

DEPARTMENT OF ADVERTISING AND MARKETING

212.594.2266 • Fax 212.594.5538 333 West 38th Str. • New York • N.Y. 10018

E-mail: displays@dziennik.com

**nowy
dziennik**

DISPLAY ADVERTISING RATES

(effective September 1, 2006)

www.dziennik.com

PRICES

MONDAY to THURSDAY (MONDAY issue includes REAL ESTATE SUPP.) (WEDNESDAY issue includes travel SUPP.) (THURSDAY issue includes Auto - Moto SUPP.)					FRIDAY (issue includes Przegląd Polski - cultural review magazine and TV Listings)					SATURDAY/SUNDAY (issue includes Weekend magazine)				
# of insertions	Full P.	1/2 P.	1/4 P.	1/8 P.	# of insertions	Full P.	1/2 P.	1/4 P.	1/8 P.	# of insertions	Full P.	1/2 P.	1/4 P.	1/8 P.
1 or 2	\$700	\$385	\$210	\$105	1 or 2	\$800	\$440	\$245	\$125	1 or 2	\$950	\$525	\$290	\$150
3 or 4	\$670	\$370	\$200	\$100	3 or 4	\$770	\$425	\$235	\$120	3 or 4	\$850	\$465	\$255	\$145
5 to 11	\$630	\$345	\$190	\$95	5 to 11	\$710	\$390	\$215	\$115	5 to 11	\$750	\$415	\$225	\$135
12 or ...	\$600	\$330	\$180	\$90	12 or ...	\$680	\$375	\$205	\$110	12 or ...	\$700	\$385	\$215	\$125
Custom size:	\$10 /column inch				Custom size:	\$12 /column inch				Custom size:	\$14 /column inch			
Business Card	\$40				Business Card	\$48				Business Card	\$56			
Backcover*	\$950 /insertion				Backcover*	\$1,050 /insertion				Backcover*	\$1,200 /insertion			

Positioning* 10 % plus
For color ad 50 % plus
Inserts* \$150/ 1,000 copies

All prices quoted above are per insertion.

*(subject to availability)

SPECIFICATIONS: AD SIZES AND "CAMERA READY" REQUIREMENTS FOR COMPUTER FILES

	Full Page	1/2 Page	1/4 page	1/8 page	Business Card
Width	10.375"	10.375"	6.152"	6.152"	4.041"
Height	14.0"	6.917"	6.917"	3.375"	2.194"

We accept Computer files as "camera ready" which you can send to us on: CD; or email to: displays@dziennik.com. We accept ads designed in the following software: Photoshop, MultiAd Creator, Illustrator (all fonts must be converted to outlines and saved as EPS), FreeHand (all fonts must be converted to outlines and saved as EPS), CorelDraw (all fonts must be converted to outlines and saved as EPS). File formats: EPS, TIFF, PDF, JPEG, Preferred resolution is 300dpi. Newspaper is printed on 85ipi screen.

MicrosoftWord and Microsoft Publisher files will not be accepted as "camera ready".

AD TYPESETTING & TRANSLATION CHARGES

typesetting charges:	translation charges:	release charges:
ad up to 1/4 p. \$25 per ad ad above 1/4 p. up to 1/2 p. \$50 per ad ad above 1/2 p. up to full p. \$100 per ad	min.- \$25	All small changes in ads are free of charge. All artwork designed by Nowy Dziennik remains our property and is available to the customer upon request - \$50 release fee applies.

ADVERTISE ON OUR INTERNET PAGE

Full banner 468x60				
1 mo.	3 mo.	6 mo.	9 mo.	12 mo.
\$280.00	\$270.00	\$260.00	\$250.00	\$240.00
Half banner 234x60				
\$220.00	\$210.00	\$200.00	\$190.00	\$180.00

Link to your page from www.dziennik.com				
1 mo.	3 mo.	6 mo.	9 mo.	12 mo.
\$180.00	\$170.00	\$160.00	\$150.00	\$140.00

REQUIREMENTS

Full banner 468pix/60pix, Half banner 234pix/60pix. File format: GIF, JPEG or Flash. Size up to 16kb. There is up to 5 banners in rotation. Link can be up to 60 letters long

DEADLINES

Please reserve space at least **4 days** before the publication date.

"Camera ready" artwork must be submitted no later than **2 days** before the publication date.

CONTACT US

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ADRIAN SZEFKE • WITH PRODUCTION QUESTIONS
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OR ONE OF OUR AGENTS

New York:

Zbyszek Semczyk —
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