 6x1 |
| | 110.640 | 132.840 | 249 mm x 60 mm* |
| | 41.480 | 49.770 | 123 mm x 60 mm |
| | 27.650 | 33.180 | 81 mm x 60 mm* |
| 1 advertisement over vignette | 11.200 | 13.440 | 81 mm x 30 mm* |
| | 77.450 | 92.990 | 249 mm x 30 mm |
| 1 at the right edge of page | 69.150 | 83.030 | 37 mm x 259 mm |
| 2 | 7.900 | 9.500 | 105 mm x 39 mm |
| | 11.200 | 13.400 | 138 mm x 39 mm |
| | 15.900 | 18.800 | 105 mm x 80 mm |
| | 21.900 | 25.800 | 138 mm x 80 mm |
| | 3.200 | 3.840 | 6x1, 6x2 |
| 3 | 3.350 | 4.020 | up to the size of 5 modules |
| | 83.950 | 100.740 | junior page (165 mm x 227 mm)* |
| | 121.800 | 146.160 | 6x8 |
| 4 | 2.190 | 2.640 | up to the size of 5 modules |
| | 55.020 | 66.030 | junior page (165 mm x 227 mm)* |
| | 87.820 | 105.390 | 6x8 |
| 5 | 2.880 | 3.450 | up to the size of 5 modules |
| | 75.560 | 90.670 | junior page (165 mm x 227 mm)* |
| | 115.100 | 138.120 | 6x8 |
| 6 | 1.880 | 2.260 | up to the size of 5 modules |
| | 49.460 | 59.350 | junior page (165 mm x 227 mm)* |
| | 75.270 | 90.330 | 6x8 |
| 7 | 2.400 | 2.890 | up to the size of 5 modules |
| | 62.960 | 75.560 | junior page (165 mm x 227 mm)* |
| | 95.920 | 115.100 | 6x8 |
| 9 | 2.080 | 2.500 | up to the size of 5 modules |
| | 54.570 | 65.490 | junior page (165 mm x 227 mm)* |
| | 83.130 | 99.750 | 6x8 |
| last | 2.720 | 3.270 | up to the size of 5 modules |
| | 71.360 | 85.630 | junior page (165 mm x 227 mm)* |
| | 108.710 | 130.450 | 6x8 |
| other editorial pages | 1.450 | 1.740 | all formats except for 4x6**, 6x8 |
| | 40.070 | 48.080 | junior page (165 mm x 227 mm)* |
| | 58.000 | 69.600 | 6x8 |
| two opposite pages | 110.200 | 132.240 | 515 mm x 329,6 mm |

Price of an advertisement is determined by multiplying the number of modules by the unit price of module

* guaranteed exclusivity of the advertisement on a certain page

** format unavailable on a given page

Extra charges:

| | |
|--|------|
| for payment after advertisement publishing | 7% |
| for advertisement publication on a selected editorial page ¹ | 20% |
| for advertisement delivery 1 working day prior to the publication date | 100% |

Discount:

| | |
|--|-----|
| for a classified advertisement on Sat-Sun edition (Mon and Thu is deducted form the price) | 20% |
|--|-----|

¹ added to the price of other editorial pages

| Page | Net price PLN per module | | Formats of ads and advertisements |
|---|--------------------------|---------|-----------------------------------|
| | Mon - Thu | Friday | |
| 1 | 4.310 | 5.170 | up to the size of 2 modules, 3x3* |
| 1 advertisement under vignette | 5.240 | 6.290 | 1x1 |
| 1 near the right edge | 56.770 | 68.120 | 37 mm x 256 mm |
| 2 | 2.300 | 2.760 | up to the size of 3 modules |
| 3 | 2.660 | 3.190 | up to the size of 5 modules |
| | 66.530 | 79.830 | junior page (165 mm x 227 mm)* |
| | 106.160 | 127.390 | 6x8 |
| 5 | 2.160 | 2.590 | up to the size of 5 modules |
| | 54.160 | 64.990 | junior page (165 mm x 227 mm)* |
| | 86.440 | 103.720 | 6x8 |
| 7 | 2.000 | 2.390 | up to the size of 5 modules |
| | 50.000 | 60.000 | junior page (165 mm x 227 mm)* |
| | 79.790 | 95.750 | 6x8 |
| other editorial | 1.580 | 1.900 | all formats except for 4x6**, 6x8 |
| | 25.270 | 30.320 | 2x2 „island”*** |
| | 41.660 | 49.990 | junior page (165 mm x 227 mm)* |
| | 63.320 | 75.980 | 6x8 |
| two opposite pages | 120.320 | 144.380 | 515 mm x 329,6 mm |
| Career & Business | | | |
| 1 vignette | 2.990 | | 1x1 |
| other editorial | 1.490 | | all formats |
| Information Technology in Poland | | | |
| 1 vignette | 2.990 | 2.990 | 1x1 |
| other editorial | 850 | 850 | all formats |
| Industry in Poland | | | |
| 1 vignette | 2.200 | 2.200 | 1x1 |
| other editorial | 850 | 850 | all formats |

Price of an advertisement is determined by multiplying the number of modules by unit price of module

* guaranteed exclusivity for advertisement on a certain page

** format unavailable on a given page

*** the island denotes an advertisement embedded in the text with page exclusivity rights

Extra charges:

| | |
|---|------|
| for payment after advertisement publishing | 7% |
| for advertisement publication on selected editorial page ¹ | 20% |
| for advertisement delivery 1 working day prior to the publication date | 100% |

Discount:

| | |
|--|-----|
| for a classified advertisement on Sat-Sun edition (Mon and Thu is deducted from the price) | 20% |
| for HR (recruitment) and training ² | 30% |

¹ added to the price of other editorial pages

² applicable to Career & Business

| Page | Net price PLN per module | | Formats of ads and advertisements |
|-------------------------|--------------------------|--------|---|
| | Mon - Thu | Friday | |
| 1 | 2.640 | 3.160 | up to the size of 3 modules except for: 1x1 |
| 2 | 1.400 | 1.680 | up to the size of 3 modules |
| 3 | 1.620 | 1.950 | up to the size of 5 modules |
| | 40.390 | 48.460 | junior page (165 mm x 227 mm)* |
| | 64.620 | 77.550 | 6x8 |
| 5 | 1.370 | 1.640 | up to the size of 5 modules |
| | 34.240 | 40.960 | junior page (165 mm x 227 mm)* |
| | 54.600 | 65.520 | 6x8 |
| other editorial | 1.050 | 1.260 | all formats except for 4x6**, 6x8 |
| | 26.070 | 31.290 | junior page (165 mm x 227 mm)* |
| | 42.000 | 50.400 | 6x8 |
| two opposite pages | 79.800 | 95.760 | 515 mm x 329,6 mm |
| Judicial advertisements | | | |
| editorial | 520 | 520 | all formats |

Price of an advertisement is determined by multiplying the number of modules by unit price of module

* guaranteed exclusivity for advertisement on a certain page

** format unavailable on a given page

Judicial advertisements:

- published on the page „Law everyday”
- are published within 3 working days from the moment of materials receipt and payment confirmation

Extra charges:

| | |
|---|------|
| for payment after advertisement publishing | 7% |
| for advertisement publication on a selected editorial pages ¹ | 20% |
| for advertisement delivery 1 working day prior to the publication day | 100% |

Discount:

| | |
|---|-----|
| for a classified advertisement on Sat-Sun edition (Mon and Thu is deducted form the price) ² | 20% |
|---|-----|

¹ added to the price of other editorial pages

² these regulations do not apply to a court advertisement



| Page | Net price PLN per module | | Formats of ads and advertisements |
|-----------------|--------------------------|--------|-----------------------------------|
| | Mon - Thu, Sat | Friday | |
| 1 | 800 | 960 | up to the size of 1 module |
| 1 vignette | 2.500 | 3.000 | 81 mm x 54 mm |
| other editorial | 450 | 540 | all formats except for 4x6*, 6x8 |
| | 11.250 | 13.500 | junior page (165 mm x 227 mm)** |
| | 16.240 | 20.300 | 6x8 |

Price of an advertisement is determined by multiplying the number of modules by unit price of module

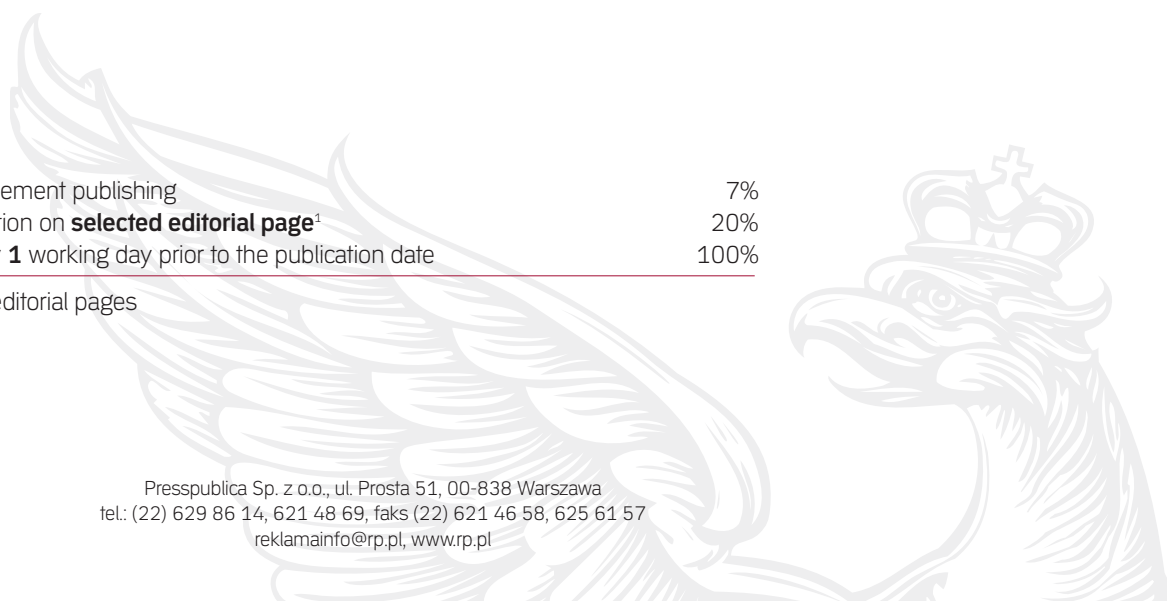
* format unavailable on a given page

** guaranteed exclusivity for advertisement on a certain page

Extra charges:

| | |
|---|------|
| for payment after advertisement publishing | 7% |
| for advertisement publication on selected editorial page ¹ | 20% |
| for advertisement delivery 1 working day prior to the publication date | 100% |

¹ added to the price of other editorial pages



| Page | Net price PLN per module | Formats of ads and advertisements |
|--------------------|--------------------------|-----------------------------------|
| 2 | 2.210 | 6x1, 6x2, 6x3, 6x4, 6x5 |
| 3 | 2.560 | 6x1, 6x2, 6x3, 6x4, 6x5 |
| | 63.870 | junior page (165 mm x 227 mm)* |
| | 101.920 | 6x8 |
| 5 | 2.080 | 6x1, 6x2, 6x3, 6x4, 6x5 |
| | 52.000 | junior page (165 mm x 227 mm)* |
| | 82.980 | 6x8 |
| 7 | 1.920 | 6x1, 6x2, 6x3, 6x4, 6x5 |
| | 48.000 | junior page (165 mm x 227 mm)* |
| | 76.600 | 6x8 |
| other editorial | 1.520 | 6x1, 6x2, 6x3, 6x4, 6x5 |
| | 40.000 | junior page (165 mm x 227 mm)* |
| | 60.790 | 6x8 |
| two opposite pages | 115.510 | 515 mm x 329,6 mm |

Price of an advertisement is determined by multiplying the number of modules by unit price of module

* guaranteed exclusivity for advertisement on a certain page

Extra charges:

