



Technical specification of advertising formats
posted on Infor.pl, Gazetaprawna.pl, Forsal.pl, Dziennik.pl

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General regulations

1. These regulations identify terms and conditions for placement of ads on websites (gazetaprawna.pl, dziennik.pl, forsal.pl and di.com.pl) whose publisher is Infor PL S.A. with its registered office in Warsaw, hereinafter referred to as the Contractor.
2. Further on in these Regulations, the Principal is defined as an entity commissioning the ad.
3. An advertising order submitted by the Principal is the basis for the placement of ads on websites by the Contractor.
4. The terms and conditions for the placement of ads have been specified in advertising orders and these general regulations, hereinafter referred to as the Regulations.
5. Submission of an advertising order implies consent to these regulations for placing ads.
6. The Principal commits itself to submit the advertising order in writing by fax or by email (as a confirmation of a previous booking):
 - a) mailing, standard ads – no later than 3 working days before the scheduled start date of the campaign;
 - b) non-standard ads, rich media, dedicated websites, sponsored articles – no later than 21 working days before the scheduled start date of the campaign;
7. The Principal commits itself to deliver correct advertising materials by electronic means:
 - a) mailing, standard ads – no later than 2 working days before the scheduled start date of the campaign;
 - b) sponsored articles – no later than 7 working days before the scheduled start date of the campaign;
 - c) non-standard ads, rich media, dedicated websites – no later than 16 working days before the scheduled start date of the campaign;
8. All advertising formats designed for release on Infor PL S.A. websites should meet the terms and conditions of the technical specification for advertising formats.
9. In the event of failure to submit correct advertising materials specified in the order, the order shall be deemed performed.
10. The Contractor verifies advertising materials in terms of their compliance with the technical specification and, in the event of non-compliance, may not allow or discontinue their release. Should materials be found inconsistent with the specification, the advertiser is committed to deliver materials consistent with the specification of Infor PL S.A.
11. The display of an ad on websites does not mean that Infor PL S.A. has determined that the ad complies with the technical specification.
12. Regardless of the content of the submitted order, the Contractor reserves the right to refuse to release an ad if it believes that the delivered materials fail to meet technical parameters that are an integral part of these Regulations.
13. The Contractor holds the right to refuse to release ads if their content or format stands in conflict with the programming policy or the profile of the website or due to an

inappropriate or injurious nature of advertising materials. It also reserves the right to refuse to release or cease to release any ad, if it deems it to be disruptive or injurious to website users. In addition, the Principal has the right to refuse to release an ad, if it is illegal or violates the regulations in force.

14. The Contractor will notify the Principal in writing of its refusal to release an ad no later than 2 business days after the date of receipt of the contested materials.
15. The Contractor is not liable for any delays in the display of the campaign resulting from the Principal's failure to provide content that conforms to the specification within the stipulated timeframe.
16. Should content be provided in flash or rich media format, it is necessary to submit an alternative version of the ready-to-use content in a simple graphic format (jpg, gif, animated gif) to be displayed when the browser prevents the display of content in more advanced formats. Advertising materials delivered in a compressed format should be compressed in zip. format.
17. Cancellation of the order at a later date than:
 - a) 2 working days before the release of standard ads/ mailing;
 - b) 7 working days before the release of a sponsored article, non-standard ad, rich media, dedicated websites; the Contractor holds the right to charge the Principal with 100% of the agreed advertising fee.

Regulations relating to ads

1. Advertising materials (files) should be named in line with the following template: ***advertiser/campaign_name_size.extension*** e.g.: ***infor_biznes_160x600.jpg***
2. File names can contain only alphanumeric characters without Polish characters.
3. Implementation of mechanisms that track user interactions is prohibited.
4. It is also prohibited to modify or read cookies.
5. The advertising material must not cause errors.
6. The advertising material cannot interfere with operations of the website on which it is displayed.
7. Sound in ads:
 - a) audio in ads can only be played following an action performed by the user (click);
 - b) if the ad comes with the sound, it should provide an option to have it activated and deactivated.
8. The advertiser is accountable for the technical design of the ad, audio file functionality and its adequate performance.
9. Expanding the ad:
 - a) the ad may be expanded to a standard size when you hover over or click on it (sizes of individual ads have been specified in the specification below);
 - b) the ad must collapse when you move away from the ad or click. In the latter case, the ad should contain the "COLLAPSE" or "CLOSE" text or the "X" button in its top right hand corner. The minimum size of the close button is 14x14 pixels. The minimum font height in the word "CLOSE" is 12 pixels.

