

The screenshot shows the homepage of tworzywaonline, a Polish plastic portal. At the top, there is a navigation bar with the logo, a search bar, and a menu with categories: Rynek, Środowisko, Surowce, Maszyny, Technologie, Organizacje, and Kwartalnik Tworzywa. Below the navigation bar, there are three main sections: Horizontal Billboard 1 (H1), a grid of news articles, and Horizontal Billboard 2 (H2). The H1 section features a large 'H1' label and a '1200x160px' dimension. The grid of news articles is organized into columns for 'Surowce', 'Maszyny i urządzenia', and 'Technologie'. Below this grid are three boxes labeled 'Box 1 home B1', 'Box 2 home B2', and 'Box 3 home B3', each with a '380x220px' dimension. The bottom section includes Horizontal Billboard 3 (H3) and a 'Polecamy' (We recommend) section. The entire layout is presented in a clean, professional style with a light gray background and clear typography.

Simply and just to the point...

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► Our new website **TWORZYWA.ONLINE** for plastics processors in Poland, created with passion and commitment, is prepared by the experienced editors of **TWORZYWA** magazine. This respected magazine has been on the market since 2000, which provides a solid basis for delivering reliable and up-to-date information on the industry.

► Our web portal **TWORZYWA.ONLINE** is characterised by a simple and intuitive structure, focusing mainly on two key areas: fresh news from the plastics processing industry and a dynamic goods marketplace. Thanks to this simplified structure, users can easily find the most important information, allowing them to keep up to date with the latest trends and events in the sector.

► **TWORZYWA.ONLINE**'s editorial team maintains close cooperation with the largest trade fair in Central Europe, **PLASTPOL**. Thanks to this close relationship, our platform is becoming an excellent new promotional tool for companies involved in plastics processing. Advertising in the renowned **TWORZYWA** magazine and on the state-of-the-art **TWORZYWA.ONLINE** portal enables effective coordination of advertising activities, providing our partners with significant promotional benefits and access to a wide range of industry specialists.

The screenshot displays the 'tworzywaonline' website interface. At the top right, there are navigation buttons for 'Gielda B2B' and 'Panorama branży', along with a search icon. The main content area features two 'Horizontal Billboard' designs, both sized at 1200x160px.

Horizontal Billboard 1 – homepage (H1): This design includes a dark navigation bar with links for 'Rynek', 'Środowisko', 'Surowce', 'Maszyny', 'Technologie', 'Organizacje', and 'Kwartalnik Tworzywa'. Below the navigation bar are three featured news items with images: a gavel and scales for 'PZPTS ZABRAŁO GŁOS W SPRAWIE NIEKTÓRYCH ZAPISÓW PPWR', a globe with a butterfly for 'PLASTICS EUROPE W SPRAWIE GLOBALNEGO TRAKTATU', and people holding signs for 'W NAIROBI WAŻĄ SIĘ LOSY TWORZYW SZTUCZNYCH'. To the right is a 'Wiadomości' section with a 'WIĘCEJ' link and a list of news items.

Horizontal Billboard 2 – homepage (H2): This design features a 'SEKCYJA' header and three columns of news items, each with a 'WIĘCEJ' link:

- Surowce**: 'Amcor wykorzysta regranulat firmy NOVA Chemicals' (TAGI: AMCOR, NOVA CHEMICALS, RECYKLING, RPE)
- Maszyny i urządzenia**: 'Dopak rozszerza ofertę o linie do regranulacji' (TAGI: ALTERO RECYCLING MACHINERY, DOPAK, LINIE DO REGRANULACJI); 'Arburg zmagają się z trudnościami na rynku maszyn' (TAGI: ARBURG, MASZYNY)
- Technologie**: 'Pyrowave wprowadza nanoczyszczenie tworzyw' (TAGI: ODPADY, PYROWAVE, RECYKLING); 'Powstało nowe, mocne, samonaprawiające się tworzywo' (TAGI: BADANIA); 'Papierowe słomki zagrożeniem dla zdrowia?' (TAGI: BADANIA)

Simply and just to the point...

▶ Thanks to the long-standing activities of TWORZYWA magazine, as the new portal TWORZYWA.ONLINE we have a solidly built address base, which is our great asset. Our presence in the market has allowed us to build relationships with key players and specialists in the industry. The address database is not only proof of our experience, but also an excellent opportunity for business partners to reach specific decision-makers and professionals in the plastics processing industry.

▶ Advertising on our portal TWORZYWA.ONLINE is an opportunity to benefit from this richness of contacts and effectively target a wide and engaged audience.

▶ Even despite our fresh start, we are convinced of the potential of our portal TWORZYWA.ONLINE to achieve significant reach. With carefully planned promotional strategies and dynamic content, our platform has the ambition to attract the attention of a wide range of professionals in the plastics processing industry in Poland. Our confidence comes from our commitment to building a community and providing valuable information, which provides a solid foundation for the rapid growth of our reach.

- ▶ **BANNER ADVERTISING**
- ▶ **SPONSORED CONTENT**
- ▶ **ADVERTISING MAILINGS**
- ▶ **SOCIAL MEDIA INTEGRATION**
- ▶ **NEWSLETTER**
- ▶ **CONTEXTUAL ADVERTISING**

Banner ads > Homepage layout.