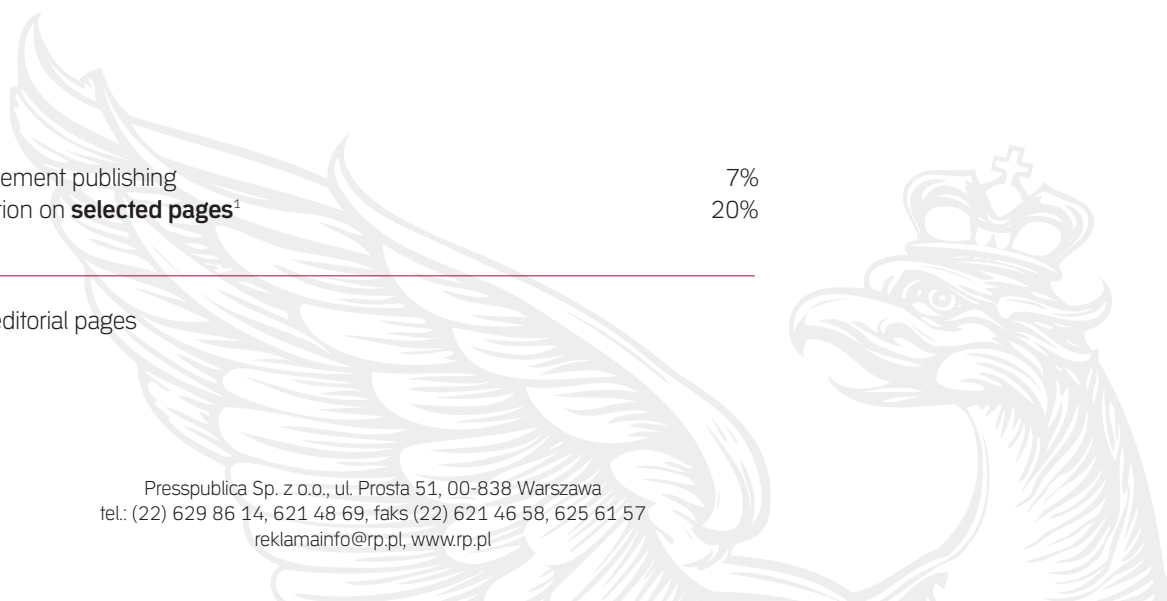
for payment after advertisement publishing

7%

for advertisement publication on **selected pages**¹

20%

¹ added to the price of other editorial pages



| Page | Net price PLN per module | Formats of ads and advertisements |
|--------------------|--------------------------|-----------------------------------|
| 1 | 2.000 | up to the size of 4 modules |
| 1 vignette | 2.440 | 1x1 |
| 2 | 1.000 | up to the size of 4 modules |
| | 22.500 | junior page (165 mm x 227 mm)* |
| other editorial | 1.000 | all formats except for 6x8 |
| | 22.500 | junior page (165 mm x 227 mm)* |
| | 40.000 | 6x8 |
| Warsaw issue | | |
| 1 | 490 | up to the size of 3 modules |
| 1 vignette | 590 | 1x1 |
| 3 | 420 | all formats |
| other editorial | 320 | all formats except for 6x8 |
| | 7.200 | junior page (165 mm x 227 mm)* |
| | 12.990 | 6x8 |
| two opposite pages | 24.690 | 515 mm x 329,6 mm |

Price of an advertisement is determined by multiplying the number of modules by unit price of module

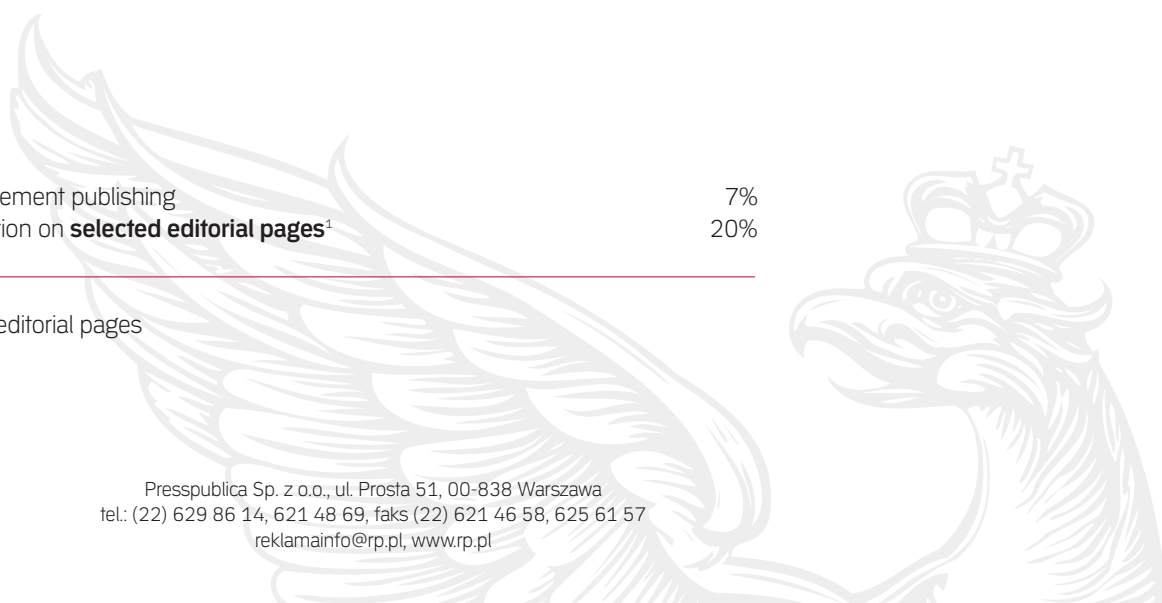
* guaranteed exclusivity for advertisement on a certain page

** format unavailable on a given page

Extra charges:

| | |
|---|-----|
| for payment after advertisement publishing | 7% |
| for advertisement publication on selected editorial pages ¹ | 20% |

¹ added to the price of other editorial pages



| Page | Net price PLN per module | Formats of ads and advertisements |
|--------------------|--------------------------|-----------------------------------|
| 1 | 1.620 | up to the size of 3 modules |
| 1 vignette | 1.980 | 1x1 |
| 3 | 1.220 | all formats |
| other editorial | 810 | all formats except for 6x8 |
| | 18.230 | junior page (165 mm x 227 mm)* |
| | 32.480 | 6x8 |
| two opposite pages | 61.720 | 515 mm x 329,6 mm |

Price of an advertisement is determined by multiplying the number of modules by unit price of module

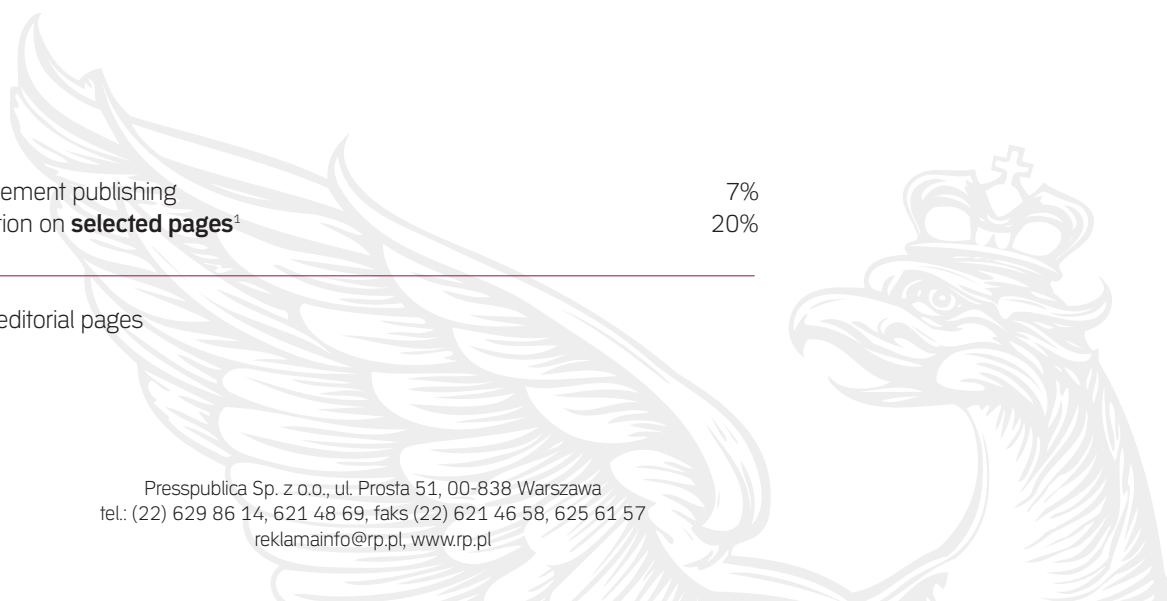
* guaranteed exclusivity for advertisement on a certain page

Extra charges:

for payment after advertisement publishing
for advertisement publication on **selected pages**¹

7%
20%

¹ added to the price of other editorial pages



| Page | Net price PLN per module | Formats of ads and advertisements |
|--------------------|--------------------------|-----------------------------------|
| 1 | 1.390 | up to the size of 3 modules |
| 1 vignette | 1.700 | 1x1 |
| 3 | 1.040 | all formats |
| other editorial | 700 | all formats except for 6x8 |
| | 15.750 | junior page (165 mm x 227 mm)** |
| | 27.840 | 6x8 |
| two opposite pages | 52.900 | 515 mm x 329,6 mm |

Price of an advertisement is determined by multiplying the number of modules by unit price of module

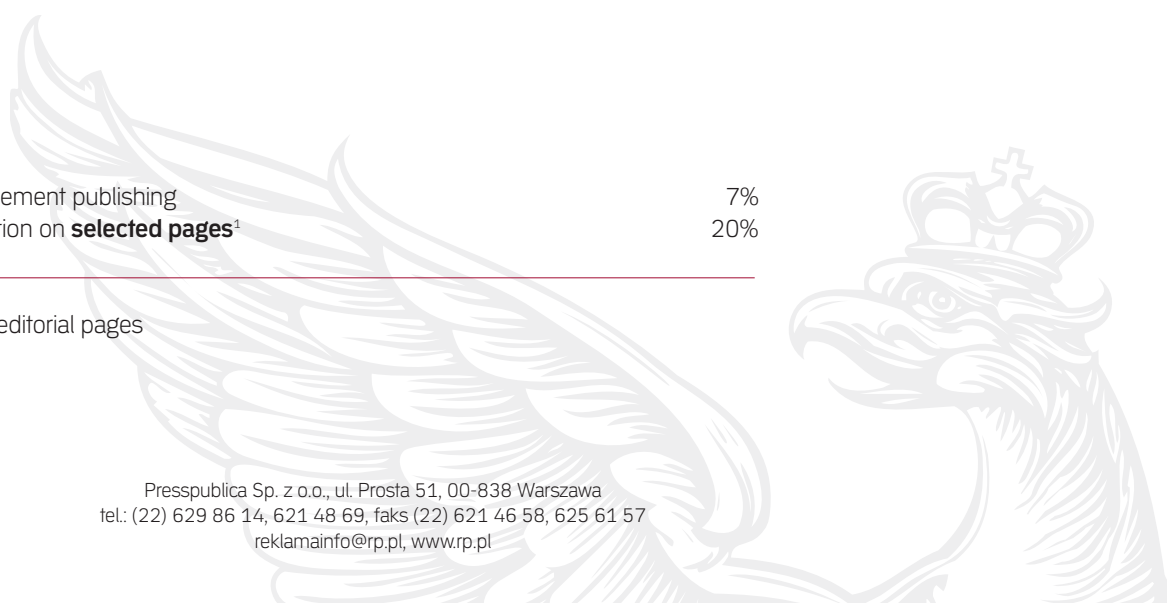
* for tourism

** guaranteed exclusivity for advertisement on a certain page

Extra charges:

| | |
|---|-----|
| for payment after advertisement publishing | 7% |
| for advertisement publication on selected pages ¹ | 20% |