Overall information Image

1. Admissible file format: gif, jpg.
2. Detailed specification of each format is available in the specification below.

Overall information html

1. Due to its diversity, after its provision by the client, HTML5 serving code must be each time tested and approved by the Publisher. All ready-to-use advertising materials essential to launch the campaign must be delivered no later than 5 working days before their display.
2. The handbook with guidelines on the optimum ad design in HTML5 is available [HERE](#) or the [official IAB website](#) (English version).
3. The overall performance of the ad must comply with the requirements described in the technical specification for a given format. None of its elements may interfere with operations of the Publisher's website or other ads.
4. Code elements:
 - a) Elements of HTML5 ad code include: the HTML file, scripting libraries (JavaScript), style sheet files with unique names (CSS3), graphics, and optional elements such as video and rich media. All elements must be submitted in the format of a compressed .zip. file;
 - b) all components of the code must be hosted entirely by the Partner, e.g. Doubleclick, or entirely on the Publisher's servers;
 - c) if the weight of the ad (including the downloaded code) exceeds standard weight (including JavaScript libraries), the client shall pay the standard additional charge for exceeding the ad weight specified in the price list;
 - d) ads must be designed to be displayed in the RWD technology (correct performance when container/ browser window sizes changes);
 - e) ads cannot use jQuery libraries;
 - f) the code must be compliant with Friendly iFrame;
 - g) The code must be able to support variables that count clicks in the Publisher's display systems. This may be enabled, for example, by the clickTag method;
 - h) in order to read parameters transferred to the ad (including click measurement scripts), please attach the following code to the beginning of the of <body> of the ad code:

```
<script type="text/javascript">
var parsed = (document.location.href.split('#')[1]||'').split('&');
var params = parsed.reduce(function (params, param) {
var param = param.split('=');
params[param[0]] = decodeURIComponent(param.slice(1).join('='));
return params;
}, {});
</script>
```

The ad in the main HTML file should feature a variable to which the ad's target address may be transferred. Assigned to this variable should be the value read from the parameters transferred automatically to the ad which is located in the variable params.clickTag (after executing the parameter-reading code). Presented below is an example where the target address should be assigned to the global variable clickTag:

```
<script>
...
//place the address of the landing page in the variable clickTag, e.g.:
//clickTag='https://www.gemius.pl';
clickTag=params.clickTag; //transfers the value read from the parameters
...
</script>
```

5. HTML5 copies are incompatible with Internet Explorer browser version 8 and earlier versions. Ad display in these browsers will be deactivated.
6. The Publisher does not provide data related to user's interaction within a HTML5 ad. Such functionality should be ensured by the ad's code.
7. First loading time of the ad is the universal point for measuring ad display.
8. In case of drop-down ads containing a video or non-standard ads, the Publisher reserves the right to identify additional requirements that must be met before release.
9. Standard CPU load requirements apply to HTML5 ads:
 - a) ads, regardless of their type, must not overload the GPU to an extent that significantly impedes functionalities of other apps on the computer. A standard computer equipped with a single-core GPU clocked at 2 GHz is used to determine the load on the GPU;
 - b) ads permanently present on the website (e.g. billboards, half-pages - standard, drop-down, etc.) may load a standard computer at max. 30%;
 - c) ads that may be closed by the user (toplayers, etc.) may load a standard computer at max. 40%.
 - d) the permitted temporary increase in the load of a GPU of a standard computer is up to twice the value of the standard load or up to 60% of the load for advertising formats permanently present on the website and up to 80% for drop-down advertising formats, respectively, if the increase lasts 2 seconds and takes place only once during at least 10 seconds of animation.

Specification of ad products

1. Billboard

OVERVIEW: A graphic ad positioned at the top or under the website menu. It may be static or animated.

SIZE	FILE FORMAT	WEIGHT
750x100px	JPG, PNG, GIF	up to 40 kB
	HTML	up to 150 kB

PLACEMENT: Dziennik.pl, Forsal.pl, Gazetaprawna.pl, Infor.pl*

[Ad preview Dziennik.pl](#)

[Ad preview Forsal.pl](#)

[Ad preview Gazetaprawna.pl](#)

[Ad preview Infor.pl](#)

* not displayed on Infor.pl home page

2. Double Billboard

OVERVIEW: A graphic ad positioned at the top or under the website menu. It may be static or animated.

