

JET LINE PRICE LIST



TYPE OF SERVICE	CATALOGUE PRICE	BASIC DISCOUNT %	CAMPAIGN DURATION
MOTORWAY 12x4			
Rental of 1 Motorway Space	19 270,00	62%	1 month
Rental of 1 Motorway Space	14 840,00	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	4 100,00	42%	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 ****	-
---	-----------------------	-----------------------	---

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	1rCPM PRICE	DISCOUNT %	PRICE AFTER DISCOUNT*****
1 rCPM	43,60	0%	43,60
1000 rCPM	35,46	18,67%	35 460,00
5000 rCPM	29,23	32,96%	146 150,00
10000 rCPM	27,31	37,36%	273 100,00
>10000 rCPM	25,39	41,77%	...

MORE*****

NUMBER OF BROADCASTS/ NUMBER OF "MORE" ADVERTISING SPACES	CATALOGUE PRICE	DISCOUNT %	CAMPAIGN DURATION
1 080 broadcasts/1 screen	106,90	0,00%	1 day
378 000 broadcasts/50 screens	37 422,00	15,15%	7 days
756 000 broadcasts/50 screens	74 844,00	20,20%	14 days
1 134 000 broadcasts/50 screens	112 266,00	23,23%	21 days
1 512 000 broadcasts/50 screens	149 688,00	28,28%	28 days
756 000 broadcasts/100 screens	74 844,00	20,20%	7 days
1 512 000 broadcasts/100 screens	149 688,00	28,28%	14 days
2 268 000 broadcasts/100 screens	224 532,00	32,32%	21 days
3 024 000 broadcasts/100 screens	299 376,00	35,35%	28 days
1 512 000 broadcasts/200 screens	149 688,00	28,28%	7 days
3 024 000 broadcasts/200 screens	299 376,00	35,35%	14 days
4 536 000 broadcasts/200 screens	449 064,00	37,37%	21 days
6 048 000 broadcasts/200 screens	598 752,00	41,41%	28 days
1 890 000 broadcasts/250 screens	187 110,00	30,30%	7 days
3 780 000 broadcasts/250 screens	374 220,00	36,36%	14 days
5 670 000 broadcasts/250 screens	561 330,00	38,38%	21 days
7 560 000 broadcasts/250 screens	748 440,00	44,44%	28 days
2 646 000 broadcasts/350 screens	261 954,00	34,34%	7 days
5 292 000 broadcasts/350 screens	523 908,00	38,38%	14 days
7 938 000 broadcasts/350 screens	785 862,00	45,45%	21 days
10 584 000 broadcasts/350 screens	1 047 816,00	48,48%	28 days
3 024 000 broadcasts/400 screens	299 376,00	35,35%	7 days
6 048 000 broadcasts/400 screens	598 752,00	41,41%	14 days

MORE*****

NUMBER OF BROADCASTS/ NUMBER OF "MORE" ADVERTISING SPACES	CATALOGUE PRICE	DISCOUNT %	CAMPAIGN DURATION
9 072 000 broadcasts/400 screens	898 218,00	46,46%	21 days
12 096 000 broadcasts/400 screens	1 197 504,00	48,48%	28 days
3 402 000 broadcasts/450 screens	336 798,00	36,36%	7 days
6 804 000 broadcasts/450 screens	673 596,00	42,42%	14 days
10 206 000 broadcasts/450 screens	1 010 394,00	48,48%	21 days
13 608 000 broadcasts/450 screens	1 347 192,00	50,51%	28 days
3 780 000 broadcasts/500 screens	374 220,00	36,36%	7 days
7 560 000 broadcasts/500 screens	748 440,00	44,44%	14 days
11 340 000 broadcasts/500 screens	1 122 660,00	48,48%	21 days
15 120 000 broadcasts/500 screens	1 496 880,00	50,51%	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 13th of January 2025. 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.