

JET LINE PRICE LIST



TYPE OF SERVICE	CATALOGUE PRICE	BASIC DISCOUNT %	CAMPAIGN DURATION
MOTORWAY 12x4			
Rental of 1 Motorway Space	18 530,00	62%	1 month
Rental of 1 Motorway Space	14 268,00	62%	2 weeks *
Printing of 12x4 paper poster ***	650,00	-	-
Printing of 12x4 vinyl poster **/**	1 360,00	-	-
Cost of replacing a 12x4 advertising poster more frequently than once every calendar month ***	650,00	-	-

MOBIJET

Advertising Campaign on 1 MobiJet vehicle (cost of printing the advertisement excluded) carried out within Warsaw	3 250,00	43%	1 day (10 h)
Advertising Campaign on 1 MobiJet vehicle carried out outside Warsaw	individual quote	individual quote	-
Printing a set of advertising designs for 1 MobiJet vehicle***	1 850,00	-	-

LED

Advertising Campaign on 1 LED Advertising Space	individual quote ****	individual quote ****	-
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PRICE LIST FOR ADDITIONAL SERVICES - LED

TYPE OF SERVICE	PRICE
Identification photos from the campaign (beyond the standard report)	120,00/pc
First change of the spot during the campaign	0,00
Each subsequent change of the spot during the campaign	additional charge of 10%
Identification photos for the campaign report after changing the spot	120,00/pc
Reformatting of the spot	300,00/1 format
Industry exclusivity	additional charge of 50%

* A two-week campaign lasts from the 1st to the 15th or from the 16th to the end of a calendar month.

** The cost of printing includes disposal costs.

*** The cost of printing and poster replacement is not negotiable.

**** Each location is priced individually, depending on its location and screen size. The final price of the Campaign depends on its duration and display frequency. Unit of account - broadcast of a 15 second advertisement every 2.5 minutes.

MORE - AUDIENCE PACKAGE

NUMBER OF rCPM	1 rCPM PRICE	DISCOUNT %	PRICE AFTER DISCOUNT*****
1 rCPM	40,00	0%	40,00
1000 rCPM	32,53	18,68%	32528,00
5000 rCPM	26,81	32,97%	134060,00
10000 rCPM	25,06	37,36%	250560,00
10001 rCPM	23,30	41,76%	349440,00

MORE*****

NUMBER OF BROADCASTS/ NUMBER OF "MORE" ADVERTISING SPACES	CATALOGUE PRICE	DISCOUNT %	CAMPAIGN DURATION
1 080 broadcasts/1 screen	98,30	0,00%	1 day
378 000 broadcasts/50 screens	34 398,00	15,38%	7 days
756 000 broadcasts/50 screens	68 796,00	19,78%	14 days
1 134 000 broadcasts/50 screens	103 194,00	24,18%	21 days
1 512 000 broadcasts/50 screens	137 592,00	28,57%	28 days
756 000 broadcasts/100 screens	68 796,00	19,78%	7 days
1 512 000 broadcasts/100 screens	137 592,00	28,57%	14 days
2 268 000 broadcasts/100 screens	206 388,00	32,97%	21 days
3 024 000 broadcasts/100 screens	275 184,00	35,16%	28 days
1 512 000 broadcasts/200 screens	137 592,00	28,57%	7 days
3 024 000 broadcasts/200 screens	275 184,00	35,16%	14 days
4 536 000 broadcasts/200 screens	412 776,00	37,36%	21 days
6 048 000 broadcasts/200 screens	550 368,00	40,66%	28 days
1 890 000 broadcasts/250 screens	171 990,00	30,77%	7 days
3 780 000 broadcasts/250 screens	343 980,00	36,26%	14 days
5 670 000 broadcasts/250 screens	515 970,00	38,46%	21 days
7 560 000 broadcasts/250 screens	687 960,00	45,05%	28 days
2 646 000 broadcasts/350 screens	240 786,00	34,07%	7 days
5 292 000 broadcasts/350 screens	481 572,00	38,46%	14 days
7 938 000 broadcasts/350 screens	722 358,00	46,15%	21 days
10 584 000 broadcasts/350 screens	963 144,00	48,35%	28 days
3 024 000 broadcasts/400 screens	275 184,00	35,16%	7 days
6 048 000 broadcasts/400 screens	550 368,00	40,66%	14 days

MORE*****

NUMBER OF BROADCASTS/ NUMBER OF "MORE" ADVERTISING SPACES	CATALOGUE PRICE	DISCOUNT %	CAMPAIGN DURATION
9 072 000 broadcasts/400 screens	825 552,00	47,25%	21 days
12 096 000 broadcasts/400 screens	1 100 736,00	48,35%	28 days
3 402 000 broadcasts/450 screens	309 582,00	36,26%	7 days
6 804 000 broadcasts/450 screens	619 164,00	41,76%	14 days
10 206 000 broadcasts/450 screens	928 746,00	48,35%	21 days
13 608 000 broadcasts/450 screens	1 238 328,00	50,55%	28 days
3 780 000 broadcasts/500 screens	343 980,00	36,26%	7 days
7 560 000 broadcasts/500 screens	687 960,00	45,05%	14 days
11 340 000 broadcasts/500 screens	1 031 940,00	48,35%	21 days
15 120 000 broadcasts/500 screens	1 375 920,00	50,55%	28 days
Advertising Campaign in a different scope and timeframe, or with different parameters	individual quote according to the calculator with an extra charge of 20% of the Campaign value	individual quote according to the calculator with an extra charge of 20% of the Campaign value	-

PRICE LIST FOR ADDITIONAL SERVICES - MORE

TYPE OF SERVICE	PRICE
Identification photos from the campaign (beyond the standard report)	120,00/pc
First change of the spot during the campaign	0,00
Each subsequent change of the spot during the campaign	additional charge of 10%
Identification photos for the campaign report after changing the spot	360,00
Reformatting of the spot	300,00
Industry exclusivity	additional charge of 50%

***** Unit of account – broadcast of a 10 second advertisement every 1 minute.

***** Price for the implementation of audience within 14 days for the all group. Each change in parameters is priced individually.

PRICE LIST applies from 1st of January 2024. Prices presented are net prices. 23% VAT tax must be added.

Prices above do not include the beer tax.

The quote for services not covered by the price list is provided on the basis of individual arrangements with the Client.