SIZE	FILE FORMAT	WEIGHT
750x200px	JPG, PNG, GIF	up to 50 kB
	HTML	up to 150 kB

PLACEMENT: Dziennik.pl, Forsal.pl, Gazetaprawna.pl, Infor.pl*

[Ad preview Dziennik.pl](#)

[Ad preview Forsal.pl](#)

[Ad preview Gazetaprawna.pl](#)

[Ad preview Infor.pl](#)

* not displayed on Infor.pl home page

3. Triple Billboard

OVERVIEW: A graphic ad positioned at the top or under the website menu. It may be static or animated.

SIZE	FILE FORMAT	WEIGHT
750x300px	JPG, PNG, GIF	up to 60 kB
	HTML	up to 150 kB

PLACEMENT: Dziennik.pl, Forsal.pl, Gazetaprawna.pl, Infor.pl*

[Ad preview Dziennik.pl](#)

[Ad preview Forsal.pl](#)

[Ad preview Gazetaprawna.pl](#)

[Ad preview Infor.pl](#)

* not displayed on Infor.pl home page

4. Wideboard

OVERVIEW: A graphic ad positioned at the top of the website. It may be static or animated.

SIZE	FILE FORMAT	WEIGHT
970x200px	JPG, PNG, GIF	up to 60 kB
	HTML	up to 150 kB

PLACEMENT: Dziennik.pl, Forsal.pl, Gazetaprawna.pl, Infor.pl*

[Ad preview Dziennik.pl](#)

[Ad preview Forsal.pl](#)

[Ad preview Gazetaprawna.pl](#)

[Ad preview Infor.pl](#)

* not displayed on Infor.pl home page

5. Double Wideboard

OVERVIEW: A graphic ad positioned at the top of the website. It may be static or animated.

SIZE	FILE FORMAT	WEIGHT
970x300px	JPG, PNG, GIF	up to 60 kB
	HTML	up to 150 kB

PLACEMENT: Dziennik.pl, Forsal.pl, Gazetaprawna.pl, Infor.pl*

[Ad preview Dziennik.pl](#)

[Ad preview Forsal.pl](#)

[Ad preview Gazetaprawna.pl](#)

[Ad preview Infor.pl](#)

* not displayed on Infor.pl home page

6. Mega Double Wideboard

OVERVIEW: A graphic ad positioned at the top of the website. It may be static or animated.

SIZE	FILE FORMAT	WEIGHT
1140x300px	JPG, PNG, GIF	up to 60 kB
	HTML	up to 150 kB

PLACEMENT: Dziennik.pl, Forsal.pl, Gazetaprawna.pl, Infor.pl*

[Ad preview Dziennik.pl](#)

[Ad preview Forsal.pl](#)

[Ad preview Gazetaprawna.pl](#)

[Ad preview Infor.pl](#)

* not displayed on Infor.pl home page

7. Megaboard

OVERVIEW: A graphic ad positioned at the top of the website. It may be static or animated.

SIZE	FILE FORMAT	WEIGHT
1140x600px	JPG, PNG, GIF	up to 100 kB
	HTML	up to 150 kB

PLACEMENT: Dziennik.pl, Forsal.pl, Gazetaprawna.pl, Infor.pl*

[Ad preview Dziennik.pl](#)

[Ad preview Forsal.pl](#)

[Ad preview Gazetaprawna.pl](#)

[Ad preview Infor.pl](#)

* not displayed on Infor.pl home page

8. Multiscreening

OVERVIEW: A graphic ad positioned at the top of the website. It may be static or animated. Multiscreening integrates the main banner with website margins.

SIZE	FILE FORMAT	WEIGHT
750x200px	JPG, PNG, GIF	up to 50 kB
	HTML	up to 150 kB
750x300px, 970x200px, 970x300px, 1140x300px	JPG, PNG, GIF	up to 60 kB
	HTML	up to 150 kB
1140x600px	JPG, PNG, GIF	up to 100 kB
	HTML	up to 150 kB

Wallpaper:

Each website has a different structure. While creating a wallpaper, you should take into consideration the width of the content and the protective area in the format of a static top bar. Content width for websites stands at:

- gazetaprawna.pl – 1176px
- dziennik.pl – 1176px
- forsal.pl – 1176px

- infor.pl –1200px

Protection area of the menu bar with the height of:

- dziennik.pl: 200px
- forsal.pl: 250px
- gazetaprawna.pl: 300px
- infor.pl: 113px

SIZE	FILE FORMAT	WEIGHT
1920x1080px	JPG, PNG, GIF	up to 160 kB

PLACEMENT: Dziennik.pl, Forsal.pl, Gazetaprawna.pl, Infor.pl*

[Ad preview Dziennik.pl](#)

[Ad preview Forsal.pl](#)

[Ad preview Gazetaprawna.pl](#)

[Ad preview Infor.pl](#)

* not displayed on Infor.pl home page

9. 300 panel

OVERVIEW: A graphic ad positioned at the top of the website. It may be static or animated. Displayed only on the home page of the website.