¹ added to the price of other editorial pages



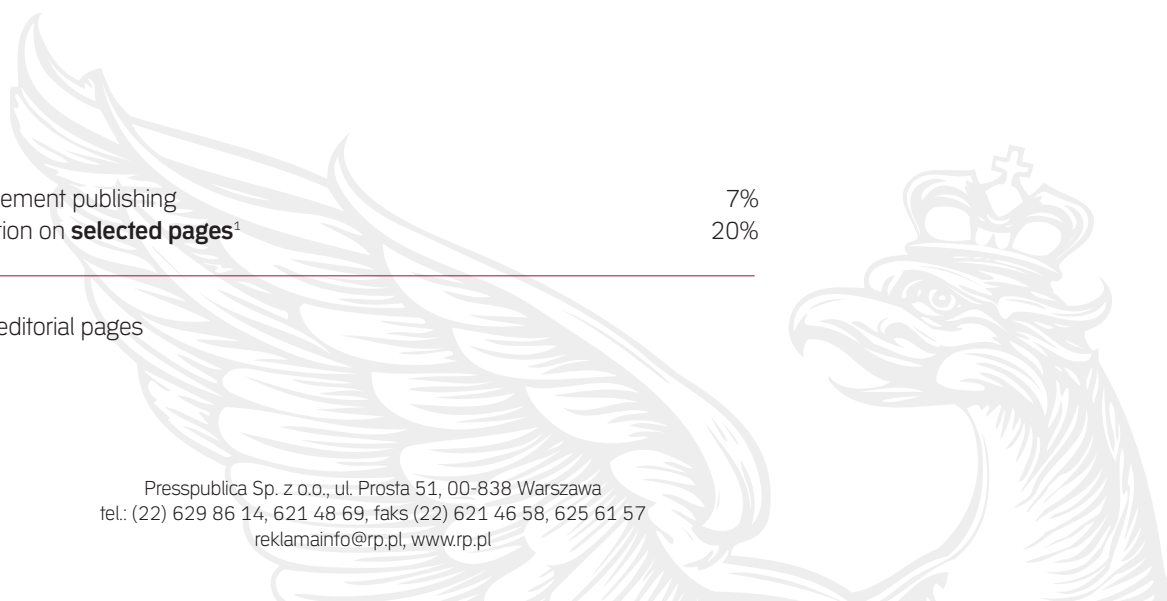
| Page | Net price PLN per module | Formats of ads and advertisements |
|-----------------|--------------------------|-----------------------------------|
| 1 | 870 | up to the size of 3 modules |
| other editorial | 600 | all formats except for 6x8 |
| | 24.000 | 6x8 |

Price of an advertisement is determined by multiplying the number of modules by unit price of module

Extra charges:

| | |
|---|-----|
| for payment after advertisement publishing | 7% |
| for advertisement publication on selected pages ¹ | 20% |

¹ added to the price of other editorial pages



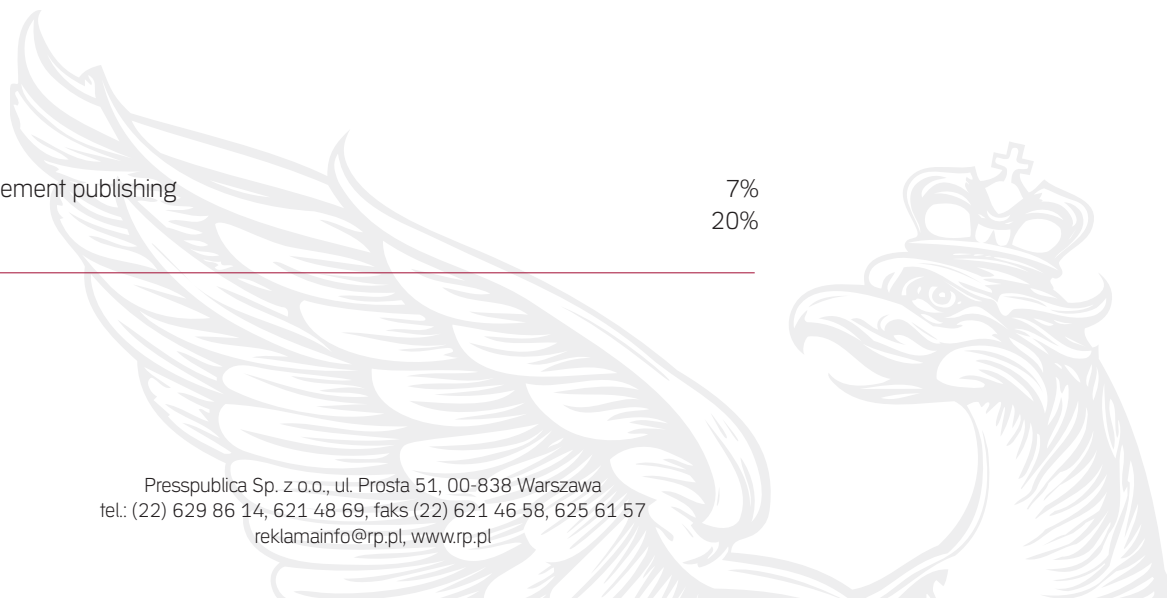
| Page | Net price PLN per B&W module | Formats of ads and advertisements |
|-------------------|------------------------------|-----------------------------------|
| announcement page | 600 | all formats except for 6x8 |
| | 25.920 | 6x8 |

Price of an advertisement is determined by multiplying the number of modules by unit price of module
No fixed location in the newspaper

Extra charges:

for payment after advertisement publishing
for colour print

7%
20%



| Page | Net price PLN per module | | Formats of ads and advertisements |
|---------------------|--------------------------|------------------|-----------------------------------|
| | in colour | in black & white | |
| 1 | 470 | 400 | up to the size of 7 module |
| 1 near the vignette | 1.170 | 1.000 | 81 mm x 18 mm |
| | 700 | 600 | 39 mm x 18 mm |
| other | 350 | 300 | all formats except for 6x8 |
| | 15.120 | 12.960 | 6x8 |

Price of an advertisement is determined by multiplying the number of modules by unit price of module

No fixed location in the newspaper

* the communique may be defined as an announcement placed by all central and local government administrative bodies as well as tax offices, Social Security Institution, customs offices, health care facilities, courts of law and prosecutor's offices.

Announcements of other entities that are communiques informing about tenders, liquidations, settlement agreement proceedings.

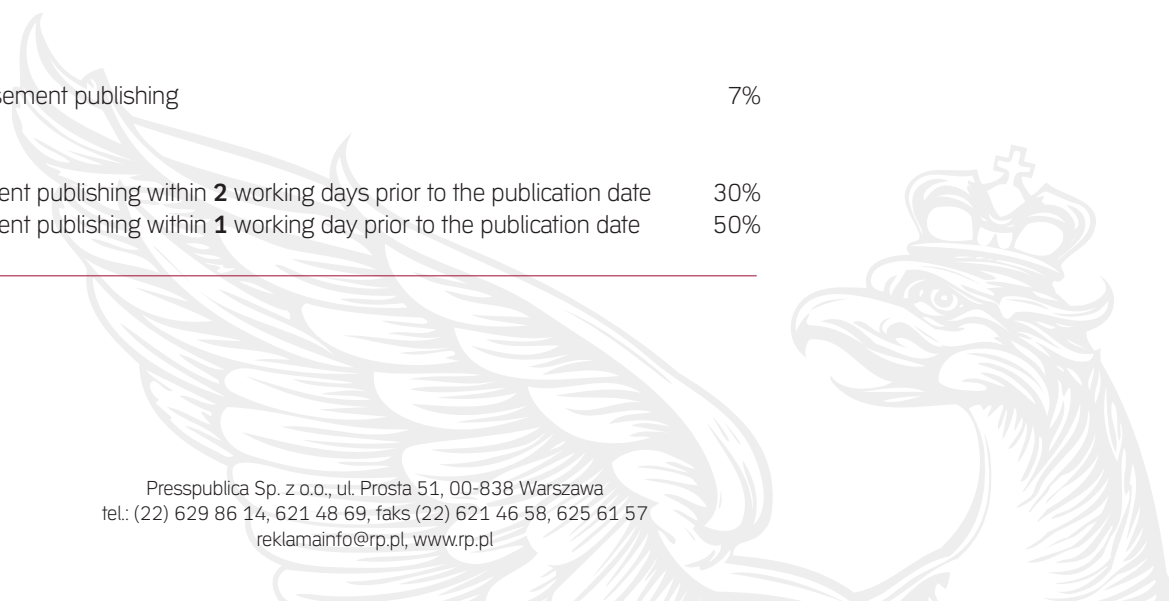
Extra charges:

for payment after advertisement publishing 7%

Express Communiqués:

for delivery of advertisement publishing within **2** working days prior to the publication date 30%

for delivery of advertisement publishing within **1** working day prior to the publication date 50%



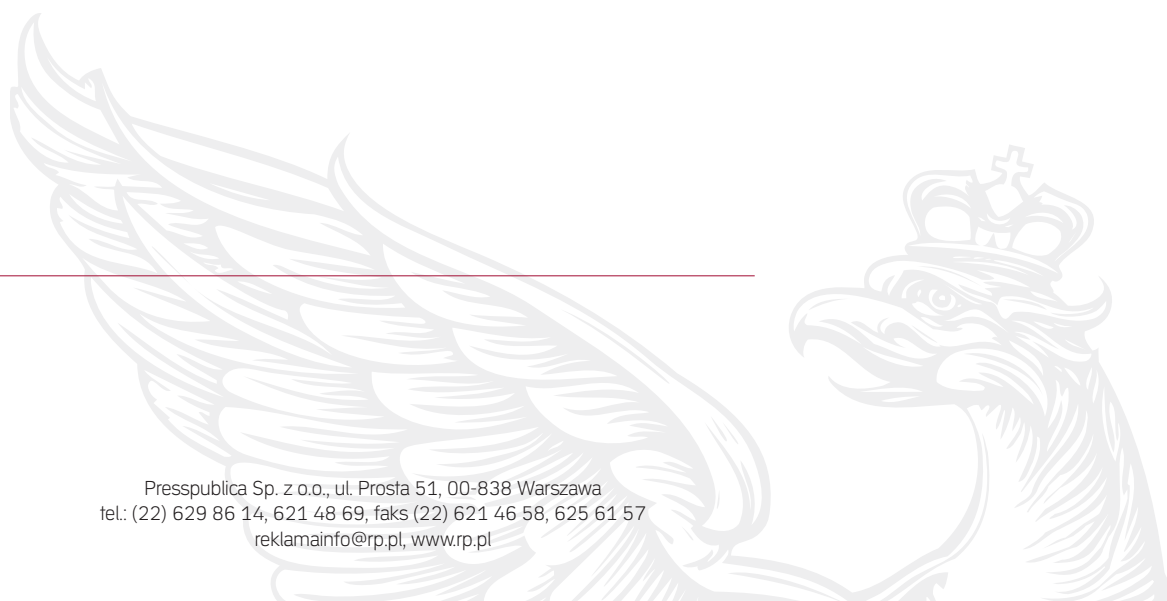
| | Net price per line Warsaw issue* | Net price per line National issue |
|---|--|---|
| Normal type | 8 PLN | 10 PLN |
| Bold type | 9 PLN | 12 PLN |
| CAPS | 10 PLN | 14 PLN |
| BOLD CAPS | 11 PLN | 16 PLN |
| Ad against grey background | - | 20 PLN |
| "Counter" ad | - | 22 PLN |
| Thin frame ad | + 2 PLN** | + 45%*** |
| Thick frame ad | - | + 60%*** |
| Distinguished in text (words in bold or in CAPITAL LETTERS) | - | + 15%*** |

* published in Warsaw area

** extra payment for one line of text

*** extra payment to the full value of advertisement

- Classified advertisement may contain maximum 15 lines
- Classified advertisements – in the national and Warsaw issue, ordered Monday through Friday by 10.00 am., are published on the next day. Advertisements ordered on Friday by 4 pm. are published on Monday.
- The Customer may give up the publication of classified advertisement 2 working days prior to its printing.



