

## Cennik reklam i ogłoszeń

Strona	Format szerokość x wysokość	Cena netto	
		kolor	czarno-białe*
1 strona	balkon 81 x 35,6	39 100	
	balkon podwójny 165 x 35,6	74 800	
	podwał 249 x 16	54 100	
	pasek pionowy 39 x 170	44 900	
	pasek pionowy 39 x 278,4	67 900	
	poziom 249 x 80	113 900	
	poziom 249 x 121,6	143 800	
2 strona	pasek 249 x 38,4	28 800	
	pasek 249 x 80	41 400	
3 strona**	1 moduł	2 900	
	junior page	70 200	
	1/2 strony	75 900	
	cała strona	138 000	
5 strona	1 moduł	2 600	
	junior page	64 400	
	1/2 strony	70 200	
	cała strona	127 700	
kolumna redakcyjna	1 moduł	2 200	1 850
	junior page	56 400	48 300
	1/2 strony	61 000	51 800
	cała strona	110 400	93 200
rozkładówka	522 mm x 371,2 mm	186 600	157 500








## Dopłaty:

Za wskazanie strony	10%
Ostatnia strona	do negocjacji
Za przygotowanie reklamy lub artykułu sponsorowanego	50%

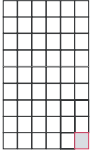
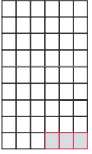

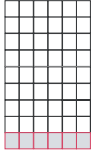
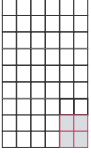
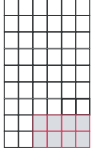

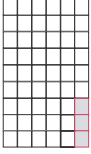
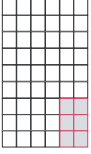
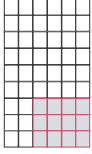
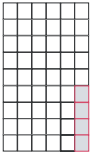
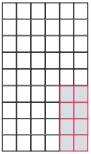
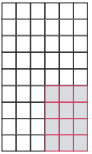
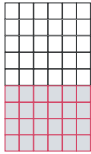
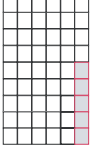
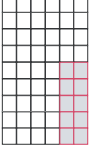
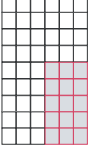
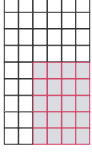
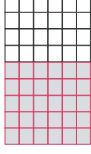
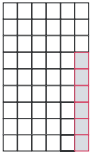
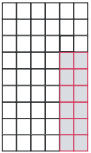
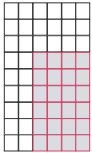
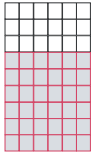
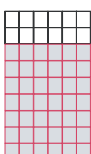
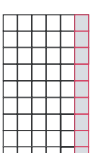
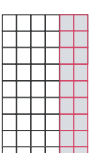
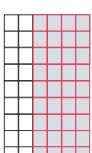
\* Ceny reklam czarno-białych z wyłączeniem stron 1-5 i ostatniej. Na tych stronach obowiązują ceny jak dla ogłoszeń kolorowych

\*\* Formaty reklam na III stronie wymagają wcześniejszych konsultacji z Biurem Reklamy

## Siatka modułów - pierwsza strona

 6x2 (249 x 80)	 6x3 (249 x 121.6)	 249x16	 81x35.6	 165x35.6	 39x170	 39x278.4
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## ■ Siatka modułów – strony redakcyjne

	1	2	3	4	5	6	
38,4 mm							1
80 mm							2
121,6 mm							3
163,2 mm							4
204,8 mm							5
246,4 mm							6
288 mm							7
371,2 mm							9
	39 mm	81 mm	123 mm	165 mm	207 mm	249 mm	