SIZE	FILE FORMAT	WEIGHT
1140x300px	JPG, PNG, GIF	up to 60 kB
	HTML	up to 150 kB

PLACEMENT: Home pages of websites – Dziennik.pl, Forsal.pl, Gazetaprawna.pl, Infor.pl

[Ad preview Dziennik.pl](#)

[Ad preview Forsal.pl](#)

[Ad preview Gazetaprawna.pl](#)

[Ad preview Infor.pl](#)

10. 600 panel

OVERVIEW: A graphic ad positioned at the top of the website. It may be static or animated. Displayed only on the home page of the website.

SIZE	FILE FORMAT	WEIGHT
1140x600px	JPG, PNG, GIF	up to 60 kB
	HTML	up to 150 kB

PLACEMENT: Home pages of websites – Dziennik.pl, Forsal.pl, Gazetaprawna.pl, Infor.pl

[Ad preview Dziennik.pl](#)

[Ad preview Forsal.pl](#)

[Ad preview Gazetaprawna.pl](#)

[Ad preview Infor.pl](#)

11. A banner inserted in an article

OVERVIEW: A graphic ad positioned under the lead of an article. It may be static or animated. Displayed exclusively on pages featuring articles.

SIZE	FILE FORMAT	WEIGHT
650x200px, 750x200px	JPG, PNG, GIF	up to 50 kB
	HTML	up to 150 kB

PLACEMENT: Articles on website pages – Dziennik.pl, Forsal.pl, Gazetaprawna.pl

[Ad preview Dziennik.pl](#)

[Ad preview Forsal.pl](#)

[Ad preview Gazetaprawna.pl](#)

12. Main Branding

OVERVIEW: A drop-down advertising format positioned in the upper part of the website, above the navigation bar. It consists of three elements in JPG format: the basic bar (1920x100px), an expanded ad (1920x450px) and a scrolling ad (1920x50px).

Each ad must come with two separate JPG files enclosed: 152x42px "EXPAND" and "COLLAPSE" buttons.

While designing an ad, please keep in mind that the protection area of both of its sides should be maintained. "EXPAND" and "COLLAPSE" buttons will be embedded by the publisher in the right bottom corner of the ad. No phone number, website address, description of the website sponsor, sponsor of the day, website partner may be placed on the ad.

A detailed overview of the layout of ad elements has been presented on diagrams. The blue field (1180px) is the area of the main advertising claim. The grey area is the so-called protection area which may not be visible for users with low resolutions; this area should form the background/ filler of the ad.

Bars:

SIZE	FILE FORMAT	WEIGHT
1920x100px / 1920x450px / 1920x50px	JPG, PNG, GIF	up to 200 kB

Buttons:

SIZE	FILE FORMAT	WEIGHT
152x42px	JPG, PNG, GIF	up to 10 kB

PLACEMENT: Dziennik.pl, Forsal.pl, Gazetaprawna.pl, Infor.pl

[Ad preview Dziennik.pl](#)

[Ad preview Forsal.pl](#)

[Ad preview Gazetaprawna.pl](#)

[Ad preview Infor.pl](#)

13. Rectangle desktop

OVERVIEW: A 300x250 pixel ad displayed in the right-hand column of the page and under the article.

SIZE	FILE FORMAT	WEIGHT
300x250px	JPG, PNG, GIF	up to 50 kB
	HTML	up to 150 kB

PLACEMENT: Dziennik.pl, Forsal.pl*, Gazetaprawna.pl*, Infor.pl*

[Ad preview Dziennik.pl](#)

[Ad preview Forsal.pl](#)

[Ad preview Gazetaprawna.pl](#)

[Ad preview Infor.pl](#)

* not displayed on Forsal.pl, Gazetaprawna.pl, Infor.pl home page

14. Halfpage desktop

OVERVIEW: A 300x600 pixel ad displayed in the right-hand column of the page.

