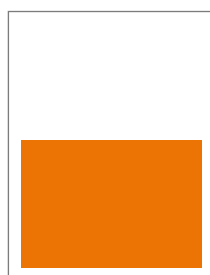


Advertising Price List for 2012



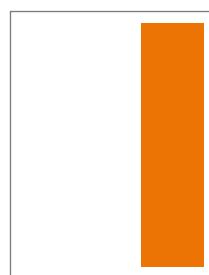
1 page*
230x300 mm
3 400 PLN



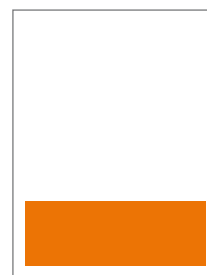
1/2 page
197x128 mm
2 100 PLN



1/3 page
197x83 mm
1 600 PLN



1/3 page
60x255 mm
1 600 PLN



1/4 page
197x64 mm
1 200 PLN

* Please, add 5 mm for trim allowance to each side of your ad

I cover 8 500 PLN
II cover 4 100 PLN
III cover 3 700 PLN
IV cover 5 100 PLN

First page on the right: 3 600 PLN
Right page next to the editorial: 4 000 PLN
Right page next to the contents: 4 000 PLN
Spread: 7 200 PLN
Insert: 2 700 PLN

Discounts:

2 issues: 5% • 3 issues: 10% • 4 issues: 15% • 5 issues: 20% • 6 issues: 30%

- The prices do not include 23% VAT tax. The invoice will be made out in euro.
Conversion rate will be taken from National Bank of Poland on the invoice make-out day.
- All dimensions are given in millimeters (width x height).
- When the advertiser wants to publish some advertisements in layout „page after page”, we have to add to the amount due 10% of the basic advertisement price.
- We must add 10% of the basic price when the advertiser wants to publish an advertisement in a non-standard size or layout.
- We must add 10% of the basic price when the advertiser chooses himself the exact location of his advertisement.
- The advertiser is to cover all bank transfer costs.

Advertising Rules

1. The publisher of OPTYKA, M2 Media s.c., keeps its right to reject the advertisement or the announcement whose content is contrary to our interest or to the nature of the magazine OPTYKA.
2. Printing materials should be prepared in digital format and delivered to our office by a deadline date determined in the editorial schedule. Lack of those materials causes:
 - For the first ad beginning the whole series: lack of the publication and a full charge for an ordered and not delivered ad;
 - For consecutive ad in the series: publishing the last published version.
3. Booking of I, II, III and IV covers and a spread cannot be annulled.
4. An advertiser can cancel a single advertisement or ad series only in writing and only by a deadline date for ad orders determined in the editorial schedule. Cancelling requires return of previously deducted discount. The ad cancellation after advertisement order deadline will prompt the necessity of paying the whole amount for the cancelled advertisement.
5. Invoices are made out on the very same day as the advertisement is published. Due amounts are to get transferred within next 14 days. When overdue, the publisher is able to charge the penal interest and demand discount return.
6. In some exceptional situations, the publisher has the right to demand payment in advance, at the moment of signing an order.
7. The publisher can prepare an ad for the advertiser for an additional fee. Moreover, an advertiser will be supposed to pay an additional fee for copyrights if this prepared ad is used not only in OPTYKA, but also somewhere else.

The cost of an ad design and the cost of copyrights are to establish individually, depending on the ad project and its type.
8. Technical requirements for advertisements are as following:
 - Coloring: CMYK,
 - Definition: 300 dpi,
 - Files only in EPS, PDF and TIF formats (we do not accept files saved as CDR!),
 - One-page ads are supposed to have additional five millimeters on each side.
9. We accept advertising materials delivered as following:
 - e-mail,
 - FTP (host: gazeta-optyka.pl; user: reklama@gazeta-optyka.pl; hasło: klossj23janek),
 - DVD and CD-ROM: ul. Walecznych 36 lok. 1, 03-916 Warsaw, Poland
10. If an advertiser does not deliver a color approval (proof, matchprint, cromalin), neither the publisher, nor the printing house are responsible for color conformity.

Editorial Schedule for 2012

ISSUE	ADVERTISEMENTS ORDER DEADLINE	AD DELIVERY DEADLINE	DISTRIBUTION START
1(13)2012	10 January	20 January	15 February
2(14)2012	10 March	20 March	15 April
3(15)2012	10 May	20 May	15 June
4(16)2012	10 July	20 July	15 August
5(17)2012	10 September	20 September	15 October
6(18)2012	10 November	20 November	15 December