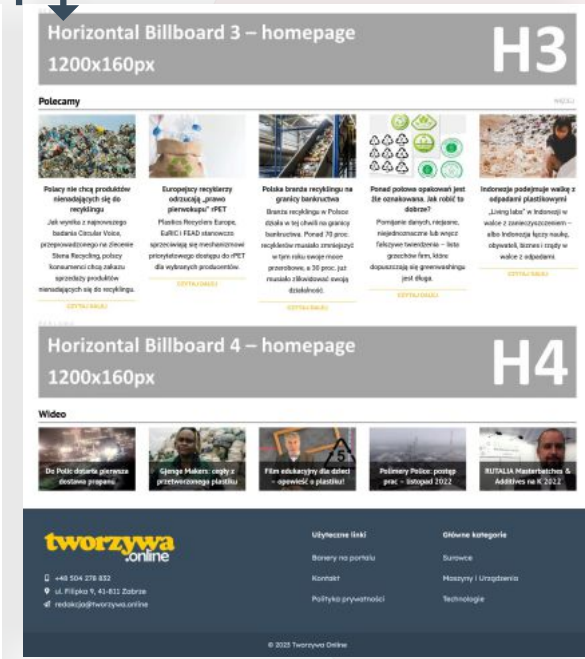
Top Banner
1200x160 pix
H1



Banner
1200x160 pix
H2



Box
380x220 pix
B1, B2, B3



Banner
1200x160 pix
H3



Banner
1200x160 pix
H4



Banner ads > Placement on the editorial page

Top Banner
1200x160 pix
H1



Box
380x220 pix
B1A

Box
380x220 pix
B2A

Banner ads > Billing system > Banner price list.

▶ Our mixed billing model, based on CPM (cost per mille - cost per thousand impressions) and a monthly arrangement, is often found in many reputable industry portals in Europe. Its advantage over the simple flat fee model, in which the price of a banner is determined solely per display over a specific period of time, e.g. a month, regardless of the number of visits, is the guarantee that the **advertiser gets what he pays for.**

▶ The banner broadcast is sold in a mixed set of impressions and time. It lasts for at least one month if the target number of impressions is reached or for any length of time until the target, purchased number of displays is reached. If necessary, sets can be purchased at any time (as long as the space is still available).

▶ Banner statistics are permanently available to the customer.

▶ Prices apply except for the period (01.05 - 30.05.2024).

▶ In May, surcharge +30%.

▶ **TOP BANER H1**
1 CPM/MONTH SHUFFLE 1/4
560,- €

▶ **BANER H2,H3,H4**
1 CPM/MONTH SHUFFLE 1/4
420,- €

▶ **BOX B1, B2, B3**
1 CPM/MONTH SHUFFLE 1/4
190,- €

▶ **BOX B1A, B2A**
1 CPM/MONTH SHUFFLE 1/4
140,- €

Sponsored content > Pricing.

▶ A sponsored article is a text of approx. 3,000 characters with 1-2 photos with any industry-related content. It is visible on the website's homepage for 2 weeks. After this time, the article is moved to further positions in the relevant section (off the homepage), but remains permanently on the portal.

- ▶ Prices apply except for the period (01.05 - 30.05.2024).
- ▶ In May, surcharge +30%.

▶ **SPONSORED
ARTICLE**

280,- €

Mailing > Prices.

▶ Current number of confirmed mailing addresses in the portal database approx. 10,900

▶ Mailing frequency max. 1/week, in May 2/week

▶ Production of simplified graphic content in the price

▶ Customer access to mailing summary is guaranteed

▶ Prices apply except for the period (01.05 - 30.05.2024).

▶ In May, surcharge +30%.

▶ **MAILING**

200,- €

Discount scheme

Discount - 12 months:

When purchasing banner adverts for a period of 12 months, the buyer receives

- 2 months of advertising free of charge (July - August)
- no surcharge for May
- 2 free sponsored articles
- 2 free mailings

Discount - 6 months:

When purchasing banner adverts for a period of 6 months the buyer receives

- 1 month of advertising free (except May)
- 1 free sponsored article
- 1 free mailing

Discount - Advertising in TWORZYWA Gazette:

- Buyer of banner advertising on H1, H2, H3, H4 positions receives a 15% discount on advertising in TWORZYWA Gazette (min 3 packages)
- Buyers of advertising in TWORZYWA Gazette receive a 15% discount on banner advertising in positions B1, B2, B3 or B1A, B2A (3 packages)

Discount - Advertising on several positions:

The buyer of a banner ad placed on several advertising positions including different formats e.g. B2+B2A, H2+B1A etc. receives a discount of 15% on the total order amount.

Discount - Seasonal

We are planning to systematically announce promotions relating to specific periods of the year, e.g. the holiday months or associated with industry events.

The screenshot displays the homepage of tworzywaonline, a Polish plastics portal. At the top, there is a navigation bar with 'Giełda B2B' and 'Polecana branża' buttons, and a search icon. Below this is a 'Horizontal Billboard 1' section with a large 'H1' label and dimensions '1200x160px'. A secondary navigation bar lists categories: Rynek, Środowisko, Surowce, Maszyny, Technologie, Organizacje, and Kwartalnik Tworzywa. The main content area features a 'Wiadomości' (News) section with several articles, including 'Amcor wykorzysta regenerat firmy NOVA Chemicals' and 'Firma AKPOL otrzymała certyfikat RecyClass'. Below the news is another 'Horizontal Billboard 2' section with a large 'H2' label and dimensions '1200x160px'. This is followed by three columns of news articles under the headings 'Surowce', 'Maszyny i urządzenia', and 'Technologie'. At the bottom, there are three 'Box' sections labeled 'Box 1 home B1', 'Box 2 home B2', and 'Box 3 home B3', each with dimensions '380x220px'. The final section is 'Horizontal Billboard 3' with a large 'H3' label and dimensions '1200x160px', and a 'Polecamy' (We recommend) section at the very bottom.

tworzywaonline

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