SIZE	FILE FORMAT	WEIGHT
300x600px	JPG, PNG, GIF	up to 60 kB
	HTML	up to 150 kB

PLACEMENT: Dziennik.pl, Forsal.pl*, Gazetaprawna.pl*, Infor.pl*

[Ad preview Dziennik.pl](#)

[Ad preview Forsal.pl](#)

[Ad preview Gazetaprawna.pl](#)

[Ad preview Infor.pl](#)

* not displayed on Forsal.pl, Gazetaprawna.pl, Infor.pl home page

15. Rectangle mobile

OVERVIEW: An ad in the form of a rectangle with dimensions of 300x250 pixels displayed in the centre of the page. It may be static or animated.

SIZE	FILE FORMAT	WEIGHT
300x250px	JPG, PNG, GIF	up to 50 kB

	HTML	up to 100 kB
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PLACEMENT: Main website pages – Dziennik.pl, Forsal.pl, Gazetaprawna.pl, Infor.pl

[Ad preview Dziennik.pl](#)

[Ad preview Forsal.pl](#)

[Ad preview Gazetaprawna.pl](#)

[Ad preview Infor.pl](#)

* mobile previews should be checked on a phone or using a mobile responsive browser preview

16. Halfpage mobile

OVERVIEW: An ad in the form of a rectangle with dimensions of 300x600 pixels or 335x280 pixels displayed in the centre of the page. It may be static or animated.

SIZE	FILE FORMAT	WEIGHT
300x600px, 336x280px	JPG, PNG, GIF	up to 60 kB
	HTML	up to 100 kB

PLACEMENT: Dziennik.pl, Forsal.pl, Gazetaprawna.pl, Infor.pl

[Ad preview Dziennik.pl](#)

[Ad preview Forsal.pl](#)

[Ad preview Gazetaprawna.pl](#)

[Ad preview Infor.pl](#)

* mobile previews should be checked on a phone or using a mobile responsive browser preview

17. Sticky Ad mobile

OVERVIEW: Sticky Ad is a bar attached to the bottom of the screen that follows the user while browsing the page. In the upper right corner there is an X button to close the ad. The ad is displayed by default with capping 1.

SIZE	FILE FORMAT	WEIGHT
320x50px	JPG, PNG, GIF	up to 40 kB

PLACEMENT: Dziennik.pl, Forsal.pl, Gazetaprawna.pl, Infor.pl

[Ad preview Dziennik.pl](#)

[Ad preview Forsal.pl](#)

[Ad preview Gazetaprawna.pl](#)

[Ad preview Infor.pl](#)

* mobile previews should be checked on a phone or using a mobile responsive browser preview

18. Preroll (Instream)

OVERVIEW: Video In-Stream is a video ad displayed in a player with editorial video content. Pre-roll is displayed before the editorial video, and the editorial video is displayed after it ends. The minimum acceptable resolution is 1280x720 pixels; the recommended resolution is 1920x1080 pixels.

In case of codes: Codes compliant with VAST 3.0 or 4.0 supporting SSL (https) communication.

Format: MP4

Maximum weight: 30 MB

Clip duration: 15 or 30 seconds

Proportions: 16:9

Bitrate: min. 2000 kbps, recommended 4000 kbps

Video codec: H.264

Audio codec: AAC

FPS: min. 25 FPS, recommended 60 FPS

PLACEMENT: Dziennik.pl, Forsal.pl, Gazetaprawna.pl, Infor.pl (exclusive of SG)

19. Video Out-Stream

Video Out-Stream is a video ad displayed in the content of the article; the advertising space disappears when video has been displayed.

A format available on gazetaprawna.pl, dziennik.pl, forsal.pl (exclusive of SG), infor.pl.

Maximum VIDEO weight: 30 MB

Resolution: min. 640x480px, max. 1920x1080px

Proportions: 16:9

File format: mov, mp4, mpeg

Video duration: up to 30 seconds

Codec: any codec, except for: ProRes 4444, HDV 720p60, Go2 Spotkanie 3 and 4, ER AAC LD, redCode

20. Mailing

Required coding: UTF-8

Ad language: HTML5 (ZIP)

Maximum total mailing weight: 100 kB

In addition to content, it is essential to enclose the following information to distributed mailing:

1. advertiser's details: full name, address
2. email subject
3. name of the email's sender

4. test addresses

A HTML ad should be prepared as follows:

1. the visual should be placed in a catalogue /img
2. mailing should be delivered in "tables" (using the <table> selector and *cellspacing*, *cellpadding* markers plus *border* with values "0");
Mailing created with <div> selectors cannot be displayed correctly in the inbox;
3. styles cannot be downloaded from an external source; they must be saved in a html file; JavaScript, frames and dynamic HTML elements cannot be placed in HTML code;
4. graphic elements, e.g. background cannot be placed in styles (selected mailing software struggles with downloading these visuals);
5. all values *width*, *height*, *class*, etc. should be placed in markers " " e.g. width="100", <p class="style1">content</p>;
6. the redirecting link should be compliant with the "https" protocol; the ad should be linked by the client;
7. we recommend to keep the title of the mailing shorter than 60 characters (including spaces);
8. recommended mailing width is 650px.

