

JET LINE PRICE LIST



TYPE OF SERVICE	CATALOGUE PRICE	BASIC DISCOUNT %	CAMPAIGN DURATION
MOTORWAY 12x4			
Rental of 1 Motorway Space	21 200,00	63%	1 month
Rental of 1 Motorway Space	16 320,00	63%	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 ***	720,00	-	-

MOBIJET

Advertising Campaign on 1 MobiJet vehicle (cost of printing the advertisement excluded) carried out within Warsaw	4 430,00	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 ****	-
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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	46,65	0%	43,60
1000 rCPM	37,94	18,67%	37 940,04
5000 rCPM	31,28	32,96%	31 284,00
10000 rCPM	29,22	37,36%	29 221,60
>10000 rCPM	27,17	41,77%	...

MORE*****

NUMBER OF BROADCASTS/ NUMBER OF "MORE" ADVERTISING SPACES	CATALOGUE PRICE	DISCOUNT %	CAMPAIGN DURATION
1 080 broadcasts/ 1 screen	114,50	0,00%	1 day
378 000 broadcasts/ 50 screens	40 068,00	15,09%	7 days
756 000 broadcasts/50 screens	80 136,00	19,81%	14 days
1 134 000 broadcasts/50 screens	120 204,00	23,58%	21 days
1 512 000 broadcasts/50 screens	160 272,00	28,30%	28 days
756 000 broadcasts/ 100 screens	80 136,00	19,81%	7 days
1 512 000 broadcasts/100 screens	160 272,00	28,30%	14 days
2 268 000 broadcasts/100 screens	240 408,00	33,02%	21 days
3 024 000 broadcasts/100 screens	320 544,00	34,91%	28 days
1 512 000 broadcasts/ 200 screens	160 272,00	28,30%	7 days
3 024 000 broadcasts/200 screens	320 544,00	34,91%	14 days
4 536 000 broadcasts/200 screens	480 816,00	37,74%	21 days
6 048 000 broadcasts/200 screens	641 088,00	40,57%	28 days
2 268 000 broadcasts/ 300 screens	240 408,00	33,02%	7 days
4 536 000 broadcasts/300 screens	480 816,00	37,74%	14 days
6 804 000 broadcasts/300 screens	721 224,00	42,45%	21 days
9 072 000 broadcasts/300 screens	961 632,00	47,17%	28 days
3 024 000 broadcasts/ 400 screens	320 544,00	34,91%	7 days
6 048 000 broadcasts/400 screens	641 088,00	40,57%	14 days
9 072 000 broadcasts/400 screens	961 632,00	47,17%	21 days
12 096 000 broadcasts/400 screens	1 282 176,00	48,11%	28 days
3 780 000 broadcasts/ 500 screens	400 680,00	36,79%	7 days
7 560 000 broadcasts/500 screens	801 360,00	44,34%	14 days

MORE****

NUMBER OF BROADCASTS/ NUMBER OF "MORE" ADVERTISING SPACES	CATALOGUE PRICE	DISCOUNT %	CAMPAIGN DURATION
11 340 000 broadcasts/500 screens	1 202 040,00	48,11%	21 days
15 120 000 broadcasts/500 screens	1 602 720,00	50,00%	28 days
4 536 000 broadcasts/ 600 screens	480 816,00	37,74%	7 days
9 072 000 broadcasts/600 screens	961 632,00	47,17%	14 days
13 608 000 broadcasts/600 screens	1 442 448,00	50,00%	21 days
18 144 000 broadcasts/600 screens	1 923 264,00	50,00%	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

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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 2026. 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.