Graphical Classified Advertisements

Tiny classified advertisements*

| Size in mm | Net price in PLN National issue |
|------------|------------------------------------|
| 39 x 38,4 | 300 |

Single column advertisement*

| Size in mm | Net price in PLN Warsaw issue** | Net price in PLN National issue |
|------------|------------------------------------|------------------------------------|
| 39 x 17,6 | - | 190 |
| 39 x 38,4 | 115 | 380 |
| 39 x 59,2 | 160 | 570 |
| 39 x 80 | 200 | 760 |
| 39 x 100,8 | 235 | 950 |
| 39 x 121,6 | - | 1.140 |
| 39 x 142,4 | 260 | 1.330 |
| 39 x 163,2 | 285 | 1.520 |
| 39 x 184 | - | 1.710 |
| 39 x 204,8 | - | 1.900 |

Special products

on classified advertisement pages

| | Size in mm | Net price in PLN National issue |
|---|--------------------------|------------------------------------|
| island | 123 x 80 | 2.000 |
| large island | 165 x 121,6 | 2.900 |
| column with a picture (for selected headings) | 39 x 38,4 39 x 59,2 | 150 230 |
| double tiny | 39 x 80 81 x 38,4 | 600 |
| triple tiny | 39 x 121,6 123 x 38,4 | 900 |
| quadruple tiny | 81 x 80 | 1.200 |
| sextuple tiny | 81 x 121,6 123 x 80 | 1.800 |
| belt on bottom | 249 x 38,4 | 1.200 |

* **Tiny and single column classified advertisements** offer a very attractive opportunity of using any combination of text and graphics (within the sizes specified above). We will develop graphical design for you for **FREE**.

** published in Warsaw area

Classified advertisements – headings

| | | |
|--|--------------------------------------|----------------------------------|
| • Advertising Agency | • Cooperation | • Producers |
| • Agritourism | • Privat Lessons, Foreign Languages* | • Moving and Transport Services* |
| • Antiques | • Purchase | • Advertising |
| • Auctions | • Leasing | • Miscellaneous |
| • Safety and Protection | • Dental Clinic* | • Greetings |
| • Accounting Offices | • Real Estate | • Specialized Health Care* |
| • Business | • Real Estate - Purchase | • Sale |
| • Building | • Real Estate – Sale | • Raw Materials, Resources |
| • Building Services* | • Real Estate – Rental | • New Year's Eve* |
| • Care Homes | • Pawnshops* | • Translation/Interpreting |
| • Gastronomy | • Machines, Appliances | • Transport |
| • Gastronomy, Catering Service, Restaurants* | • Machines, Appliances - Purchase | • Insurance |
| • Hobbies | • Machines, Appliances - Sale | • Services |
| • Hotels | • Automotive | • Cleaning Services* |
| • Wholesale - Retail | • Automotive - Purchase | • Legal Services |
| • Wholesalers | • Automotive - Sale | • Tourism - Internal |
| • Internet | • Education | • Tourism and Recreation* |
| • Law Firms | • Education, Courses, Trainings* | • Tourism - Cross-Border |
| • Money Exchange Offices | • Marriage Bureau Offers | • Health* |
| • Computers | • Printing | • Health care |
| • Announcements | • Job Offers | • Lost and Stolen |
| • Consulting | • Job Seeking | |

* applies to Warsaw only

Extra charges:

| | |
|---|-----|
| for payment after advertisement publishing | 7% |
| for colour print (for graphical classified advertisements and special products) | 20% |

Discount:

| | |
|---|-----|
| for the print of 2, 3 advertisements ¹ | 3% |
| for the print of 4, 5 advertisements ¹ | 4% |
| for the print of 6, 7 advertisements ¹ | 6% |
| for the print of 8, 9 advertisements ¹ | 7% |
| for the print of 10-15 advertisements ¹ | 10% |
| for the print of 16-20 advertisements ¹ | 11% |
| for the print of 21-25 advertisements ¹ | 12% |
| for the print of 26-30 advertisements ¹ | 13% |
| for the print of 31-35 advertisements ¹ | 14% |
| for the print of 36-40 advertisements ¹ | 15% |
| for the print at least 41 advertisements ¹ | 16% |
| for ready-to-print advertisements ² (applicable to graphical advertisements) | 4% |

¹ added to the price of other editorial pages

² an advertisement ready-to-print is the advertisement prepared in compliance with requirements set forth in the Technical Parameters. Applicable to direct customers

| Page | Format | National issue | | Warsaw issue | |
|--------------------|-----------------|----------------------------------|-------------------------------------|----------------------------------|-------------------------------------|
| | | Institutions Net price in PLN | Natural persons Net price in PLN | Institutions Net price in PLN | Natural persons Net price in PLN |
| 2 editorial pages | 105 mm x 59 mm | 6.800 | 6.800 | - | - |
| | 105 mm x 80 mm | 9.070 | 9.070 | - | - |
| | 105 mm x 101 mm | 11.340 | 11.340 | - | - |
| | 138 mm x 80 mm | 12.400 | 12.400 | - | - |
| | 105 mm x 122 mm | 13.610 | 13.610 | - | - |
| | 105 mm x 164 mm | 15.880 | 15.880 | - | - |
| | 138 mm x 122 mm | 16.300 | 16.300 | - | - |
| | 138 mm x 164 mm | 19.000 | 19.000 | - | - |
| editorial pages | 2x1 | 1.290 | 1.290 | 370 | 320 |
| | 3x1 | 1.720 | 1.720 | 495 | 400 |
| | 2x2 | 1.940 | 1.940 | 660 | 450 |
| | 2x3, 3x2 | 2.230 | 2.230 | 820 | 580 |
| | 2x4, 4x2 | 3.350 | 3.350 | 1.100 | 820 |
| | 3x3 | 4.030 | 4.030 | 1.395 | 1.190 |
| | 3x4, 4x3 | 4.980 | 4.980 | 1.690 | 1.340 |
| | 4x5 | 7.800 | 7.800 | 2.400 | 1.680 |
| announcement pages | 2x1 | 530 | 240 | 180 | 80 |
| | 3x1 | 750 | 300 | - | - |
| | 2x2 | 850 | 360 | 285 | 135 |
| | 2x3 | 1.100 | 480 | 340 | 190 |
| | 3x2 | 1.100 | 480 | - | - |
| | 2x4 | 1.600 | 610 | 400 | 250 |
| | 4x2 | 1.600 | 610 | - | - |
| | 3x3 | 1.800 | 730 | - | - |
| | 2x5 | - | - | 480 | 330 |
| | 3x4, 4x3 | 2.200 | 850 | - | - |

Obituaries delivered by 10.00 am. are printed on the next day. The publication date of obituaries delivered after 10 am. is to be agreed with Advertising Office.

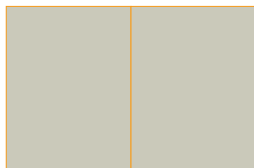
| page | Net price in PLN per module | formats of advertisements and announcements |
|-------------------------------------|-----------------------------|---|
| 1 | 17.500 | bottom page strip (255 mm x 45,1 mm)* |
| editorial | 32.000 | full page (255 mm x 330 mm)** |
| | 20.000 | 1/2 page horizontal (236 mm x 154,3 mm) |
| | 11.000 | 1/4 page horizontal (255 mm x 84,5 mm)* |
| | 27.000 | junior page (188 mm x 233,1 mm) |
| TV programme pages – left-hand page | 7.000 | 1/8 page (140 mm x 75,5 mm) |
| II cover | 38.500 | full page (255 mm x 330 mm)** |
| III cover | 34.000 | full page (255 mm x 330 mm)** |
| IV cover | 47.000 | full page (255 mm x 330 mm)** |
| double spread | 56.000 | 2 full pages (510 mm x 330 mm)** |

Price of an ad is calculated by multiplying the number of modules by the price of one module

* adding 5 mm on three sides to be trimmed

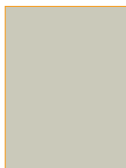
** adding 5 mm on four sides to be trimmed

**double spread
10x8**



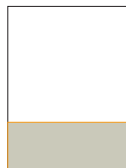
bleed size
520 mm x 340 mm
non-bleed size
510 mm x 330 mm

**1 full page
5x8**



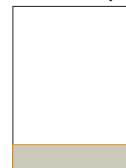
bleed size
265 mm x 340 mm
non-bleed size
255 mm x 330 mm

**1/4 page
horizontal**



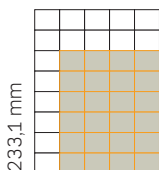
bleed size
265 mm x 89,5 mm
non-bleed size
255 mm x 84,5 mm

**1 page
bottom strip**



bleed size
265 mm x 49,1 mm
non-bleed size
255 mm x 45,1 mm

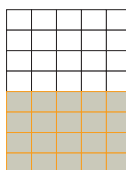
**junior page
4x6**



233,1 mm

188 mm

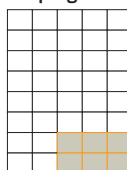
**1/2 page
5x4**



154,3 mm

236 mm

**1/8 page
TV programme guide**



75,5 mm

140 mm

Subcharges:

on payments made after the ad's publication

7%

when an advertisement is published on **another page selected**

15%

| Page | Format | Net price in PLN for a certain format |
|-----------------------------------|-----------|---------------------------------------|
| covers | II cover | 23.000 |
| | III cover | 22.050 |
| | IV cover | 25.250 |
| 3 | 4x4 | 23.850 |
| | 2x4, 4x2 | 13.450 |
| | 2x2, 4x1 | 10.200 |
| advertisements on editorial pages | 1x1 | 1.650 |
| | 1x2, 2x1 | 2.700 |
| | 2x2, 4x1 | 5.250 |
| | 2x4, 4x2 | 10.200 |
| | 4x4 | 20.200 |
| two opposite pages | 8x4 | 38.400 |

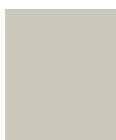
The advertisers that are interested in the purchase of the total advertising space in our supplement or in the publication of special issues are kindly requested to contact with the Advertising Office.

**Two opposite pages
8x4**



before cutting off
460 mm x 283 mm
after cutting off
450 mm x 273 mm

**1 column
4x4**



before cutting off
235 mm x 283 mm
after cutting off
225 mm x 273 mm

**1/2 column (horizontally)
4x2**



before cutting off
235 mm x 141 mm
after cutting off
225 mm x 136 mm

**1/2 column (vertically)
2x4**



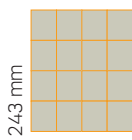
before cutting off
117 mm x 283 mm
after cutting off
112 mm x 273 mm

**1/4 column (horizontally)
4x1**



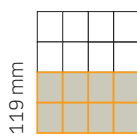
before cutting off
235 mm x 74 mm
after cutting off
225 mm x 69 mm

**1 column
4x4**



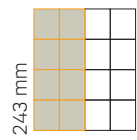
243 mm
195 mm

**1/2 column (horizontally)
4x2**



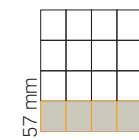
119 mm
195 mm

**1/2 column (vertically)
2x4**



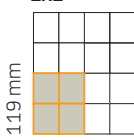
243 mm
95 mm

**1/4 column (horizontally)
4x1**



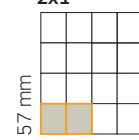
57 mm
195 mm

**1/4 column (rectangle)
2x2**



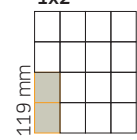
119 mm
95 mm

**1/8 column (horizontally)
2x1**



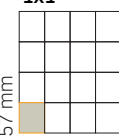
57 mm
95 mm

**1/8 column (vertically)
1x2**



119 mm
45 mm

1x1



57 mm
45 mm

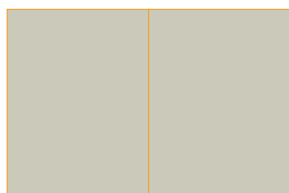
Extra charges:

for payment after advertisement publishing
for publication of advertisement on a **selected page**

7%
10%

on offer and for Package Plus subscribers

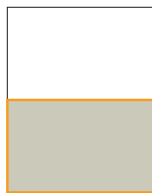
| Page | Format | Net price in PLN for a certain format |
|--------------------------------------|--------------|---------------------------------------|
| covers | II cover | 65.000 |
| | III cover | 57.000 |
| | IV cover | 87.000 |
| two opposite pages II cover + 3 page | 2 full pages | 112.000 |
| advertisements on editorial pages | full page | 47.000 |
| | 1/2 page | 28.000 |
| | 1/3 page | 19.000 |
| | 1/4 page | 15.000 |
| two opposite pages | 2 full pages | 94.000 |

