

## PRICES

**In the Adkontekst network advertisers determine the cost per website user themselves.**

Payments per click may be collected according to one of the models:

- **Fixed CPC** – Advertiser sets a fixed, nominal price per click (per each display of the ad page). Payment will be deducted from funds in the Advertiser's account.
- **Max CPC** - Advertiser determines the maximum price per click he/she is willing to pay for redirection of user. The system automatically optimizes the real cost per click (based on the bidding mechanism). As a result in the majority of cases the cost per click is lower from the cost declared by the Advertiser.

All rates are expressed in **ad points**. This means that the real cost expressed in PLN is decreased every time by the discount granted to the Advertiser.

Clients can determine the rates per click at the following levels:

- Rates for the whole campaign, differentiated by ad products
- Rates per ad group, differentiated by ad products
- Rates per keyword<sup>1</sup>

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<sup>1</sup> Concerns the display of ad boxes in search results

### Minimum CPC rates for ad products in the Adkontekst network

Product name	Minimum rate in Max CPC model	Minimum rate in Fixed CPC model
Adkontekst Tekst	<b>0.18 pts</b>	<b>0.15 pts</b>
Adkontekst Image	<b>0.18 pts</b>	<b>0.15 pts</b>
Adkontekst Exclusive	<b>0.35 pts</b>	<b>0.30 pts</b>
Adkontekst Banner	<b>1.00 pts</b>	<b>0.85 pts</b>
Adkontekst Flash	<b>1.00 pts</b>	<b>0.85 pts</b>
Adkontekst Flash Large	<b>3.00 pts</b>	<b>2.50 pts</b>

### Additional points (discounts)

Ad campaigns are settled from funds paid by the client to the ad account (Pre-paid system). In that system clients with large advertising budgets receive additional discounts in the form of free points. The larger the amount spent on the campaign, the higher discount to the Advertiser.

Net payment	Additional points received
<b>1 000 – 2 499</b>	<b>5 % of amount paid</b>
<b>2 500 – 4 999</b>	<b>10 % of amount paid</b>
<b>5 000 – 9 999</b>	<b>15 % of amount paid</b>
<b>10 000 – 19 999</b>	<b>20 % of amount paid</b>
<b>20 000 – 29 999</b>	<b>25 % of amount paid</b>
<b>30 000 – 49 999</b>	<b>30 % of amount paid</b>
<b>over 50 000</b>	<b>35 % of amount paid</b>

rounded down to 0.01 points