NOTE: HTML mailing with external images, open offline will not download images – a blank space will be left. We recommend using downloaded elements as sparsely as possible.

After dispatching test mailing, please confirm your approval of:

1. technical aspects (correctness of own measuring codes, if any);
2. graphic aspects (does the test conform to the original ad).

Infor.pl does not guarantee the correct display of HTML ads for all clients and email systems, especially Lotus and Gmail (Google Mail) systems.

Infor PL S.A. ensures mailing rollout and monitoring.

The creator of the ad ensures compatibility of the ad with popular mail systems available on the market (Outlook Express, Outlook MS, Mozilla Thunderbird), especially Lotus systems.

Email inboxes may have problems with reading CSS styles correctly.

21. Partner/ sponsored article

Number of characters, including spaces: 5,000

Number of characters in the title: up to 40

Article content: should be related to the theme of the website

The content of the article should be delivered in a text file (.txt) or MS Word (.docx) format, while graphic forms should be delivered as jpg/gif files.

If the article contains links, they should be embedded in the text or MS Word file.

Linking in articles should come only with the "nofollow" attribute.

When work on commissioned texts comes to an end and texts are not placed within 30 days due to the client's fault, INFOR PL S.A. Group holds the right to invoice 50% of the value of the order.

The article may contain up to 3 graphic elements. Each graphic element may weight up to 50 kB Graphic format: .jpg or .png

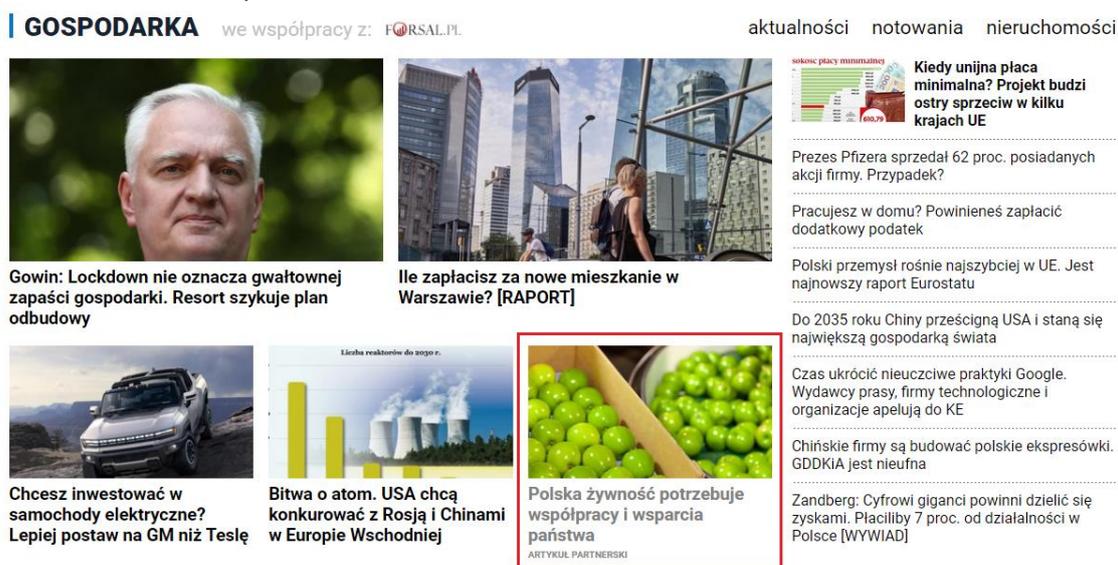
Partner/ sponsored articles may contain:

- **a photo gallery**
- **a video (from the client or a dedicated short statement)**
- **Quiz**
- **infographics or video graphics**
- **may also contain words (max. 5) that will link to the client's LP/website or include a link under the article**

Partner and sponsored articles may be promoted with a box on the website's home page for up to 7 days. Boxes promoting the article are embedded in editorial modules placed permanently on the website.