Two opposite pages

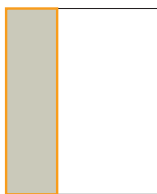
before cutting off
430 mm x 290 mm
after cutting off
420 mm x 280 mm

Full page

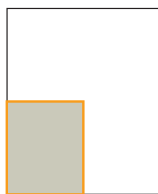
before cutting off
220 mm x 290 mm
after cutting off
210 mm x 280 mm

1/2 page (horizontally)

before cutting off
220 mm x 142 mm
after cutting off
210 mm x 137 mm

1/3 page (vertically)

before cutting off
77 mm x 290 mm
after cutting off
72 mm x 280 mm

1/4 page (vertically)

before cutting off
115 mm x 142 mm
after cutting off
110 mm x 137 mm

Extra charges:

| | |
|--|-----|
| for payment after advertisement publishing | 7% |
| for publication of advertisement on a selected page | 15% |
| for advertorial | 15% |
| for consecutive pages | 15% |

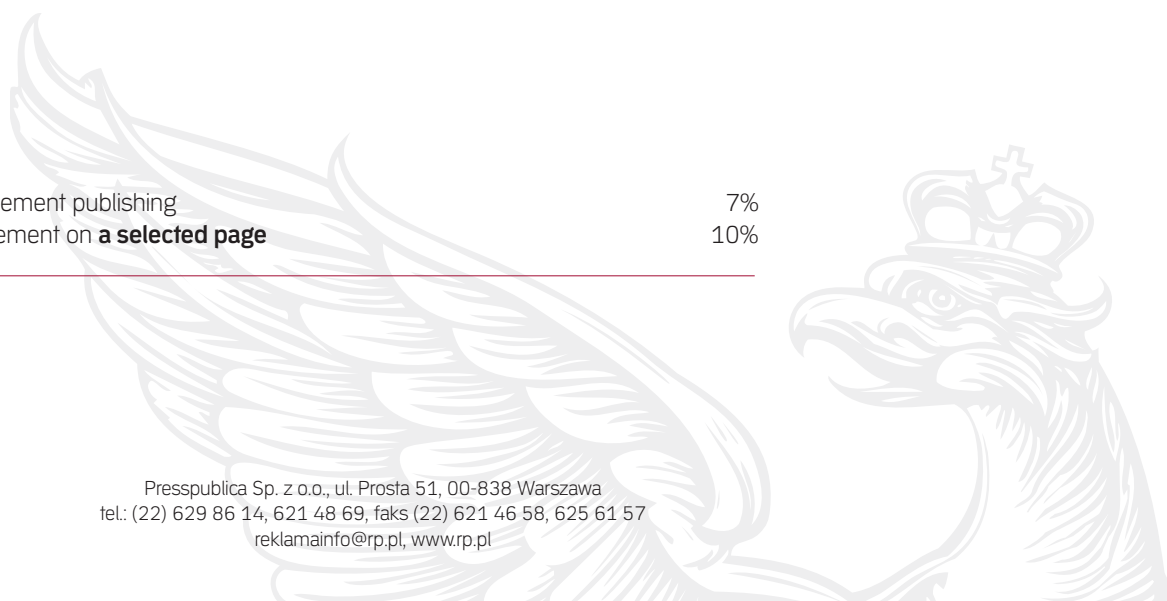
| Page | Net price PLN per module | Formats of ads and advertisements |
|-----------------|--------------------------|---|
| 1 | 350 | up to the size of 1 module except for 1x1 |
| 3 | 340 | all formats except for 6x8 |
| | 260 | 6x8 |
| other editorial | 300 | all formats except for 6x8 |
| | 230 | 6x8 |

Price of an advertisement is determined by multiplying the number of modules by unit price of module

The advertisers that are interested in the purchase of the total advertising space in our supplement or in the publication of special issues are kindly requested to contact with the Advertising Office.

Extra charges:

| | |
|--|-----|
| for payment after advertisement publishing | 7% |
| for publication of advertisement on a selected page | 10% |



Ready-to-print material in electronic version

1. Forms of file delivery

We prefer FTP account or delivery via e-mail (in case of smaller files up to 6 MB).

The material can also be recorded on CD or DVD ROMs.

- FTP account
address: ftp.rp.pl folder: reklama/Rzeczpospolita (user: reklama, password: reklama)
- e-mail: material@rzeczpospolita.pl

2. File formats:

We accept files in EPS or PDF formats.

- in case of bitmap graphics: files in TIFF and EPS (single file.EPS) formats, required resolution – 600 dpi (the option ANTYALIASING should be switched off during halftoning)
- EPS vector files: all fonts should be converted into curves

All advertisements should be prepared in the scale 1:1.

As far as colour advertisements are concerned, all colours must be converted to CMYK

(to separate colour materials, it is advisable to use our ICC profile - http://cm.rp.pl/download/Presspublica_druk.icc)

3. File name

File name should enable its precise identification. In case of any alterations, the file name should contain a clear information about next (corrected) version of advertisement. Please use as short a name as possible (up to 8 marks).

Please avoid using such terms as „rzeczpospolita”, „rzepa”, „reklama”, „ogłoszenie”. It is advisable to use the name of the target customer.



4. Basic technical parameters for materials delivered in electronic version

| | Magazines (heat-set) | Newspaper print (cold-set) |
|--|--|---|
| UCR/GCR Total Area Coverage in shadow areas | C+M+Y+K 260% - 300% | C+M+Y+K 220% - 240% Only one colour may have 100% coverage |
| Coverage rate | Minimum half-tone point must be larger than 5% (light) | |
| | Maximum half-tone point must be lower than 90% (shadows) | Maximum half-tone point must be lower than 85% (shadows) |
| Background coverage rate | Half-tone background maximum 20% for positive text (one element) Half-tone background minimum 20% for negative text (one element) | |
| Type size - print from one colour (at typographical points) | Minimum single element type size - 6 points Minimum double element type size - 7 points | Minimum single element type size - 7 points Minimum double element type size - 8 points |
| Type size/thickness of line for colour print or counter print (at typographical points) | Minimum single element type size - 8 points Minimum double element type size - 10 points | Minimum single element type size - 9 points Minimum double element type size - 11 points |
| | One has avoid advertisement typesetting of more than 2 colours For counterprinting use only Bold type fonts! | |
| Minimum line thickness | From one constituent CMYK 1 point From two and more constituents CMYK 2 points | |

5. Checking the correctness of advertisements

The advertisement or announcement may be rejected if:

- the advertisement is out of size
- the advertisement cannot be printed correctly using QuarkXpress
- file with advertisement is corrupted or non-readable
- the comparative hard copy delivered by the Customer differs from the hard copy made by us
- in the EPS file (vector file) texts have not been converted into curves
- the advertisement saved as EPS half-tone or TIFF half-tone contains many layers or vectoral elements that have not been half-toned
- the advertisement in the half-tone format contains additional layers, channels or active paths, masks or selections
- the half-toned advertisement or its half-tone fragments are characterised by resolution that is too low to secure the expected print quality
- the advertisement contains graphical objects or margins outside print area
- colour advertisement was transmitted in a non-CMYK model

- the total CMYK components in any piece of the advertisement exceed 240% (daily or other issues using newsprint) or 300% (magazine issue)
- the advertisement was delivered in a format other than those specified above, and the correct advertisement print requires the installation of Customer's fonts
- in each case if the errors in advertisement preparation prevent or hinder significantly its print in line with Customer's expectations and in line with the quality meeting the "Rzeczpospolita" daily requirements.

All corrections of materials delivered are made at a clear request of the Orderer.
Materials corrected at the Customer's request are not subject to complaint.

6. We are not liable for:

- application of overprint option for texts and graphical components
- composing black graphical components or texts from CMYK colours
- incompliance of the tonal range of half-tones contained in the advertisement with the range possible for correct print
- too fine graphical components, too thin lines, too small font size for a certain print technology
- too low resolution of advertisement half-tone components

Presspublica is not liable for printing an advertisement against Customer's expectations with one or more of the aforementioned features.

Presspublica is not obliged to notify the Customer if the advertisement meets the above criteria, but still there is a suspicion that the characteristics of draft advertisement will prevent its printing with the quality and form expected by the Customer.

7. Requirements and recommendations

All advertisements should be delivered with control prints containing a file name (EPS, TIFF) as well as the name of a programme that was used to export data. Control prints are used only to check the correctness of composition. They are used to check the compliance of digital material with the order, excluding the colour compliance.

Advertisements printed without margins should be larger than printed area by 5 mm, while all graphical elements and texts should be placed at a minimum distance of 10 mm from cutting line.

Guidelines on the reduction of Total Area Coverage for half-tone components for advertisements in Photoshop 5, 6, 7:

It is advisable to separate colour materials using ICC profile, which is available at the following Web site:

http://cm.rp.pl/download/Presspublica_druk.icc

It is also acceptable to assign appropriate colour profile: Image → Mode → Convert to profile → Custom CMYK.

In the „Custom CMYK” table the following values should be selected: for the daily and all supplements on newsprint: Ink Colors: Eurostandard (Newsprint) Dot Gain: 30%, Separation Type: GCR, Black Generation: medium, Black Ink Limit: 97%, Total Ink Limit 240%, UCA amount: 0%. For magazine issues: Ink Colors: Eurostandard (Newsprint) Dot Gain: 15%, Total Ink Limit: 300%. Other parameters as specified above.

The last acceptable method (which however gives the worst results) is to reduce Total Area Coverage manually. One has to select a programme option: Image → Adjust/Adjustments → Selective color → blacks. Then, one has to reduce the share of CMYK colours and increase the content of K (black).

Black colour should always appear as overprint. This applies also to advertisements in which trapping parameters were defined differently. When designing the advertisement, one has to consider the colour applying constraints (e.g. the applied colours show through the black overprint).

NOTICE! In case of any doubts or problems we offer free-of-charge consultations over the phone and technical support (in Warsaw area at the Customer's place).

8. Production parameters of print forms

| | |
|------------------------------|--|
| Shape of half-tone point | Euclids - gives the smallest increases during the printing process |
| Ruling of half-tone elements | 60 lines/cm (150 lines/inch)(heat-set) and 40 lines/cm (100 lpi)(cold-set) |

9. Parameters for newsprint

- Colour shift

With colour print in cold-set technology, colour fitting tolerance is max. 0,3 mm. It is advisable to avoid setting inscriptions, especially using small font size, of a few colours, given considerable problems with fitting. As a result the text obtained is frequently blurred and illegible.

The parameters of the newsprint are defined in detail by the ISO 12647-3 Standard.

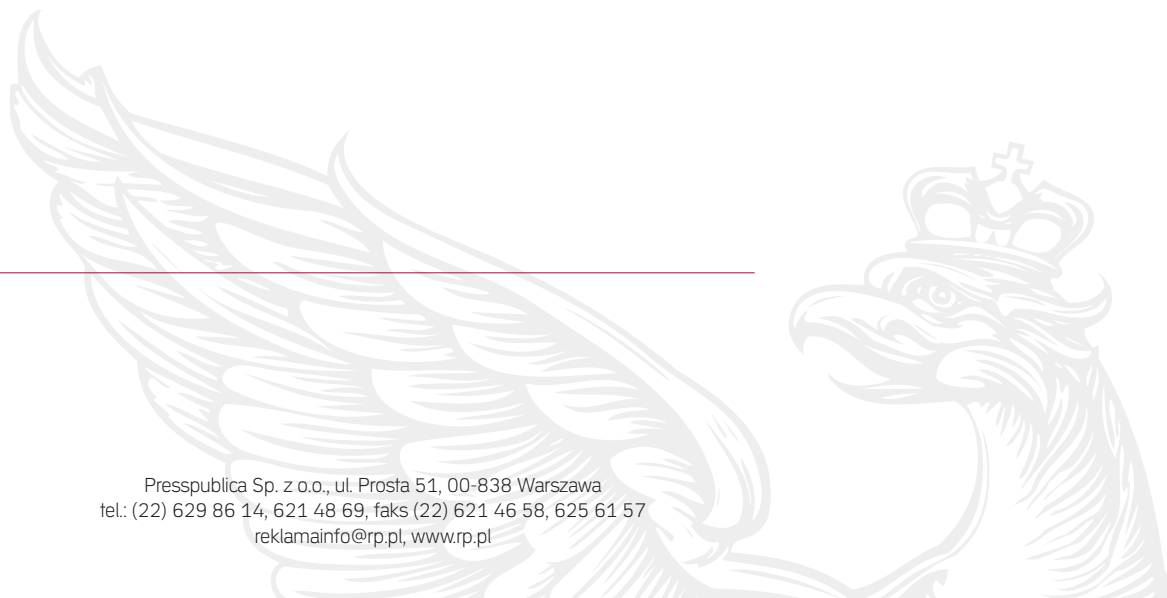
- Dot gain

During printing process the half-tone points grow and the growth is largest for the half-tone with Total Area Coverage from 40% to 60%, e.g. for the field with the value of 50%, the dot gain can even reach 30%.

