

COMMERCIAL POLICY

„JET LINE SPÓŁKA Z OGRANICZONĄ
ODPOWIEDZIALNOŚCIĄ” SP.K.



The Commercial Policy stipulates the pricing conditions of purchasing Advertising Campaigns on Advertising Spaces of „Jet Line Spółka z ograniczoną odpowiedzialnością” Sp.k. (Jet Line).

The Commercial Policy was prepared for persons who are not consumers within the meaning of the Civil Code. Consumers interested in conducting an Advertising Campaign on Jet Line Advertising Spaces are kindly requested to contact Jet Line Sales Division at sprzedaz@jetline.pl.

The Commercial Policy does not apply to social campaigns, electoral campaigns, announcement of political parties, barter agreements, agreements concluded with entities from the public finances sector, state or local government institutions or cultural institutions.

I. Definitions:

1. **Agency** – media house or advertising agency – entity contracted by the Client for the purpose of planning and purchasing an Advertising Campaign in the media.
2. **Price List** – list of prices offered by Jet Line for executing the Advertising Campaign. The Price List constitutes appendix no. 1 to the Commercial Policy.
3. **Catalogue price** – value of the Advertising Space.
4. **Transaction price** – price of the Display or Broadcast on an Advertising Space.
5. **Display** – presentation of advertisements on Advertising Spaces other than digital.
6. **Broadcast** – presentation of digital advertisements on digital Advertising Spaces.
7. **Advertising Campaign** – set of activities performed by Jet Line to ensure Broadcast/Display of Advertising Spots/Posters at specified times on Advertising Spaces.
8. **Client** – physical person, legal person, or another organisational unit without a legal entity, who contracts Jet Line to carry out an Advertising Campaign on Advertising Spaces.
9. **Advertising Spaces** – advertising devices used for the Display or Broadcast of Advertisements. We can distinguish the following types of Advertising Spaces:
 - **Motorway** – 12x4 m advertising boards mounted on advertising structure;
 - **MobiJet** – advertising vehicle on which two advertising surfaces are placed, adopted to the display of advertising designs in the size of 6x3 m each and, depending on the version selected by the Client: Standard, Lux or Backlight – advertising surfaces on the sides, back panel and/without the car body;
 - **MORE** – LCD screen, 55” to 75”, suitable for both static and dynamic display of advertising materials, installed in the window inside the commercial venue;
 - **My LED** – digital advertising board suitable for both static and dynamic display of advertising materials.
10. **Discount** – reduction of the price of the Display or Broadcast of advertisements on Advertising Spaces, according to the terms of the Commercial Policy.
11. **Advertiser** – entity whose goods or services are the subject of an advertisement.
12. **Selection** – process in which the Client selects Advertising Spaces from the list of available Advertising Spaces presented by Jet Line.

13. **Agreement for the Execution of an Advertising Campaign** – agreement concluded between Jet Line and the Client concerning the execution of an Advertising Campaign together with appendixes and annexes.

The remaining terms, such as Client, Advertisement, Advertising Spot, Advertising Poster, Advertising Design, are regulated in the Terms of Cooperation.

II. General Terms

1. The Commercial Policy as well as the Price List included within are published on the Jet Line website.
2. Jet Line reserves the right to make changes in the adopted Commercial Policy.
3. Prices for the execution of Advertising Campaigns are specified in the Price List. Services not covered by the price list are priced on the basis of individual arrangements with the Client.

III. Options of purchasing Advertising Campaigns

The purchase of Advertising Campaigns is possible in particular through:

- a. Price List Purchase – for such Advertising Spaces as Motorway, MORE, MyLED.
- b. Purchase with an individual quote – for such Advertising Spaces as MobiJet.
- c. “On request” package purchase with an individual quote.
“On request” package purchase includes the Client making the selection of:
 - various types of Advertising Spaces to carry out the Advertising Campaign;
- d. The purchase of the rCPM package, i.e. reaching a specific audience - concerns campaigns on MORE screens
- e. Purchase of an audience package in a programmatic system
- f. Independent purchase in the automatic system based on the declared budget and expected audience

IV. Rules of calculating Discounts

The price for the Display or Broadcast of advertisements established in the Price List can be reduced according to the rules indicated in this Commercial Policy. Each subsequent discount is calculated from the amount obtained after the previous Discount.

V. Discounts

1. Jet Line may give the Client the following Discounts:
 - a. Advertiser Discount;
 - b. Agency Discount;
 - c. Conditional Discount.

2. Agency Discount is given exclusively to an Agency.
3. Conditional Discount is given on the basis of individual negotiations with the Client, and the amount of discount depends on such factors as e.g. participation of Jet Line in Client's Advertising Campaigns, the size of the allocated budget.

VI. Final provisions

All commercial arrangements made in the course of negotiations, as well as the content of contracts and agreements and all information or data obtained by the parties in connection to their conclusion constitute a trade secret within the meaning of the Act of 16 April 1993 on combating unfair competition and must not be disclosed to any third parties without the prior written permission of the party concerned, unless they are universally available or the obligation to disclose stems from the provisions of applicable law or a legally binding ruling of an administrative body.

VII. Validity of the Commercial Policy

1. This Commercial Policy applies from **1st of January 2024**.
2. Changes to the Commercial Policy can be made in the case of:
 - a. changes in legal regulations, in particular in the provisions of local law impacting the possibility of executing Advertising Campaigns on Advertising Spaces;
 - b. a decision of Jet Line;
 - c. changes in legal regulations that significantly impact the rules of media market's operation, in particular the possibility of the Display or Broadcast of advertisements on Advertising Spaces.
3. Information about the changes in the Commercial Policy will be published on the Jet Line website.