



POLISH BUSINESS DIRECTORY

GTA / Ontario

ADVERTISING RATES

PRINT & ONLINE

2009



www.przewodnikhandlowy.com

THE BEST ADVERTISING MEDIUM
IN THE POLISH COMMUNITY
since 1986

YELLOW PAGES

PRINT					INTERNET	
1 1 page 8" x 10"	N° of colours	Date of full payment				<ul style="list-style-type: none"> • same ad as in print • 2 information pages • map link • e-mail link • website link
		Apr•May•Jun	Jul•Aug•Sep	Oct•Nov•Dec	Jan•Feb•Mar/09	
	1 colour	\$1,085	\$1,130	\$1,175	\$1,235	
	2 colours	\$1,240	\$1,290	\$1,340	\$1,405	
	3 colours	\$1,290	\$1,345	\$1,400	\$1,470	
4 colours	\$1,455	\$1,515	\$1,580	\$1,660		
2 1/2 page 7 ^{1/4} " x 4 ^{3/4} "	1 colour	\$745	\$775	\$805	\$845	<ul style="list-style-type: none"> • same ad as in print • 1 information page • map link • e-mail link • website link
	2 colours	\$845	\$880	\$915	\$960	
	3 colours	\$880	\$915	\$955	\$1,000	
	4 colours	\$990	\$1,030	\$1,075	\$1,130	
3 1/4 page 7 ^{1/4} " x 2 ^{3/8} " or 3 ^{5/8} " x 4 ^{3/4} "	1 colour	\$590	\$610	\$635	\$665	<ul style="list-style-type: none"> • map link • e-mail link • website link
	2 colours	\$670	\$695	\$725	\$760	
	3 colours	\$695	\$725	\$755	\$795	
	4 colours	\$775	\$810	\$845	\$885	
4 1/6 page 4 ^{3/4} " x 2 ^{3/8} " or 2 ^{3/8} " x 4 ^{3/4} "	1 colour	\$435	\$455	\$475	\$500	<ul style="list-style-type: none"> • same ad as in print • map link • e-mail link • website link
	2 colours	\$500	\$525	\$550	\$575	
	3 colours	\$525	\$550	\$575	\$605	
	4 colours	\$605	\$625	\$655	\$690	
5 1/8 page 3 ^{3/8} " x 2 ^{3/8} "	1 colour	\$375	\$390	\$405	\$425	<ul style="list-style-type: none"> • same ad as in print • map link • e-mail link • website link
	2 colours	\$430	\$450	\$470	\$495	
	3 colours	\$450	\$470	\$490	\$515	
	4 colours	\$510	\$535	\$555	\$585	
6 1/12page 2 ^{3/8} " x 2 ^{3/8} "	1 colour	\$305	\$320	\$335	\$350	<ul style="list-style-type: none"> • same ad as in print • 3 information pages • map link • e-mail link • website link • video link • infomercial
	2 colours	\$355	\$370	\$385	\$405	
	3 colours	\$370	\$385	\$400	\$415	
	4 colours	\$420	\$435	\$450	\$475	

- 1 colour = black on yellow background; 2 colours = black + red or green or blue on yellow background; 3 colours = black + red or green or blue on white background; 4 colours = full colour
- Three free listings under different headings included in the price of every ad

COVERS & 1ST PAGE GLOSSY

PRINT		INTERNET			
size: 8 ^{1/4} " x 10 ^{3/4} " full colour		<ul style="list-style-type: none"> • same ad as in print • 3 information pages • map link • e-mail link • website link • video link • infomercial 			
Placement		Date of full payment			
		Apr•May•Jun	Jul•Aug•Sep	Oct•Nov•Dec	Jan•Feb•Mar/09
7	outside back cover	\$5,450	\$5,500	\$5,750	\$6,035
8	inside front cover	\$4,100	\$4,250	\$4,400	\$4,620
9	inside back cover	\$3,850	\$4,015	\$4,600	\$4,830
10	1st page	\$3,750	\$3,915	\$4,100	\$4,300