- Optical density

If control stripes appear, the permissible difference in optical density of aples may be on the copy max. 0.2 D.

The optical density D of the ink defines the amount of ink overprinted on the paper. The more ink, the higher the optical density. The printing house specifies optimum density values (in compliance with IFRA recommendations), i.e. for a certain amount of ink the best printing effects are obtainable. The increase of optical density, i.e. the increase of the volume of ink with the parameters set above is not possible since it is conditioned by printing technology. When more ink is used, the base becomes dirty, the drawing is printed on neighbouring pages, print is smeared over when touched, etc.



Contact

The sale of RP.pl advertising space to media houses is handled exclusively by Evolution Media Net sp. z o.o.

Evolution Media Net sp. z o.o.

al. Armii Ludowej 26, 00-609 Warszawa, tel. + 48 22 460 52 90

e-mail: reklama@evolutionmedia.pl

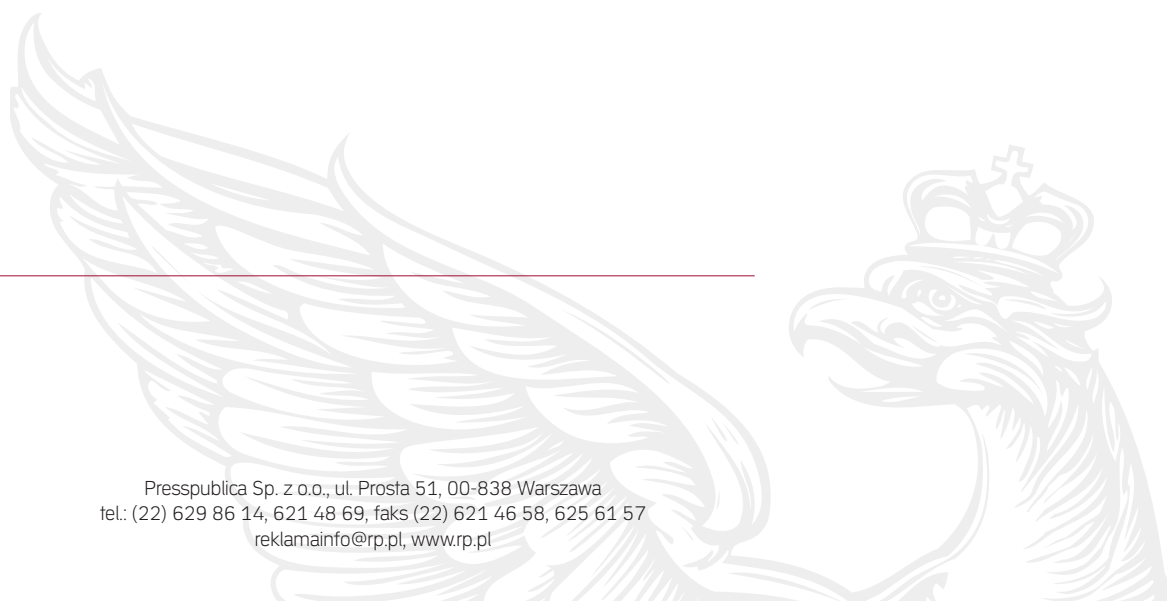
web: www.evolutionmedia.pl

The sale of RP.pl advertising space to direct customers and the sale of advertising space in packages (an advertisement printed in the “Rzeczpospolita” daily + an advertisement on RP.pl) is handled by:

Advertising Office of “Rzeczpospolita” (Biuro Reklamy i Ogłoszeń „Rzeczpospolitej”)

ul. Prosta 51, 00-838 Warszawa,

tel.: +48 22 621 48 69, 629 86 14, fax: +48 22 625 61 57, 621 46 58, e-mail: reklamainfo@rp.pl



Service charge is calculated on the basis of three tariffs:

- I. PLN 140/1000 copies** - refers to the issue of "Rzeczpospolita" covering Warsaw region.
- II. PLN 120/1000 copies** - refers to the overall circulation of our newspaper or to individual regions excluding Warsaw region.
- III. PLN 160/1000 copies** - refers to the total subscribed circulation.

Extra charges:

| | |
|--|------|
| for the payment after insert publication | 7% |
| two-sheet insert | 15% |
| insert of up to four sheets | 20% |
| insert of more than four sheets | 25% |
| insert exclusivity in circulation | 200% |

The circulation to be delivered should be larger by 3% than that ordered (technical reasons).

In case of inserts in any other format (wrapped in foil, adhesive inserts, etc.), please contact directly the Advertising Office. We reserve the right to accept materials or to refuse the insertion of a folder or leaflet submitted by the advertiser without stating reasons thereof.

Below we present minimum and maximum formats of inserts that we accept for inserting

Technical parameters for inserts in the newspaper

| | Minimum format | No of pages | Basis weight | Maximum format | No of pages | Basis weight |
|--------------|-----------------|-------------|----------------------|-----------------|-------------|----------------------|
| Single sheet | 125x170 mm | | 170 g/m ² | 273x370 Tabloid | | 170 g/m ² |
| Minimum back | 125x170 mm | 4 pages | 130 g/m ² | 273x370 Tabloid | 4 pages | 90 g/m ² |
| Maximum back | 273x370 Tabloid | 48 pages | 45 g/m ² | 273x370 Tabloid | 48 pages | 45 g/m ² |

Insert technical parameters for industry-specific supplements have to be agreed on directly with the Advertising Office.

Addresses of the "Rzeczpospolita" printing houses:

Poznań

Drukarnia Presspublica Sp. z o.o.
 Koninko k. Poznania
 ul. Drukarska 1, 62-023 Gądko
 tel. (61) 817 96 00
 fax (61) 817 96 02

Warszawa

Warszawa Print Sp. z o.o.
 Drukarnia Offsetowa Prasy
 ul. Drukarska 2, Jaworowa, 05-090 Raszyn
 tel. (22) 720 50 22
 fax (22) 720 50 19



General rules of publishing classified advertisements, display ads and advertising materials in the “Rzeczpospolita” daily and its supplements, and the rules of inserting

I. GENERAL PROVISIONS

§ 1

Whenever terms and definitions specified below are used in these General Rules, they shall have the following meaning: “General Rules” - general rules of publishing classified advertisements, display ads and advertising materials in “Rzeczpospolita” and its supplements, and the rules of inserting.

“Rzeczpospolita” - the national daily published by PRESSPUBLICA Ltd. called “Rzeczpospolita” and all its regular and occasional thematic supplements.

“Publisher” - PRESSPUBLICA Ltd. with its seat in Warsaw at 51 Prosta Street, VAT tax payer with the following tax identification number (NIP): 522-010-36-73, being a publisher of “Rzeczpospolita”.

“Advertiser” - a natural or legal person ordering inserts or publication in “Rzeczpospolita” classified advertisements, display ads or advertising materials.

“Classified advertisement” - an advertisement paid per line, containing up to 15 lines or a module corresponding to one of the module types established by the Advertising Office of “Rzeczpospolita”.

“Display ad” - an advertisement paid per module, corresponding to one of the module types established by the Advertising Office of “Rzeczpospolita”.

“Advertising material” - advertising material in the form of a display ad, paid per module, corresponding to one of the module types established by the Advertising Office of “Rzeczpospolita”.

“Insert” - promotional, advertising or informational material attached against payment to overall or part of the “Rzeczpospolita” circulation.

“Inserting” - a service of attaching an insert to overall or part of the “Rzeczpospolita” circulation.

§ 2

Inserting, accepting for publication and publishing of classified advertisements, display ads and advertising materials in “Rzeczpospolita” are performed pursuant to these General Rules and effective laws.

§ 3

The Publisher shall not be liable for the content of classified advertisements, display ads and advertising materials published or inserts.

§ 4

The Publisher reserves the right to refuse inserting, accepting for publication or further publication of classified advertisements, display ads and advertising materials without stating reasons thereof.

II. RULES OF PUBLICATION OF DISPLAY ADS AND ADVERTISING MATERIALS

§ 5

1. Display ads or advertising materials are published pursuant to a written order comprising the following information:

- size and format of a display ad or advertising materials ordered,
- title, name, type of issue in which a display ad or advertising material is to be published (e.g. main issue of “Rzeczpospolita”, “Logistics - Transport - Forwarding” supplement),
- suggested issue dates,
- place of publication of a display ad or advertising material (e.g. editorial pages, advertising pages, etc.),
- method and date of payment,
- if the Advertiser is a VAT tax payer - tax identification number (NIP) with authorisation to issue VAT invoice without countersigning it by the receiver,
- in case of commercial law companies - valid excerpt from the National Court Register,
- in case of a business entity running business activity pursuant to an entry into enterprise register – name and surname, address of domicile of the owner (owners) or partners and a number of entry into enterprise register (with indication of

- the seat of the office that issued operational permit),
- name and surname as well as a telephone number of the person who is in charge of an order on behalf of the Advertiser,
 - official seal, personal stamp and signature of the Director (CEO) or other person authorised to act on behalf of the Advertiser.
2. The Advertiser shall deliver the order, as referred to in item 1 herein, to the Publisher:
- a) for publications not larger than one sheet – in compliance with time limits specified in the Appendix No 1, Table No 1, Column No 3,
 - b) for publications larger than one sheet – in compliance with time limits agreed on with the Advertising Office of “Rzeczpospolita”.
3. Any formal deficiencies or shortcomings in the order and failure to observe time limits for order delivery, referred to in item 2, letters a) and b) herein, release the Publisher from an obligation to fulfill the order and from a contingent liability related thereto.
4. An integral part of the order is the text of the display ad or advertising material, other graphic materials or materials ready to print, referred to in § 8.

§ 6

1. The Advertiser may book dates and space for planned display ads or advertising materials.
2. The prerequisites for reservation acceptance include:
 - the existence of appropriate technical capabilities of the Publisher,
 - an obligation of the Advertiser to supply the order referred to in § 5, item 1, not later than 10 working days prior to the deadline specified in Appendix No 1, Table No 1, Column No 3.
3. Failure to deliver the order within the time limit specified in § 6, item 2, releases the Publisher from the obligation to make a reservation.

§ 7

1. The Advertiser may select a spot for the publication of the display ad or advertising material.
2. Space for publication of display ads or advertising materials in “Rzeczpospolita” is defined exclusively through:
 - indication of the type or name of the page where the display ad or advertising material is to be published.
3. The prerequisites of the publication of display ads or advertising materials in the spot selected by the Advertiser include:
 - the existence of appropriate technical capabilities of the Publisher,
 - delivery of the order referred to in § 5, item 1 along with the written instruction where to publish the display ad or advertising material, referred to in item 2 hereinabove, within time limits specified in Appendix No 1, Table No 1, Column No 3.
4. The selection of the spot for the publication of display ads or advertising materials made by the Advertiser with the violation of the selection criteria, specified in item 2 hereinabove or the rules of publication of display ads or advertising materials in the selected location, as defined in item 3 hereinabove, releases the Publisher from the duty to place the display ad or advertising material in this location.

