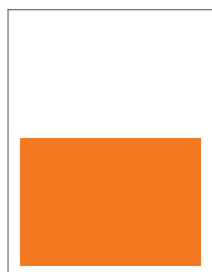


Advertising Price List for valid since **01.01.2023**



1 page with bleed*
230x300 mm
5 600 PLN



1/2 page
197x128 mm
3 500 PLN



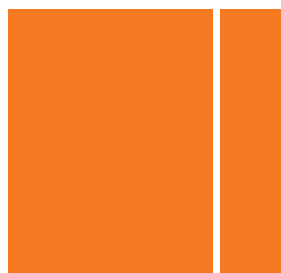
1/3 page
197x83 mm
2 700 PLN



1/3 page
60x255 mm
2 700 PLN



1/4 page
197x64 mm
2 200 PLN



1 page + mini double-sided gatefold with bleed
230x300 mm + 115x300 mm
7 600 PLN



1 page + maxi double-sided gatefold with bleed
230x300 mm + 219x300 mm
10 000 PLN

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

I cover	20 000 PLN	Right page next to the page with advertisers' logos	6 700 PLN
II cover	6 600 PLN	Spread 8-9 pages	11 900 PLN
III ocover	6 000 PLN	Spread	11 100 PLN
IV cover	8 200 PLN	Double-sided glued insert**	13 100 PLN
First page on the right	6 400 PLN	Double-sided glued insert** + mini gatefold	15 000 PLN
Right page next to the editorial	6 700 PLN	Double-sided glued insert** + maxi gatefold	16 300 PLN
Right page next to the contents	6 700 PLN	Insert standard***	Price settled individually

**chalk overlay paper 250 grams, size 230x300 mm

***weight up to 70 grams, max. size 200x290 mm

Discounts!

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

Comments

- 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.

Contact: Magdalena Lis, mlis@gazeta-optyka.pl, mob. +48 533 317 161

Office: MAGMONI Sp. z o.o., ul. Walecznych 36 lok. 1, 03-916 Warszawa, Poland, www.gazeta-optyka.pl

Advertising Rules

1. All editorial contents are under the exclusive control of the editors, basing on the Press Law (Dziennik Ustaw, 07.02.1984). For the avoidance of the reader's doubt about the credibility of the magazine and of the situations in which there is a danger that advertising or special advertising sections could be confused with independent editorial content, editorial board has an obligation to clearly identify the author or the name of the company in order to clarify who bears responsibility for the content of this page.
2. The publisher of **OPTYKA**, M2 Media s.c., keeps the right to reject the advertisement or the announcement if its content is contrary to our interest or to the nature of the magazine **OPTYKA**.
3. Invoices are made out on the very same day as the advertisement is published. Due amounts are to get transferred to our account within next 14 days. When overdue, the publisher is allowed to charge the statutory interest and demand discount return.
4. In some exceptional situations, the publisher has the right to demand payment in advance, at the moment of signing an order.
5. Printing materials should be prepared in a digital form and delivered by the date determined in the editorial schedule. Lack of those materials means:
 - for the first ad beginning the whole series: lack of the publication and a full charge for an ordered and not delivered ad;
 - for the consecutive ad in the series: republishing the last published version.
6. Booking of I, II, III and IV covers and a spread cannot be annulled.
7. 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. Cancellation requires return of a previously deducted discount. The ad cancellation after advertisement order deadline will prompt the necessity of paying the full amount for the cancelled advertisement.
8. 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.
9. If an advertiser does not deliver a color approval (proof, matchprint, cromalin), neither the publisher, nor the printing house are responsible for color conformity.

Technical requirements for advertisements

1. Technical requirements for advertisements are as following:
 - **CMYK** (if an advertiser delivers an ad with Pantone, RGB or LAB elements, our printing house **CHANGES** the coloring for CMYK automatically for the responsibility of the advertiser);
 - resolution **300 dpi**;
 - files should be delivered only in **PDF** or **TIF** format (high-res quality);
 - maximum size of the file: **15 MB**;
 - fonts should be changed into curves;
 - **black** texts **must be 100% black**;
 - files should be closed, without layers;
 - the trim allowance of at least **5 mm** **should be** included in 1-page advertisements from each external edge of the page.
 - net size of 1-page ads is **230 x 300 mm**, to which **5 mm** **should be** added on each side, so the gross size is **240 x 310 mm**;
 - calibration bars and cutting marks have to be put outside trimming area (they can touch the bleeds, but not to cross through them);
 - all significant graphic elements (logos, texts) have to be moved away from the spine at least **18 mm** and from the cutting line of the page at least **15 mm**;
 - maximum ink limit (TAC, TIL) **cannot** exceed **330%**;
 - print finishing (like UV or hot stamping, etc.) should be put on a separate page in the pdf file.
2. If an advertiser does not deliver a color approval (proof, matchprint, cromalin), neither the publisher, nor the printing house are responsible for the color conformity.
3. According to the Press Law (art. 36 ust. 3) we, as the publisher, are responsible for the clear designation of the paid pages, even those like interviews or articles which are sponsored. If they are not marked as sponsored by an advertiser, **we are obliged by law to do that by ourselves**. The reader cannot have doubts about the source and the status (paid or editorial) of the information.
4. We accept advertising materials delivered by:
 - e-mail,
 - FTP server,
 - proofs:
OPTYKA
ul. Walecznych 36/1
03-916 Warszawa
Poland

Editorial Schedule for 2023

optyka Publication dates for 2023				
Issue	Advertisements' orders; editorial deadline	News	Close date; Ready-to-print ads' deadline	Distribution start
1(80)2023	10 January	20 January	25 January	10 February
2(81)2023	10 March	20 March	25 March	10 April
3(82)2023	10 May	20 May	25 May	10 June
4(83)2023	10 July	20 July	25 July	10 August
5(84)2023	10 September	20 September	25 September	10 October
6(85)2023	10 November	20 November	25 November	10 December