Add 5% GST to each price

FRONT GLOSSY PAGES

PRINT		INTERNET			
<p style="text-align: center;">1 page size: 8" x 10^{3/4}" full colour</p> <div style="text-align: center; margin-top: 20px;"> </div>	<ul style="list-style-type: none"> • same ad as in print • 2 information pages • map link • e-mail link • website link 				
Placement	Date of full payment				
	Apr-May-Jun	Jul-Aug-Sep	Oct-Nov-Dec	Jan-Feb-Mar/09	
11	2nd page	\$2,850	\$3,000	\$3,150	\$3,300
12	3rd page	\$2,980	\$3,120	\$3,250	\$3,415
13	4th page	\$2,650	\$2,750	\$2,850	\$2,995
14	5th page	\$2,750	\$2,850	\$2,980	\$3,130
15	6th page	\$2,500	\$2,600	\$2,700	\$2,835
16	7th page	\$2,575	\$2,700	\$2,800	\$2,940
17	8th page	\$2,250	\$2,350	\$2,450	\$2,575
18	9th page	\$2,350	\$2,450	\$2,550	\$2,675
19	10th page	\$2,250	\$2,350	\$2,450	\$2,575
20	each next page	\$2,250	\$2,350	\$2,450	\$2,575

GLOSSY INSERTS

PRINT		INTERNET			
<p style="text-align: center;">full colour</p> <p>Available only in the following categories: Lawyers, Travel Agencies, Building Contractors, Dentists, Real Estate, Restaurants, Banquet Halls, Automotive, Insurance, Physiotherapy, Food</p> <div style="text-align: center; margin-top: 20px;"> </div>	<ul style="list-style-type: none"> • same ad as in print • 2 information pages • map link • e-mail link • website link 				
size	Date of full payment				
	Apr-May-Jun	Jul-Aug-Sep	Oct-Nov-Dec	Jan-Feb-Mar/09	
21	1 page (8^{1/4}" x 10^{3/4}")	\$2,500	\$2,600	\$2,700	\$2,835
22	1/2 page (8^{1/4}" x 5^{1/4}")	\$1,550	\$1,600	\$1,675	\$1,755

N° - package number, printed & online ad for one year

PRINT EXTRAS

PRODUCT	SIZE	QUANTITY	PRICE
Space fillers - black ink	2 ^{3/8} " x 2 ^{1/4} "	minimum order of 5	\$125 each
	2 ^{3/8} " x 1 ^{1/8} " or 1 ^{1/8} " x 2 ^{3/8} "	minimum order of 5	\$75 each
Banner on white pages	3" x 1/4" (some pages excepted)	1 to 100	from \$20 each
Listing only (print + internet)	2 lines: name, address, one tel. no.	1	\$60
Additional listing	2 lines: name, address, one tel. no.	1	\$20
Ad on spine	2.5" x 1"	1 out of 2	\$1,500
Logo on front cover	max 1 ^{1/8} " x 3/4"	-	\$600

Add 5% GST to each price

INTERNET ADVERTISING

Below is the price list for all different forms of online advertising at www.przewodnikhandlowy.com. It is for those advertisers who would like to order additional services, on top of what is included in the price of their ad.

INFORMATION PAGES

1 page in Polish or English	\$150/year*
2 pages in Polish or English	\$200/year*
3 pages in Polish or English	\$250/ year*

*up to 3 free text updates per year per page, template based design and hosting included in the price.

These pages will have the following address: www.p Polonia-biznes.com/yourname

Prices are based on receiving the full text in electronic format. Translation from English to Polish or from Polish to English: \$50 per page.

If you prefer to have your own website under your own domain name, we can check the availability of a name provided by you and register that domain for \$35 (1 year registration). There will be a charge of \$15 per month for hosting of your domain. The price of design of your website will be quoted after reviewing your specific requirements. You could get a link to that website from your company listing in the Polish Business Directory for \$50 a year.

BANNERS

Main banner on all pages	rotating (max 3 at the time)	\$2,400/year or \$250/ month
Side banner on all pages	static	\$1,450/year or \$150/month
Side banner on home page	static	\$960/year or \$100/month (min.2 months)
Side banner on branch pages	static	\$480/year or \$50/month (min.2 months)

LINKS & SPECIAL FEATURES

Map link: } E-mail link: } \$50/year Website link: }	Business of the month presentation (interview with owner + photo) with banner on home page: \$350 for 1 month
Video or audio hosting & link: \$100/year	Product special/real estate listing: \$25/each for 3 months

TERMS / CONDITIONS (see full version on the back of order form)

- GST is not included in the price.
- Prices include one design • Reservation of specific ad location on page is not possible
- Current print advertisers have priority to renew their advertising in the same location in the book. Only if they do not, the page is offered for sale on the first come, first serve basis.
- Inside inserts are offered only in specific sections of the directory. Please inquire which ones.
- Cancellation of ad online can be done in any moment during the year but the month that has already started and next month have to be paid in full.
- Cancellation of printed ad can be done until December 1, after this date no cancellations will be accepted. 15% of original price will be charged for design/administration.
- Duration of online advertising is for 12 months from start date (on order form) unless specified otherwise. Print advertising to be published in April of 2009.
- Rates valid until March 2009