PLACEMENT: Dziennik.pl:

GOSPODARKA we współpracy z: FORSAL.PL aktualności notowania nieruchomości



Gowin: Lockdown nie oznacza gwałtownej zapaści gospodarki. Resort szykuje plan odbudowy

Ile zapłacisz za nowe mieszkanie w Warszawie? [RAPORT]

Kiedy unijna płaca minimalna? Projekt budzi ostry sprzeciw w kilku krajach UE

Prezes Pfiżera sprzedał 62 proc. posiadanych akcji firmy. Przypadek?

Pracujesz w domu? Powinieneś zapłacić dodatkowy podatek

Polski przemysł rośnie najszybciej w UE. Jest najnowszy raport Eurostatu

Do 2035 roku Chiny prześcigną USA i staną się największą gospodarką świata

Czas ukrócić nieuczciwe praktyki Google. Wydawcy prasy, firmy technologiczne i organizacje apelują do KE

Chińskie firmy są budować polskie ekspresówki. GDDKIA jest nieufna

Zandberg: Cyfrowi giganci powinni dzielić się zyskami. Płaciliby 7 proc. od działalności w Polsce [WYWIAD]

Chcesz inwestować w samochody elektryczne? Lepiej postaw na GM niż Teslę

Bitwa o atom. USA chcą konkurować z Rosją i Chinami w Europie Wschodniej

Polska żywność potrzebuje współpracy i wsparcia państwa
ARTYKUL PARTNERSKI

PLACEMENT: Forsal.pl:

TRANSPORT

Drogi | Kolej | Lotnictwo | Galerie



W październiku Lotnisko Chopina obsłużyło tylko 323 tys. pasażerów. To spadek o 80,9 proc. r: r

Z usług stołecznego portu skorzystało w październiku br. 323 tys. pasażerów, co oznacza spadek o 80,9 proc. r/r. W ubiegłym miesiącu na Lotnisku Chopina wykonano 5,3 tys. pasażerskich operacji lotniczych – jest to o 66,4 proc. mniej niż w analogicznym okresie ubiegłego roku, podał port lotniczy.



Kto zdobędzie kontrakt na master plan CPK? Chętne są trzy konsorcja inżynieryjne



Chińskie firmy są budować polskie ekspresówki. GDDKiA jest nieufna



Jeep Renegade 4xe i Compass 4xe już w Polsce. Nowe SUV-y zawstydzą silnik Diesla



Wodór to przyszłość energetyki? I tak, i nie [OPINIA]



Państwa rzucają koła ratunkowe liniom lotniczym



Premio wybrana najlepszą siecią serwisów w Polsce. Sieć wprowadza sprzedaż opon online

ARTYKUL PARTNERSKI

22. Partner/ sponsored module

A **partner/ sponsored module** is a small block of a text consisting of several articles that share the same topic or are related to the same event (e.g. a conference).

www.dziennik.pl website:

- a 3-element module placed on the website's home page above "Polecamy" (We Recommend) module
- it comes with an editable title that may be linked to any given element (website, a separate LP, pdf)
- the module is responsive (desktop + mobile)

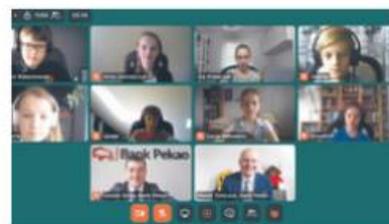
| DGP NA DZIEŃ DZIECKA



Potrzebny głos dzieci.
Wystarczy posłuchać



Jak pandemia wpłynęła na relacje rodzinne?



Finansowe czary-mary, czyli dzieci (i dorośli) o bankach

- a 4-element module placed on the website's home page below "Technologie" (Technologies) module
- it comes with an editable title that may be linked to any given element (website, a separate LP, pdf)
- a tag may be added - a partner or sponsored module, a partner's logotype may be also added (only in desktop version, up to 3 logotypes)
- the module is responsive (desktop + mobile)

WARTO WIEDZIEĆ moduł partnerski



The screenshot shows a website module with the title "WARTO WIEDZIEĆ moduł partnerski". It contains four content cards:

- Card 1:** Image of a video conference. Text: "DGP na Dzień Dziecka. Energia będzie coraz bardziej ekologiczna".
- Card 2:** Image of a video conference. Text: "DGP na Dzień Dziecka. Finansowe czary-mary, czyli dzieci (i dorośli) o bankach".
- Card 3:** Image of a person standing in a large, glowing sphere. Text: "Tarcza ratuje miejsca pracy".
- Card 4:** Image of a red cube with a person on top. Text: "Nowy świat. Nowy rodzaj wydarzenia. 3 sierpnia 2020 100% online. Impact re:action".

www.forsal.pl website:

- a 5-element module placed on the website's home page; module positioning depends on its contents; it must be agreed each time with the website's editorial team;
- it comes with an editable title that may be linked to any given element (website, a separate LP, pdf)
- a tag may be added - a partner or sponsored module, a partner's logotype may be also added (only in desktop version, up to 3 logotypes)
- the module is responsive (desktop + mobile)

CYFRYZACJA PODATKÓW akcja partnerska



The screenshot shows a website module with the title "CYFRYZACJA PODATKÓW akcja partnerska". It contains five content cards:

- Card 1:** Image of a group of people sitting on the ground. Text: "Erdogan: Kraje Unii Europejskiej depczą prawa człowieka atakując migrantów".
- Card 2:** Image of gold coins and blocks labeled "VAT". Text: "UE czasowo znosi opłaty celne i VAT na import środków medycznych".
- Card 3:** Image of nuclear power plant cooling towers. Text: "Program uruchomienia energetyki nuklearnej pochłonie 60 mld zł w ciągu 20 lat".
- Card 4:** Image of a person holding a scale with "TAX" written on it. Text: "Prośba o ulgę zablokuje skarbową kontrolę i egzekucję".
- Card 5:** Image of a man speaking at a podium. Text: "Pierwszy systemowy reset władzy Zełenskiego. Zmiany w ukraińskim rządzie".

- a 7-element module placed on the website's home page; module positioning depends on its contents, to be agreed each time with the website's editorial team;
- it comes with an editable title that may be linked to any given element (website, a separate LP, pdf)
- a tag may be added - a partner or sponsored module, a partner's logotype may be also added (only in desktop version, up to 3 logotypes)

- the module is responsive (desktop + mobile)

AKCJA SPECJALNA

akcja partnerska



Prawo | Podatki | PIT



Nowy przypadek koronawirusa w hotelu na Teneryfie. Komplikuje się ewakuacja

Ewakuacja turystów z hotelu na Teneryfie skomplikowała się po wykryciu nowego przypadku koronawirusa – podała dziennik "El Confidencial". Rzeczniczka lokalnego rządu ds. zdrowia Veronica Martinez powiedziała w środę PAP, że "nic się nie zmieniło i wyjazdy gości są kontynuowane".



Dymisja premiera Ukrainy. Parlament przyjął jego rezygnację



Banki i fintechy – korporacyjna rzeczywistość, a dążenie do innowacji



Miasta z przyszłością na prąd



KE wprowadziła cła antidumpingowe na część produktów stalowych z Chin



Polacy zazielenią produkcję stali



Lufthansa uziemi 150 samolotów z powodu koronawirusa

MATERIAŁY PARTNERSKIE

akcja partnerska przy współpracy



Kredyty | Konta | Lokaty

Sieć Badawcza Łukasiewicz wyjeżdża na drogi

Sieć Badawcza Łukasiewicz ma w swoich strukturach instytuty od lat budujące innowacje w elektromobilności. Przyszedł czas na mariaż kompetencji, m.in. pogłębionej analityki i budowy napędów, z dużym i mniejszym biznesem



W Niemczech ruszyła pierwsza stacja paliw pod marką Orlen



Departament Stanu USA zgodził się na sprzedaż Polsce wyrzutni Javelin



Koronawirus w Szwajcarii: Gwałtowny wzrost liczby zainfekowanych. 33 osoby zmarły



Henkel wprowadził program pomocowy w związku z COVID-19, wesprze także Polskę



MR: Szacowany spadek sprzedaży produkcji przemysłowej o ok. 5 proc. rdr w marcu



Rząd chce utworzenia specjalnego funduszu gwarancyjnego w BGK

www.gazetaprawna.pl website:

- the module may consist of 4, 6 or 8 elements; module positioning depends on its contents, to be agreed each time with the website’s editorial team;
- it comes with an editable title that may be linked to any given element (website, a separate LP, pdf)
- a tag may be added - a partner or sponsored module
- a bar with partners’ logotypes may be positioned under the module
- the module is responsive (desktop + mobile)

25. RANKING FIRM TSL

Moduł partnerski



Epidemia to test odporności i profesjonalizmu firm



Sytuacja gospodarcza w okresie pandemii. Zmiany architektury łańcucha dostaw



Bezpieczeństwo nie tylko na dziś



Niewykorzystany potencjał na Wschodzie



Biznes w świecie, jakiego nie znamy



Nowe realia eksportu polskiej branży DIY

23. Newsletter

SIZE	FILE FORMAT	WEIGHT
750x200px	JPG, PNG, GIF	up to 30 kB