§ 8

1. The Advertiser shall supply to the Publisher the content of display ads or advertising materials and possibly a complete set of graphic materials (logo, illustrations, photos, etc.) along with the order or, at the latest, within time limits specified in Appendix No 1, Table No 1, Column No 4, whereas the ready-to-print materials within time limits specified in Appendix No 1, Table No 1, Column No 5.
2. If the Advertiser fails to meet deadlines as referred to in item 1 hereinabove, the ordered display ad or advertising material shall not be published and the Advertiser shall be charged with full costs of the display ad or advertising material ordered, unless the Advertiser withdraws the order following the procedure laid down in § 10.
3. Ready-to-print materials and graphic materials as referred to in item 1 hereinabove shall comply with technical requirements defined in the “Rzeczpospolita” price list.
4. The materials, as referred to in item 1 hereinabove, failing to meet technical requirements, are accepted exclusively

upon the request and at the risk of the Advertiser on the basis of a separate written statement.

5. In case of display ads and advertising materials containing texts written or photos made by third parties, the Advertiser is obliged to attach to the order a statement that it enjoys full copyrights to these materials and that it undertakes to cover fully any possible damages resulting from the publication of these materials by the Publisher.

§ 9

1. The Advertiser shall inform the Publisher in writing on any modifications made in the order, in the content of the display ad or advertising material or in graphic material, defining precisely the scope of the modifications, within time limits set forth in Appendix No 1, Table No 1, Column No 6.
2. If the time limits, as referred to in item 1 hereinabove, for making possible modifications in the order are exceeded, the Publisher shall not be liable for the effects of the publication of the display ad or advertising materials in its original version and the Advertiser shall incur all costs related to order fulfilment.

§ 10

1. The withdrawal of the order, as referred to in § 5 item 1, shall be made in writing, otherwise being null and void.
2. The withdrawal of the order shall not result in financial consequences on the part of the Advertiser, if the notification of order withdrawal is delivered to the Publisher in compliance with the time limits specified in Appendix No 1, Table No 1, Column No 7.
3. The notification of order withdrawal received by the Publisher beyond the time limits specified in Appendix No 1, Table No 1, Column No 7, however within the time limits set forth in Appendix No 1, Table No 1, Column No 8, will result in charging the Advertiser with 15% of the value of the display ad or advertising material.
4. The notification of order withdrawal received by the Publisher beyond the time limits specified in Appendix No 1, Table No 1, Column No 8, however within the time limits specified in Appendix No 1, Table No 1, Column No 9, will result in charging the Advertiser with 50% of the value of the display ad or advertising material.
5. The notification of order withdrawal received by the Publisher within the time limits specified in Appendix No 1, Table No 1, Column No 10 will result in charging the Advertiser with 100% of the value of the display ad or advertising material.

III. RULES OF PUBLICATION OF CLASSIFIED ADVERTISEMENTS

§ 11

1. A classified advertisement is published pursuant to a written order comprising the following information:
 - content of the classified advertisement,
 - proposed issue dates,
 - place of publication of the classified advertisement - type, name of heading (e.g. Automotive, Job vacancies, etc.),
 - method and date of payment,
 - if the Advertiser is a VAT tax payer - tax identification number (NIP) with authorisation to issue VAT invoice without countersigning it by the receiver,
 - in case of commercial law companies - valid excerpt from the National Court Register,
 - in case of a business entity running its activities pursuant to an entry into enterprise register – name and surname, address of domicile of the owner (owners) or partners and a number of entry into enterprise register (with indication of the seat of the office that issued operational permit),
 - name and surname as well as a telephone number of the person who is in charge of an order on behalf of the Advertiser,
 - official seal, personal stamp and signature of the Director (CEO) or other person authorised to act on behalf of the Advertiser,
 - in case of a natural person who does not conduct any business activity - address of domicile and legible signature of the Advertiser.
2. The Advertiser shall deliver to the Publisher the order, referred to in item 1 hereinabove, within the time limits set forth in Appendix No 1, Table No 2, Column No 2.
3. Any formal deficiencies and shortcomings in the order as well as failure to observe the time limits for order delivery, as

referred to in item 2 hereinabove, release the Publisher from the duty to fulfil the order and from a contingent liability related thereto.

§ 12

1. The order withdrawal, referred to in § 11 item 1 has to be done in writing, otherwise being null and void.
2. The order withdrawal shall not result in any financial consequences on the part of the Advertiser, if the notification thereof is delivered to the Publisher within the time limits specified in Appendix No 1, Table No 2, Column No 3.
3. The notification of order withdrawal received by the Publisher within the time limits specified in Appendix No 1, Table No 2, Column No 4 results in charging the Advertiser with 100% of the value of a classified advertisement.

IV. CONDITIONS OF INSERTING

§ 13

1. Inserting is performed on the basis of a written order comprising the following information:
 - size, format, number of pages of the insert,
 - title, name, type of issue to which the insert shall be attached (e.g. the "Rzeczpospolita" daily),
 - proposed date or dates of insert publication,
 - method and date of payment,
 - if the Advertiser is a VAT tax payer - tax identification number (NIP) with authorisation to issue VAT invoice without countersigning it by the receiver,
 - in case of commercial law companies - valid excerpt from the National Court Register,
 - in case of a business entity running business activity pursuant to an entry into enterprise register – name and surname, address of domicile of the owner (owners) or partners and a number of entry into enterprise register (with indication of the seat of the office that issued operational permit),
 - name and surname as well as a telephone number of the person who is in charge of an order on behalf of the Advertiser,
 - official seal, personal stamp and signature of the Director (CEO) or other person authorised to act on behalf of the Advertiser.
2. The Advertiser shall deliver to the Publisher the order, as referred to in item 1 hereinabove, within the time limits specified in Appendix No 1, Table No 3, Column No 2.
3. Any formal deficiencies and shortcomings in the order as well as failure to observe the time limits for order delivery, as referred to in item 2 hereinabove, release the Publisher from the duty to fulfil the order and from a contingent liability related thereto.
4. The insert referred to in § 14 is an integral part of the order.

§ 14

1. The Advertiser shall deliver the insert at the address of the company dealing with inserting, indicated by the Publisher, within the time limits specified in Appendix No 1, Table No 3, Column No 3.
2. The failure to deliver the insert at the address indicated by the Publisher as well as the Advertiser's failure to meet the deadlines referred to in item 1 hereinabove, shall result in the failure to attach the insert and the Advertiser shall be charged with total costs of ordered inserting, unless the Advertiser withdraws the order following the procedure set forth in § 15.
3. In case of inserts containing texts written or photos made by third parties, the Advertiser is obliged to attach to the order a statement that it enjoys full copyrights to these materials and that it undertakes to cover fully any possible damages resulting from the publication of these materials by the Publisher.
4. The Publisher reserves the right to accept the insert before the order fulfilment.
5. The Publisher shall not be liable for technical quality of inserts published.
6. The Publisher shall not be liable for possible mechanical damages to the insert which have occurred during transport or distribution of the newspapers.

§ 15

1. The order withdrawal, as referred to in § 13 item 1, shall be made in writing, otherwise being null and void.
2. The order withdrawal shall not result in any financial consequences on the part of the Advertiser, if the notification thereof is delivered to the Publisher within the time limits specified in Appendix No 1, Table No 3, Column No 4.
3. The notification of order withdrawal received by the Publisher within the time limits specified in Appendix No 1, Table No 3, Column No 5 will result in charging the Advertiser with 100% of the costs of insert.

V. TERMS AND CONDITIONS OF PUBLICATION OF ADVERTISING MATERIALS ON “RZECZPOSPOLITA ON LINE” WEB SITE

§ 16

1. The advertising materials on the “Rzeczpospolita On Line” Web site are published on the basis of a written order comprising the following information:
 - issue date of advertising materials,
 - the number of advertising material views ordered,
 - publishing place of advertising materials (e.g. main site, NEWS - “The latest news”, Business - “Economy”, etc.), size and type of advertising ordered (e.g. unrolling banner, skyscraper, pop-up ad, etc.),
 - method and date of payment,
 - if the Advertiser is a VAT tax payer - tax identification number (NIP) with authorisation to issue VAT invoice without countersigning it by the receiver,
 - in case of commercial law companies - valid excerpt from the National Court Register,
 - in case of a business entity running business activity pursuant to an entry into enterprise register – name and surname, address of domicile of the owner (owners) or partners and a number of entry into enterprise register (with indication of the seat of the office that issued operational permit),
 - name and surname as well as a telephone number of the person who is in charge of an order on behalf of the Advertiser,
 - official seal, personal stamp and signature of the Director (CEO) or other person authorised to act on behalf of the Advertiser.
2. The Advertiser shall deliver to the Publisher the order, as referred to in item 1 hereinabove, within the time limits specified in Appendix No 1, Table No 4, Column No 2.
3. Any formal deficiencies and shortcomings in the order as well as failure to observe the time limits for order delivery, as referred to in item 2 hereinabove, release the Publisher from the duty to fulfil the order and from a contingent liability related thereto.
4. Graphic materials or ready-to-publish advertising materials are an integral part of the order.

§ 17

1. The Advertiser may book dates, advertising spots, number of planned views of advertising materials.
2. The prerequisites for reservation acceptance include:
 - the existence of appropriate technical capabilities of the Publisher,
 - an obligation of the Advertiser to supply the order, referred to in § 16 item 1, not later than 10 working days prior to the deadline specified in Appendix No 1, Table No 4, column No 2.
3. The failure to deliver the order within the time limit set forth in § 17 item 2 releases the Publisher from the duty to make a reservation.

§ 18

1. The Advertiser may select a spot for publishing the advertising materials.
2. Spot for publishing the advertising materials on the “Rzeczpospolita On Line” Web sites is identified exclusively through the indication of the type or name of site where the advertisement is to be published.
3. The prerequisites for publication of the advertising material in the spot selected by the Advertiser include:
 - the existence of appropriate technical capabilities of the Publisher,
 - delivery of the order, referred to in § 16 item 1, along with written information about the spot for publishing the

advertising material, referred in item 2 hereinabove, within the time limits specified in Appendix No 1, Table No 4, Column No 2.

4. The selection of the spot for the publication of the advertising material made by the Advertiser with the violation of the selection criteria, referred to in item 2 hereinabove, or the rules of the publication of the advertising material in the selected spot, as specified in item 3 hereinabove, releases the Publisher from the duty to publish the advertising material in this spot.

§ 19

1. The advertising materials shall be delivered by the Advertiser to the Publisher exclusively along with the order or by the deadlines specified in Appendix No 1, Table No 4, column No 3.
2. Failure to meet deadlines, referred to item 1 hereinabove, shall result in the failure to publish the ordered advertisement and the Advertiser shall be charged with total costs of the order, unless the Advertiser withdraws the order following the procedure laid down in § 21.
3. The advertising materials shall comply with technical requirements set forth in "Rzeczpospolita" price list.
4. In case of advertising materials containing texts written or photos made by third parties, the Advertiser is obliged to attach to the order a statement that it enjoys full copyrights to these materials and that it undertakes to cover fully any possible damages resulting from the publication of these materials by the Publisher.

§ 20

1. The Advertiser shall inform the Publisher in writing on any modifications in the order or in the advertising material, defining precisely the scope of the modifications, within the time limits set forth in Appendix No 1, Table No 4.
2. If the time limits, as referred to in item 1 hereinabove, for making possible modifications in the order are exceeded, the Publisher shall not be liable for the effects of the publication of the advertising material in its original version and the Advertiser shall incur all costs related to order fulfilment.
3. Once the advertising campaign is launched, any modification of the created advertisement has to be previously accepted by the Publisher.

§ 21

1. The order withdrawal, referred to in § 16 item 1 has to be done in writing, otherwise being null and void.
2. The order withdrawal shall not result in any financial consequences on the part of the Advertiser, if the notification thereof is delivered to the Publisher within the time limits specified in Appendix No 1, Table No 4, Column No 4.
3. The notification of order withdrawal received by the Publisher beyond the time limits specified in Appendix No 1, Table No 4, Column No 4 will result in charging the Advertiser with 100% of the costs of the advertisement.

