**SAT KURIER – DIGITAL TELEVISION MAGAZINE**

- Bimonthly magazine (6 issues in 2020) + special editions
- Circulation: 10,000 copies
- Number of pages: 64 + 4
- Price: 10 PLN (including VAT of 8%)
- Format: 205 x 290 mm + 3 mm bleed

**SAT KURIER** is a magazine for those interested in the digital television – especially satellite (DTH), cable and terrestrial (DTT). Men aged 17-65 years, including installers and digital television enthusiasts, as well as the TV-SAT companies, broadcasters, satellite and cable television operators are the target group of readers.

**23 YEARS ON THE MARKET IN 2020**

**PROMOTIONAL ADVERTISING PACKAGES IN 2020**

<table>
<thead>
<tr>
<th>Package Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page – min. 3 issues</td>
<td>1,200 EUR/month</td>
</tr>
<tr>
<td>1/1 page + banner on <a href="http://www.satkurier.pl">www.satkurier.pl</a> website for 2 weeks</td>
<td>2,000 EUR/month</td>
</tr>
<tr>
<td><strong>THE SPECIAL PACKAGE</strong></td>
<td></td>
</tr>
<tr>
<td>• 1/1 page in printed magazine</td>
<td></td>
</tr>
<tr>
<td>• banner on <a href="http://www.satkurier.pl">www.satkurier.pl</a> website and on forum.satkurier.pl for 4 weeks</td>
<td></td>
</tr>
<tr>
<td>• advertorial – 2/1 page</td>
<td>4,000 EUR/month</td>
</tr>
</tbody>
</table>

**Specification:**

- Advertising resolution: min. 300 dpi CMYK
- Advertising formats: PDF, TIFF, JPEG
- Ways of advertisements delivery:
  - e-mail: redakcja@satkurier.pl or in the case of large files - FTP

**Notes:**

- In case of poor quality materials, graphic preparation costs 200 EUR/page extra
- We are not responsible for wrong format, no bleed or other errors in preparation of advertising made by Client
- The advertising graphics and text should be kept away from the cutting line by at least 3 mm
- Covers and centerfolds must be ordered in advance, if they are available

**ISSUE** | **DEADLINE**
--- | ---
SAT Kurier 1-2/2020 | 24.01.2020
SAT Kurier 3-4/2020 | 26.03.2020
SAT Kurier 5-6/2020 | 27.05.2020
SAT Kurier 7-8/2020 | 28.07.2020
SAT Kurier 9-10/2020 | 24.09.2020
SAT Kurier 11-12/2020 | 26.11.2020

**CONTACT**

Janusz SULISZ
+48 12 411 15 72  jsulisz@satkurier.pl

**OUR CLIENTS**
Prices of standard advertising in SAT KURIER - 2020

<table>
<thead>
<tr>
<th>Format</th>
<th>Cena netto</th>
</tr>
</thead>
<tbody>
<tr>
<td>I cover (with SAT KURIER logo and the bar code)</td>
<td>5,000 EUR</td>
</tr>
<tr>
<td>II or III cover</td>
<td>2,000 EUR</td>
</tr>
<tr>
<td>IV cover</td>
<td>2,500 EUR</td>
</tr>
<tr>
<td>1/1 page</td>
<td>1,500 EUR</td>
</tr>
<tr>
<td>1/2 page (horizontal or vertical)</td>
<td>900 EUR</td>
</tr>
</tbody>
</table>

Discounts/surcharges

- surcharge for place selection +15%
- surcharge for consecutive advertising +10%
- surcharge for unusual formats +10%
- discount for agencies and media houses -10%

Discounts of up to 20% are possible, but it depend on the existing cooperation and are awarded individually, not automatically. Fixed contracts and price negotiation are possible provided presence in at least three issues. Minimum prices are possible only for long-term partners after 1-2 years of cooperation without a break.

Banners dimensions in flat fee model

<table>
<thead>
<tr>
<th>Format</th>
<th>Net price 2 weeks</th>
<th>Net price 4 weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard 750 x 100 px</td>
<td>2,000 EUR</td>
<td>3,500 EUR</td>
</tr>
<tr>
<td>Wideboard 900 x 100 px</td>
<td>2,200 EUR</td>
<td>3,900 EUR</td>
</tr>
<tr>
<td>Rectangle 160 x 180 px</td>
<td>1,000 EUR</td>
<td>1,800 EUR</td>
</tr>
</tbody>
</table>

satkurier.pl subpages:

- Leaderboard 728 x 90 px | 1,000 EUR | 1,800 EUR |
- Rectangle 300 x 150 px  | 800 EUR   | 1,400 EUR |

Exclusive banner - price increases two times

Payment must be made within 14 days from invoice date on Hollex Sat Systems s.c. account, in case of prepayment - on day before publication. Account no.: in Alior Bank (EUR): PL 34 1050 1445 1000 0090 7165 4967 SWIFT (BIC) INGBPLPW

Janusz SULISZ
+48 12 411 15 72
jsulisz@satkurier.pl