

ONLINE

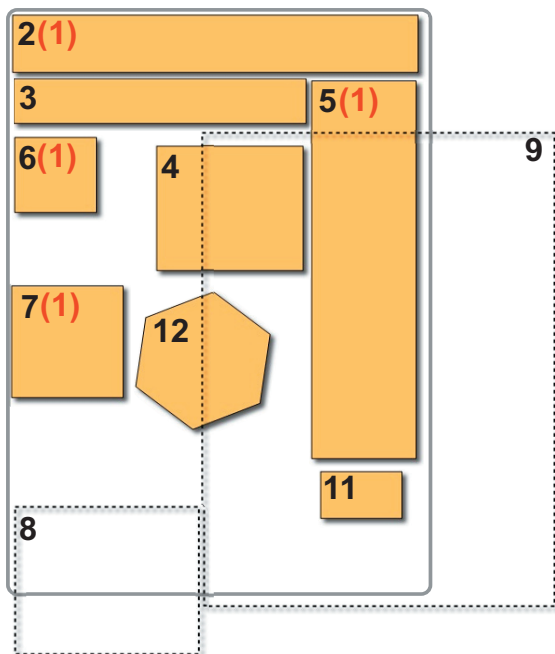
valid from

February 1, 2004

PCWorld.pl targets volume buyers of PCs and related products, IT professionals and end-users. Our readers can find here news, product reviews, purchasing guides, extensive 'how to' support sections, as well as spacious FTP section, chatroom and forum. It also provides in-depth coverage on PC news, tips and tricks.

Statistics

Always actual statistics available on:
www.idg.com.pl/statystyki



PLEASE CONTACT

IDG Online Sales Team
04-204 Warsaw, Jordanowska 12 Street
tel. (022) 321 77 20, 321 77 24
fax (022) 321 80 83
e-mail: reklama_online@idg.com.pl
<http://www.idg.pl>
www.pcworld.pl

Online Rate Card

1. Full surround:

Size: 750x96, 125x600, pop-up, 125x125
CPM: 185 PLN

2. Billboard

Size: 750 x 96 (max 35 kB)
CPM: 100 PLN

3. Top-site banner

Size: 468 x 60 (max 15 kB)
CPM: 60 PLN

4. MPU (in-text ad)

Size: 336 x 280 (max 20 kB)
CPM: 130 PLN

5. Skyscraper

Size: 125 x 600 (max 30 kB)
CPM: 70 PLN

6. Button

Size: 125 x 125 (max 10 kB)
CPM: 20 PLN

7. Pop - up

Size: 250 x 250 (max 30 kB)
CPM: 120 PLN

8. Pop - under

Size: 750 x 550 (max 30 kB)
CPM: 130 PLN

9. Interstitial

Size: whole screen (max 30 kB, 8 sec.)
CPM: 180 PLN

10. BrandMark (Shaped Popup)

Size: max 300 x 300 (max 30 kB)
CPM: 150 PLN

11. Scroll button

Size: 120 x 90 or 120 x 60 (max 10 kB)
CPM: 130 PLN

12. Top Layer

Size: max 400 x 300, after displaying, it can fold up to a banner 468 x 60, (max 30 kB)
CPM: 160 PLN

13. Newsletters - text ad (max 250 characters)

- top of the message
CPM: 50 PLN
- bottom of the message
CPM: 20 PLN

14. Newsletters HTML - graphical ad

Size: 468 x 60 (max 20 kB)
CPM: 60 PLN
Size: 125 x 125 (max 10kB)
CPM: 20 PLN

15. Sponsored article

home page, price per week: 3 500 PLN

16. Sponsored links

max 250 characters (custom color included)
Price per month: 2 000 PLN

Discounts

Campaign's worth

Campaign's worth	Discount
1 000 PLN - 3 000 PLN	5 %
3 001 PLN - 5 000 PLN	10 %
5 001 PLN - 10 000 PLN	15 %
10 001 PLN - 15 000 PLN	20 %
15 001 PLN - 20 000 PLN	25 %
20 000 PLN and more	30 %

Extra charge

+10%	- for displaying in certain time (hours, days)
+10%	- for displaying on home page only
+20%	- for displaying on chosen sub-site only
+20%	- for displaying to users of chosen operating system
+30%	- for capping
+50%	- for expand

Attention: In all advanced forms of ads (like pop-up, pop-under, poltergeist, brandmark, scroll button, top layer) capping is included in price!

How to deliver ads

Delivered ads should be in .GIF. or .SWF (Flash) format. It can be animated graphics with URL to chosen site. Along with banners, client should deliver alternate text and full URL address.

Available IDG Poland Network sites:

www.idg.pl
www.computerworld.pl
www.cxo.pl
www.cfo.cxo.pl
www.pcworld.pl
www.network.pl
www.digit.pl
www.gamestar.pl
www.internetstandard.pl
www.itpartner.pl
www.jobuniverse.pl
www.kinodomowe.idg.pl
www.zoom.idg.pl
www.fotografia.idg.pl
www.informator.idg.pl
www.cyberjoy.pl

Prices do not include VAT tax

We are IAB member



We used AdOcean
advertising technology



Our statistics and audience
profiles are being audited by
Gemius