VI. PAYMENT

§ 22

1. The Advertiser shall pay a compensation to the Publisher for ordered classified advertisements, display ads or advertising materials and inserts.
2. For ordered classified advertisements, display ads or advertising materials and inserts the Advertiser may pay in cash, by a credit card at the cash desk of the Advertising Office or by a money transfer to the Publisher's account:
 - a) prior to the publication of a classified advertisement, display ad, advertising material or insert,
 - b) following the publication of a classified advertisement, display ad, advertising material or insert including the extra charge for payment after publication on the basis of a VAT invoice.
3. In case of payment prior to the publication of a classified advertisement, display ad, advertising material or insert (§ 22 item 2 letter a), the Advertiser shall make such payment at the latest on the day preceding the publication date specified in the order for a classified advertisement, display ad, advertising material or insert or the date of the first publication of the classified advertisement, display ad, advertising material or insert in case of cyclical publications.
4. In the event the payment is made after the publication (§ 22 item 2 letter b), the Advertiser shall make such payment within 7 days from the date of invoice receipt. Failure to meet the above payment date shall result in the accrual of penalty statutory interest for the whole period of default.

5. If the payment date referred to in § 22 item 4 is not met, the Publisher shall be entitled to:

- a) refuse the acceptance of the order for attaching inserts or publication of subsequent classified advertisements, display ads or advertising materials of the Advertiser or a natural or legal person acting on its behalf,
- b) withhold the publication of subsequent inserts or the print of subsequent classified advertisements, display ads or advertising materials of the Advertiser, if the order provides for cyclical publications, if the failure to meet the payment date applies to the previous publication or the total ordered cycle of publications of classified advertisements, display ads or advertising materials or an insert.

§ 23

The compensation of the Publisher for the ordered inserts, the publication of a classified advertisement, display ad or advertising material is determined on the basis of:

- a) price list comprising prices, extra charges and discounts, effective on the payment day – if the payment is made prior to the publication of classified advertisements, display ads or advertising materials or an insert (§ 22 item 2 letter a),
- b) price list comprising prices, extra charges and discounts, effective on the day of the publication of a classified advertisement, display ad or advertising material or an insert – if the payment is made after the publication of a classified advertisement, display ad or advertising material or an insert, on the basis of an invoice or a bill of the Publisher (§ 22 item 2 letter b).

§ 24

One has to add 23% of VAT tax to all prices specified in the price list for classified advertisements, display ads or advertising materials and inserts into the “Rzeczpospolita”.

VII. COMPLAINTS

§ 25

1. The complaints about the manner and quality of order fulfilment, the Advertiser shall lodge with the Publisher in writing within 7 days from the date of the first questioned publication of a classified advertisement, display ad or advertising material and an insert.
2. The complaints referred to in item 1 hereinabove shall include:
 - a) with reference to classified advertisements, display ads or advertising materials:
 - description of defects and flaws of the published classified advertisement, display ad or advertising material against the order placed or information that the classified advertisement, display ad or advertising material has not been published despite the order being submitted,
 - number of a display ad, advertising material or the content of a classified advertisement,
 - date and issue number of “Rzeczpospolita” or its supplement where the classified advertisement, display ad or advertising material was published or was supposed to be published,
 - a proposed compensation,
 - b) with reference to insert publication:
 - detailed description of irregularities in inserting against the order placed or information that the insert was not published despite the order being placed,
 - date and issue number of “Rzeczpospolita” or its supplement where the insert was published or was supposed to be published,
 - a proposed compensation.
3. If the order refers to classified advertisements, display ads, advertising materials or cyclical inserts published no more frequently than every 7 days, the complaint has to be lodged within the time limit specified in item 1 hereinabove, however not later than twelve o'clock noon, 5 working days prior to the subsequent publication date.
4. If the order refers to classified advertisements, display ads, advertising materials or cyclical inserts published more frequently than every 7 days, the complaint has to be lodged by twelve o'clock noon, at the date of the first publication questioned.

§ 26

The Publisher reserves the right not to accept the complaint if the print meets quality standards laid down in ISO 12647-3 Standard for newsprint.

§ 27

The Publisher reserves the right to disregard the complaint if the materials have been delivered once the time limit expired.

§ 28

The Publisher reserves the right to turn down the complaints about advertisements to which no comparative material (colour test) has been delivered.

§ 29

Each time the Advertiser shall execute the complaints acknowledged by the Publisher within 30 days from the date of receipt of a written confirmation that its claims have been accepted.

§ 30

The failure to meet the deadline for lodging a complaint, the time limit for complaint handling or failure to express the complaint in writing will deprive the Advertiser of the right to complain about a classified advertisement, display ad, advertising material or an insert, as well as to complain about defects or failure of cyclical publications of the same materials in case of cyclical publications.

§ 31

Complaint lodging does not release the Advertiser from the duty to pay for subsequent publications. If no payment has been made, the provisions of § 22 item 5 are applied accordingly.

VIII. FINAL PROVISIONS

§ 32

The personnel of Presspublica Ltd. enjoy 90% discount for classified advertisements and obituaries.

§ 33

The Publisher allows for mutual discounts up to 90% in case of regular cooperation under set-off contracts and press patronage.

§ 34

It is possible to place advertisements about charity at the net price of PLN 10.

§ 35

1. These "General Rules for publication of classified advertisements, display ads and advertising materials in "Rzeczpospolita" and its supplements, and rules of inserting" become effective on the 19th of December 2011.
2. Appendix No 1 constitutes an integral part of the "General Rules for publication of classified advertisements, display ads and advertising materials in "Rzeczpospolita" and its supplements, and rules of inserting".
3. Any matters not regulated by these "General Rules" are subject to the provisions of the Civil Code and press law.



Appendix No 1

Table 1

Deadlines for delivery of orders, the content of display ads and advertising materials, ready-to-print materials, free modifications in the content of display ads, withdrawal from the publication of a display ad or advertising material.

| Issue | Page | Order delivery deadline | Deadline for delivery of ad content | Deadline for delivery of ready-to-print material | Deadline for possible modifications of ad content | Deadline for order withdrawal without any consequences | Deadline for order withdrawal* 15% charge | Deadline for order withdrawal* 50% charge | Deadline for order withdrawal* 100% charge |
|--|------------------------------------|-------------------------|-------------------------------------|--|---|--|---|---|--|
| The "Rzeczpospolita" daily national issue (published daily, from Monday to Saturday) | 1, 2, 3, 4, 5, 6, 7, 9, last page | 10 working days | 5 working days | 5 working days | 3 working days | 7 working days | 6, 5, 4 working days | 3 working days | later than 3 working days |
| | editorial | 7 working days | 5 working days | 5 working days | 3 working days | 3 working days | --- | 2 working days | later than 2 working days |
| | advertising | 6 working days | 6 working days | 6 working days | 6 working days | 6 working days | --- | --- | later than 6 working days |
| | "Economy and Market" 1, 2, 3, 4, 7 | 10 working days | 5 working days | 5 working days | 3 working days | 7 working days | 6, 5, 4 working days | 3 working days | later than 3 working days |
| | "Economy and Market" editorial | 7 working days | 5 working days | 5 working days | 3 working days | 3 working days | --- | 2 working days | later than 2 working days |
| | "Law Every Day" 1, 2, 3, 5 | 10 working days | 5 working days | 5 working days | 3 working days | 7 working days | 6, 5, 4 working days | 3 working days | later than 3 working days |
| | "Law Every Day" editorial | 7 working days | 5 working days | 5 working days | 3 working days | 3 working days | --- | 2 working days | later than 2 working days |
| Zycie Warszawy (published daily) | | 5 working days | 5 working days | 5 working days | 5 working days | 5 working days | --- | --- | later than 5 working days |
| Eco+ (publication - Friday) | | 5 working days | 5 working days | 5 working days | 5 working days | 5 working days | --- | --- | later than 5 working days |
| Real Estate (publication - Mondays) | | 4 working days | 4 working days | 4 working days | 4 working days | 4 working days | --- | --- | later than 4 working days |
| My Money (publication - Thursdays) | | 4 working days | 4 working days | 4 working days | 4 working days | 4 working days | --- | --- | later than 4 working days |
| My Travels (publication - Fridays) | | 4 working days | 4 working days | 4 working days | 4 working days | 4 working days | --- | --- | later than 4 working days |
| About Books (publication - Saturdays, monthly) | | 6 working days | 6 working days | 6 working days | 6 working days | 6 working days | --- | --- | later than 6 working days |
| TV Guide (publication - Fridays) | | 6 working days | 6 working days | 6 working days | 6 working days | 6 working days | --- | --- | later than 6 working days |
| Magazines | | 15 working days | 15 working days | 15 working days | 15 working days | 15 working days | --- | --- | later than 15 working days |

* Deadlines do not apply to the withdrawal of an advertisement or announcement with the size of 6x8 (full page) or larger

Table 2

Deadlines for order delivery and withdrawals from the publication of classified advertisements

| Issue | | Deadline for order delivery | Deadline for order withdrawal without any consequences | Deadline for order withdrawal: 100% charge |
|---|------------|--|--|--|
| The "Rzeczpospolita" daily national issue | Mondays | not later than 16.00 on Friday | not later than 16.00 on Friday | after 16.00 on Friday |
| | Tuesdays | not later than 10.00 on Monday | not later than 10.00 on Monday | after 10.00 on Monday |
| | Wednesdays | not later than 10.00 on Tuesday | not later than 10.00 on Tuesday | after 10.00 on Tuesday |
| | Thursdays | not later than 10.00 on Wednesday | not later than 10.00 on Wednesday | after 10.00 on Wednesday |
| | Fridays | not later than 10.00 on Thursday | not later than 10.00 on Thursday | after 10.00 on Thursday |
| | Saturdays | not later than 10.00 on Friday | not later than 10.00 on Friday | after 10.00 on Friday |

Table 3

Deadlines for delivery of orders, inserts and withdrawal of inserts

| Issue | Deadline for order delivery | Deadline for insert delivery | Deadline for order withdrawal without consequences | Deadline for order withdrawal: 100% charge |
|----------------------------|-----------------------------|-----------------------------------|--|--|
| The "Rzeczpospolita" daily | 2 weeks | 2 working days before publication | 2 weeks | later than 2 weeks |

1. Deadlines specified in the tables refer to deadlines for advertisement publication and are final and binding.
2. The term "working day" denotes each day of the week except for Saturdays, Sundays and statutory holidays.
3. If the day of week specified in the table is not a working day, the ultimate date is automatically shifted to the closest preceding working day shown in the table.
4. Deadlines specified in the tables do not refer to the reports, supplements and special issues of "Rzeczpospolita".

Table 4

Deadlines for delivery of orders, advertising materials and withdrawal of advertisements in "Rzeczpospolita On Line"

| Type of advertising materials and types of advertisements | Deadline for order delivery | Deadline for delivery of advertising materials | Deadline for order withdrawal and option of making modifications without any consequences |
|---|-----------------------------------|--|---|
| for animated banners gif format | 3 working days before publication | 3 working days before publication | 2 working days before publication |
| for non-standard forms of advertisements and for advertisements in flash format | 5 working days before publication | 5 working days before publication | 2 working days before publication |

The size of such text must correspond to the area of some of our advertising modules:

| | |
|----------------------|---|
| 2x3, 3x2 | – corresponds to 1 page of standardized typescript (30 lines per page, 60 characters per line) |
| 2x4, 4x2 | – corresponds to 1,5 pages of transcript |
| 2x6, 3x4, 4x3 | – corresponds to 2 pages of transcript |
| 6x3 | – corresponds to 3 pages of transcript |
| 4x5 | – corresponds to 3,5 pages of transcript |
| 4x6 | – corresponds to 4,5 pages of transcript |
| 6x5 | – corresponds to 5 pages of transcript |
| 4x8 | – corresponds to 5,5 pages of transcript |
| 6x6 | – corresponds to 6 pages of transcript |
| 6x8 | – corresponds to 8 pages of transcript |

A full page of “Rzeczpospolita” comprises **8** pages of transcript (1800 characters per transcript page).

The Advertiser who wants to order an advertising text pays for a selected size as for the advertising space and covers all other expenses related to writing of ordered text (author’s fee, business trip expenses, cost of photographs, etc.) pursuant to a special agreement concluded with the Advertising Office of “Rzeczpospolita”.

Under the above agreement the Advertiser is entitled to authorise the text before its print. The Advertiser has also freedom to deliver his own advertising text that may be printed following its approval.

The advertising text published in “Rzeczpospolita” will be clearly marked as advertising text. Further information related to this issue can be obtained in the Advertising Office.

