

2024

DISPLAY
PRICE LIST
TVN MEDIA

FLAT FEE PACKAGES

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 MAX, PLAYER	ROS	DAY	170 000 zł
	IN ARTICLE 70% VA	750X200	300X120	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, TVN24BIŚ, TVNMETEO, TVNWARSZAWA, FAKTY, KONKRET24, EUROSPORT)		DAY	150 000 zł
	IN ARTICLE 70% VA	750X200	300X120	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, MAX, PLAYER		DAY	50 000 zł
LIFESTYLE WEEK MAX	PANEL UNDER 1 ARTICLE	750X300	300X250	All TVN WBD sites exclude NEWS&BIZ, MAX, 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
NEWS & BIZ WEEK MAX	PANEL UNDER 1 ARTICLE	750X300	300X120	NEWS&BIZ (TVN24, TVN24BiS, TVNMETEO, TVNWARSZAWA, KONKRET24, EUROSPORT)	ROS	230 000 zł	
	PANEL UNDER 3 ARTICLE	750X300	300X120			210 000 zł	
	PANEL UNDER 5 ARTICLE	750X300	300X120		HP	104 500 zł	
	PANEL UNDER 5 ARTICLE	750X300	300X120		ROS EXCLUDE HP	WEEK	67 000 zł
	PANEL UNDER 7 ARTICLE	750X300	300X120		HP	85 000 zł	
	PANEL UNDER 7 ARTICLE	750X300	300X120		ROS EXCLUDE HP	50 000 zł	
	SPONSORED ARTICLE	X	TVN24BiS, TVNMETEO, TVNWARSZAWA		ROS	12 000 zł	

*SUPERPANEL: valid format

REACH PACKAGES

PRODUCT	FORMAT	MAXIMUM SIZE CREATIVE DESKTOP & MOBILE		LOCATION	HP/ROS	TIMING	PRICE RATE CARD
ALL WWW TVN	ON TOP MAX FORMAT	980X300	600X150	All TVN WBD sites exclude MAX, PLAYER	ROS	X	50 zł
	BOX	300X600	300X250				38 zł
	STICKY ADS	x	320X100				63 zł
	IN ARTICLE 70% VA	750X200	300X120	TVN WBD selected sites**			70 zł
	INTERSTITIAL	x	360X640/ 640X360				165 zł
	RESPONSIVE MOBILE BANNER	x	600x150				165 zł

**available at TVN24, Tvn24bis, TVNWARSZAWA, TVNMETEO, DDTVN, COZAWEEK, selected tv formats sites

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

BOX: RECTANGLE, HALFPAGE, SKYSCRAPER

STICKY AD, OVERLAY, RESTBOARD, INTERSTITIAL, - formaty niedostępne dla serwisu Eurosport



CONTEXTUAL PACKAGE							
PRODUCT	FORMAT	MAXIMUM SIZE CREATIVE DESKTOP & MOBILE		LOCATION	HP/ROS	TIMING	PRICE RATE CARD
WOMAN PACKAGE	ON TOP MAX FORMAT	980X300	600X150	TVN WBD selected sites with specific contextual targeting	ROS	X	130 zł
	BOX	300X600	300X250				98 zł
	STICKY ADS	x	320X100				163 zł
	INTERSTITIAL	x	360X640/640X360				210 zł
MEN PACKAGE	ON TOP MAX FORMAT	980X300	600X150				150 zł
	BOX	300X600	300X250				113 zł
	STICKY ADS	x	320X100				188 zł
	INTERSTITIAL	x	360X640/640X360				230 zł
MANAGER PACKAGE	ON TOP MAX FORMAT	980X300	600X150				150 zł
	BOX	300X600	300X250				113 zł
	STICKY ADS	x	320X100				188 zł
	INTERSTITIAL	x	360X640/640X360				230 zł

SELECT PACKAGE							
PRODUCT	FORMAT	MAXIMUM SIZE CREATIVE DESKTOP & MOBILE		LOCATION	HP/ROS	TIMING	PRICE RATE CARD
SELECT LIFESTYLE	ON TOP MAX FORMAT	980X300	600X150	TVN WBD selected sites EXCLUDING NEWS&BIZ, MAX, PLAYER	ROS	X	125 zł
	BOX	300X600	300X250				100 zł
	STICKY ADS	x	320X100				125 zł
	INTERSTITIAL	x	360X640/640X360				200 zł
SELECT NEWS&BIZ	ON TOP MAX FORMAT	980X300	600X150	TVN WBD selected sites NEWS & BIZ: TVN24, TVN24BIŚ, TVNMETEO, TVNWARSAWA, FAKTY, KONKRET24, EUROSPORT	ROS	X	175 zł
	BOX	300X600	300X250				150 zł
	STICKY ADS	x	320X100				200 zł
	SZEROKI BRANDING PLAYERA	1364X664	x	100 zł			
	COMMERCIAL BREAK	320X480	320X480	230 zł			
	INTERSTITIAL	x	360X640/640X360	240 zł			

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

BOX: RECTANGLE, HALFPAGE, SKYSCRAPER

STICKY AD, OVERLAY, RESTBOARD, INTERSTITIAL, COMMERCIAL BREAK – not applicable for Eurosport site

PREMIUM STREAMING PACKAGE							
PRODUCT	FORMAT	MAXIMUM SIZE CREATIVE DESKTOP & MOBILE		LOCATION	HP/ROS	TIMING	PRICING RATE CARD
ALL STREAMING	PAUSE AD	1920X1080	1920X1080	Streaming services MAX & PLAYER, all platforms	ROS	X	180 Zł
ALL PLAYER	VIDEO PLAYER BRANDING	1364X664	x	PLAYER	ROS	X	214 zł
	OVERLAY	960X60	x				69 zł
SELECT PLAYER	VIDEO PLAYER BRANDING	1364X664	x				244 zł
	OVERLAY	960X60	x				84 zł



SURCHARGES

	SCREENING ¹	30%
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1. Applies to on TOP MAX FORMAT, not available at EUROSPOORT

CAPPING	CAPP 1/DAY	5%
	CAPP 1-2/WEEK	10%
	CAPP 1-2/CAMPAIGN	20%
	CAPP 2-3/DAY	3%
	CAPP 3 and more/WEEK	5%
	CAPP 3 and more/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%
	EMMISSION CODES USAGE	30%
	ADDITIONAL ADVERTISER ⁴	20%
TARGETING	EARLY RESERVATION ⁵	50%
	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

