

2024

DISPLAY
PRICE LIST
TVN MEDIA

FLAT FEE

PRODUCT	FORMAT	MAXIMUM SIZE CREATIVE DESKTOP & MOBILE		LOCATION	HP/ROS	TIMING	PRICE RATE CARD
POWER DAY MAX	ON TOP MAX FORMAT	980X300	600X150	ALL TVN WBD SITES EXCLUDE PLAYER		DAY	170 000 zł
	IN ARTICLE 70% VA	750X300	300X250	TVN24, TVN24BiS, TVNWARSZAWA, TVNMETEO, DDTVN, COZATYDZIEŃ, selected TV formats sites		DAY	95 000 zł
POWER DAY MAX NEWS&BIZ	ON TOP MAX FORMAT	980X300	600X150	NEWS&BIZ (TVN24, TVN24BiS, TVNMETEO, TVNWARSZAWA, FAKTY, KONKRET24, EUROSPORT)	ROS	DAY	150 000 zł
	IN ARTICLE 70% VA	750X300	300X250	TVN24, TVN24BiS, TVNWARSZAWA, TVNMETEO		DAY	85 000 zł
POWER DAY MAX LIFESTYLE	ON TOP MAX FORMAT	980X300	600X150	ALL TVN WBD SITES EXCLUDE NEWS&BIZ, PLAYER		DAY	50 000 zł
LIFESTYLE WEEK MAX	PANEL UNDER 1 ARTICLE	750X300	300X250	ALL TVN WBD SITES EXCLUDE NEWS&BIZ, PLAYER		WEEK	34 000 zł
	PANEL UNDER 3 ARTICLE	750X300	300X250				30 000 zł
	PANEL UNDER 5 ARTICLE	750X300	300X250				30 000 zł
	PANEL UNDER 7 ARTICLE	750X300	300X250				27 000 zł
PREMIUM NEWS SUPERPANEL	SUPERPANEL	970X425*		NEWS&BIZ (TVN24, TVN24BiS, TVNMETEO, TVNWARSZAWA, KONKRET24, FAKTY)	HP	WEEK	120 000 zł
NEWS & BIZ WEEK MAX	PANEL UNDER 1 ARTICLE	750X300	300X120		ROS		230 000 zł
	PANEL UNDER 3 ARTICLE	750X300	300X120				210 000 zł
	PANEL UNDER 5 ARTICLE	750X300	300X120	NEWS&BIZ (TVN24, TVN24BiS, TVNMETEO, TVNWARSZAWA, KONKRET24, EUROSPORT)	HP	WEEK	104 500 zł
	PANEL UNDER 5 ARTICLE	750X300	300X120		ROS EXCL. HP		67 000 zł
	PANEL UNDER 7 ARTICLE	750X300	300X120		HP		85 000 zł
	PANEL UNDER 7 ARTICLE	750X300	300X120		ROS EXCL. HP		50 000 zł
	SPONSORED ARTICLE		X	TVN24BiS, TVNMETEO, TVNWARSZAWA	ROS		12 000 zł

ON TOP MAX FORMAT: BILLBOARD, DOUBLE BILLBOARD, TRIPLE BILLBOARD, WIDEBOARD, DOUBLE WIDEBOARD

BOX: RECTANGLE, HALFPAGE, SKYSCRAPER

STICKY AD, OVERLAY, RESTBOARD, INTERSTITIAL, - NOT AVAILABLE ON EUROSORT

*SUPERPANEL: VALID FORMAT

CPM						
PRODUCT	FORMAT	MAXIMUM SIZE CREATIVE DESKTOP & MOBILE		LOCATION	HP/ROS	PRICE RATE CARD
ALL WWW TVN	ON TOP MAX FORMAT	980X300	600x150	ALL TVN WBD SITES EXCLUDE PLAYER	ROS	50 zł
	BOX	300X600	300X250			38 zł
	STICKY ADS	x	320X100			63 zł
	IN ARTICLE 70% VA	750X300	300X250	TVN WBD SELECTED SITES**		70 zł
	INTERSTITIAL	x	360X640/640 X360	ALL TVN WBD SITES EXCLUDE PLAYER		165 zł
	RESPONSIVE MOBILE BANNER	x	600x150			165 zł
WOMAN PACKAGE	ON TOP MAX FORMAT	980X300	600X150	TVN WBD SELECTED SITES WITH SPECIFIC CONTEXTUAL TARGETING	ROS	130 zł
	BOX	300X600	300X250			98 zł
	STICKY ADS	x	320X100			163 zł
MEN PACKAGE	ON TOP MAX FORMAT	980X300	600X150			150 zł
	BOX	300X600	300X250			113 zł
	STICKY ADS	x	320X100			188 zł
MANAGER PACKAGE	ON TOP MAX FORMAT	980X300	600X150			150 zł
	BOX	300X600	300X250			113 zł
	STICKY ADS		320X100			188 zł
BUSSINESS & FINANCE PACKAGE	ON TOP MAX FORMAT	980X300	600X150	150 zł		
	BOX	300X600	300X250	113 zł		
	STICKY ADS	x	320X100	188 zł		
CULTURE PACKAGE	ON TOP MAX FORMAT	980X300	600X150	100 zł		
	BOX	300x600	300X250	75 zł		
	STICKY ADS	x	320X100	125 zł		

