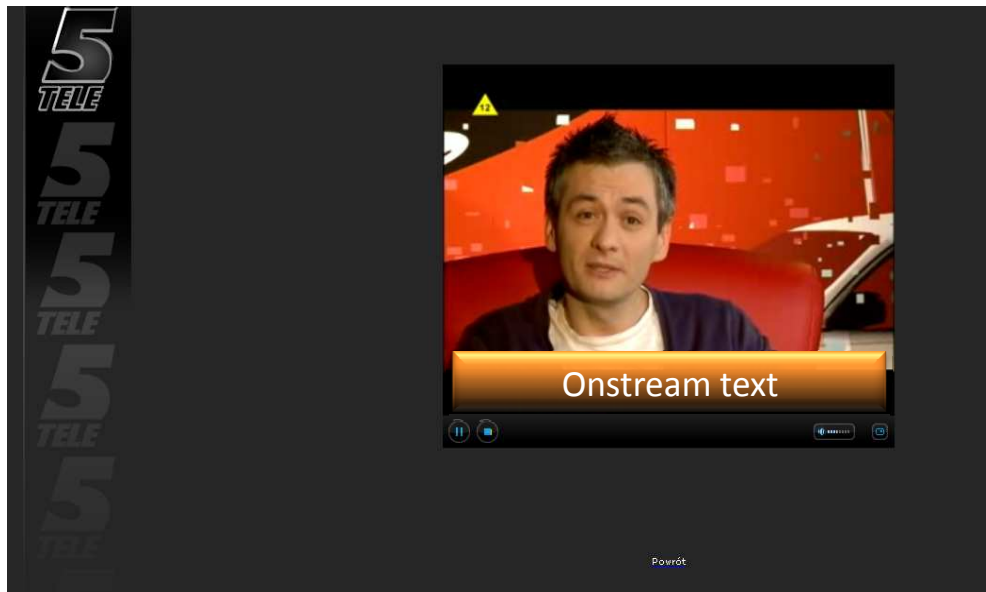
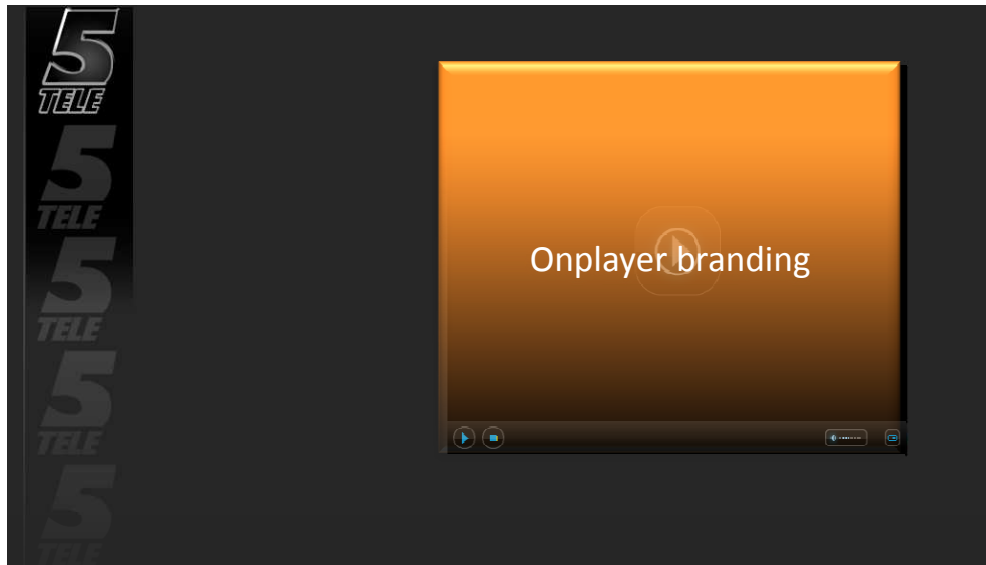


ON WEB – Formy reklamy

The diagram illustrates a website layout with several advertising spots. At the top is a **WIDEBOARD (800x200px)** in an orange bar. Below it is a navigation bar with buttons for PROGRAM, O NAS, KONTAKT, FORUM, DLA PRASY, and PARAMETRY. A vertical sidebar on the left features the '5 TELE' logo. The main content area includes a large **BILLBOARD (750x100px)** at the top, a **MIDDLEBOARD (468x60px)** below it, and a **SKYSCRAPER (160x600px)** on the right side. The bottom section contains a grid of content with three columns: FILMY, SERIALE, and DOKUMENTY. Below this grid are two more **MIDDLEBOARD (468x60px)** spots and a **Mini BOX** at the bottom right. A **RECTANGLE (160x160px)** is also shown on the right side.

- Wideboard
- Billboard
- Skyscraper
- Rectangle
- Middleboard
- Mini box
- Toplayer

ON STREAM – Formy reklamy



- Onplayer branding – reklama na odtwarzaczu multimedii
- Pre-roll – spot reklamowy przed odtwarzaniem multimedii
- Spot Insert – spoty reklamowe odtwarzane w breakach reklamowych streamingu kanału
- Onstream text – link reklamowy pokazujący się w trakcie odtwarzania streamu

Cennik

ROS/CPM	www.tele5.pl	www.itv.net.pl	www.osada.pl	www.ezotv.pl	www.diskostacja.pl	www.eblog.pl	www.mportal.pl	RON	Capping
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ON WEB

Wideboard									
Billboard	40	40	40	40	40	40	40	-25%	+25%
Skyscraper	40	40	40	40	40	40	40	-25%	+25%
Rectangle	35	35	35	35	35	35	35	-25%	+25%
Middleboard	45	45	45	45	45	45	45	-25%	+25%
Mini box	20	20	20	20	20	20	20	-25%	+25%
Toplayer	65	65	65	65	65	65	65	-25%	+25%

ON STREAM

On-player branding	60								+25%
Pre-roll (<15")	50								+25%
Spot Insert (<15")	50								+25%
On-stream text	20								+25%

*Ceny netto PLN za 1000 odsłon