**available at TVN24, TVN24BIS, TVNWARSZAWA, TVNMETEO, DDTVN, COZAWEEK, selected tv formats sites

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CPM							
	PRODUCT	FORMAT	MAXIMUM SIZE CREATIVE DESKTOP & MOBILE		LOCATION	HP/ROS	PRICE RATE CARD
	SELECT LIFESTYLE	ON TOP MAX FORMAT	980X300	600X150	TVN WBD SELECTED SITES EXCLUDING NEWS&BIZ AND PLAYER	ROS	125 zł
		BOX	300X600	300X250			100 zł
		STICKY ADS	x	320X100	TVN WBD SELECTED SITES EXCLUDING NEWS&BIZ, PLAYER		125 zł
		INTERSTITIAL	x	360X640/ 640X360	TVN WBD SELECTED SITES EXCLUDING NEWS&BIZ AND PLAYER		200 zł
	SELECT NEWS&BIZ	ON TOP MAX FORMAT	980X300	600X150	TVN WBD SELECTED SITES NEWS & BIZ: TVN24, TVN24BIŚ, TVNMETEO, TVNWARSZAWA, FAKTY, KONKRET24, EUROSPORT		175 zł
		BOX	300X600	300X250			150 zł
		STICKY ADS	x	320X100			200 zł
		VIDEO PLAYER BRANDING	1364X664	x			100 zł
		INTERSTITIAL	x	360X640/ 640X360			TVN WBD SELECTED SITES NEWS & BIZ: TVN24, TVN24BIŚ, TVNMETEO, TVNWARSZAWA, FAKTY, KONKRET24
	ALL PLAYER	ALL PLAYER	VIDEO PLAYER BRANDING	1364X664	x		PLAYER
RESTBOARD			400X425	x	111 zł		
OVERLAY			960X60	x	69 zł		
SELECT PLAYER		VIDEO PLAYER BRANDING	1364X664	x	244 zł		
		RESTBOARD	400X425	x	133 zł		
		OVERLAY	960X60	x	84 zł		

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SURCHARGES

	SCREENING SURCHARGES ¹	30%
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1. APPLIES TO ON TOP MAX FORMAT, NOT AVAILABLE AT EUROSPORT

CAPPING	CAPP 1/DAY	5%
	CAPP 1/WEEK	10%
	CAPP 1/CAMPAIGN	20%
	CAPP 2-3/DAY	3%
	CAPP 3/WEEK	5%
	CAPP 3/CAMPAIGN	10%
PLATFORMS (DESKTOP/MOBILE)	SINGLE,SELECTED PLATFORM EMISSION	20%
SYSTEMS, APPLICATIONS, DEVICES	SELECTED OPERATING SYSTEM/MOBILE APPLICATION/DEVICE EMISSION	30%
GEOTARGETING	CITIES	30%
	VOIVODESHIPS	10%
	POLAND	30%
	OUTSIDE POLAND ²	50%
OTHERS	DAYPART	10%
	BEER TAX ³	12%
	EXTENDED LIMIT FOR CREATIVE WEIGHT	1% ZA 1 kB
	ADVERTISING 18+ ³	0%
	CREATION SEQUENCE	10%
	EMMSION CODES USAGE	30%
	ADDITIONAL ADVERTISER ⁴	20%
EARLY RESERVATION ⁵	50%	
TARGETING	IP BASED TARGETING	50%
	BROWSER TARGETING	30%
	RETARGETING	10%

2. APPLIES ONLY TO ALL WWW TVN WBD

3. NOT APPLICABLE TO CHILDREN'S CONTENT

4. FOR PLACING PRODUCTS/SERVICES/LOGO/TRADemarks OF ANOTHER ADVERTISER IN THE ADVERTISEMENT

5. THE PRICE IS 50% HIGHER FOR RESERVATIONS MADE AT LEAST 1.5 MONTHS IN ADVANCE OF THE BROADCAST DATE

