



PLANTPRESS

GRUPA KAPITAŁOWA
PW Rzeczpospolita SA

PRICE LIST

*for advertisements
and announcements
2009*

HASŁO ogrodnicze

warzywa

Połowa uprawa warzyw i owoców miękkich

miesięcznik
praktycznego
sadownictwa **SAD**

SZKÓŁKARSTWO

System
Telewizji Reklamowej

Dear Customers,

We are pleased to present to you all the information concerning placing advertisements, announcements, advertising articles and other forms of advertising in horticultural periodicals published by our publishing house. Plantpress publishes also number of agriculture magazines.

We have much pleasure in informing you that the price-list for advertisements and announcements has not been changed SINCE 2008. The cost of reaching one reader with the advertising positions our periodicals (in their categories) among the ones with the lowest prices.

Please, send all the questions concerning advertisements and announcements to employees of our Advertising Department:

Iwona Mastowska

tel. 0-600 489 564; e-mail: iwona.maslowska@plantpress.pl

Dagmara Durczak

tel. 0-600 987 659; e-mail: dagmara.durczak@plantpress.pl

Zbigniew Firek

tel. 0-608 006 884; e-mail: zbigniew.firek@plantpress.pl

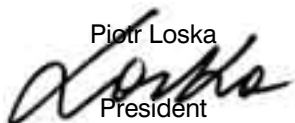
Maria Zemanek

tel. 0-600 489 565; e-mail: maria.zemanek@plantpress.pl

We hope that our price-list will help you to make decisions concerning choosing the best place, size and character of your advertising.

Best regards

Piotr Loska



President

HASŁO ogrodnicze

WARZYWA

miesięcznik
praktycznego
sadownictwa **SAD**

SZKÓŁKARSTWO

System
Telewizji Reklamowej

– existing on the market since 1932, is a line monthly periodical with an all-Polish range. It is assigned to professional horticultural growers. Apart from three basic columns, concerned with fruit-, vegetable-, flower- and ornamental plants production, there is another one: “Market”. In this section economics, law, tax and insurance aspects are discussed.

Our monthly magazine is issued in 15 000 copies, which makes it a professional horticultural periodical of largest circulation in Poland. „Hasło Ogrodnicze” is sold by the use of subscription from our publishing house, Polish Post, „Ruch” Company and some smaller distributors (Garmond, Kolporter).

Except for Polish Post, the same companies offer „Hasło Ogrodnicze” in retail sale. A significant consignee is a system of stores and wholesalers co-operating with us. The magazine accompanies all terrain events, fairs, exhibitions and conferences our editorial staff is invited to.

„Hasło Ogrodnicze” is a significant advisor and an excellent source of information for the reader. In every edition newest technological solutions are presented as well as market news, fair, conference and Open Days reports, novelties from abroad, agendas of planned events in Poland and outside our country. In „Hasło Ogrodnicze” we also enclose special supplements devoted to a specific subject (e.g. tomatoe grafting, greenhouse climate, etc). Those achievements encounter our readers’ esteem because year by year the number of our subscribers increases.

We kindly invite you to co-operation

Editor in Chief



Piotr Loska

WARZYWA – was published for the first time in 2003 and since January 2005 has been issued as a monthly. It is assigned to professional horticultural growers of field vegetables and soft fruit. Our main target is owners of large and middle size farms who have started such production recently and have been developing it but due to the limited area of fields and necessity of crop rotations need to grow agricultural crops as well.

Despite the short time of existence on the market „Warzywa” is classified as one of the fastest developing horticultural periodicals and the group of its readers grows very fast. As a result of subscription realized by publishing house only we now have our own large data base of subscribers. From 2006 „Warzywa” is also distributed by other press distributors such as „Ruch” and Polish Post. „Warzywa’s” circulation is 12 000 copies and – together with „Hasło Ogrodnicze” and „MPS-SAD”– this magazine belongs to the most important line periodicals with an all-Polish range.

In different editorial columns of „Warzywa” we discuss the following subjects: economics, techniques of growing, new varieties, plant protection and – very important – mechanization and storage of fresh produce. News from the world and Polish market are also presented as well as economic tendencies, prices of fruits and vegetables and perspectives of horticultural farms. We also publish interesting reports on horticultural enterprises, fairs and exhibitions. In the column „Mechanization” new machines – including the ones offered both on Polish and world market – and their evaluations are described. As advices and instructions related to the technique of crop production are written by scientists and growers „Warzywa” is a very attractive periodical, popular with a large group of growers of field vegetables and soft fruits.

We kindly invite you to co-operation

Editor in chief

Aleksandra Andrzejewska
Aleksandra Andrzejewska

„WARZYWA”

ADVERTISEMENT PRICE-LIST

Advertisement	Unit	Price (PLN)	22% VAT	Price+VAT (PLN)
COLOUR				
a) advertisement part	1/4 page	880,00	193,60	1073,60
	1/2 page	1650,00	363,00	2013,00
b) editorial part	1/1 page	2750,00	605,00	3355,00
	1/4 page	1100,00	242,00	1342,00
	1/3 page	1540,00	338,80	1878,80
	1/2 page	2090,00	459,80	2549,80
	1/1 page	3410,00	750,20	4160,20
II cover page	1/1 page	4500,00	990,00	5490,00
III cover page	1/1 page	4000,00	880,00	4880,00
IV cover page	1/1 page	5000,00	1100,00	6100,00
BLACK AND WHITE				
a) advertisement part	1 modul	130,00	28,60	158,60
	2 modules	260,00	57,20	317,20
	3 modules	390,00	85,80	475,80
	1/4 page = 4 modules	520,00	114,40	634,40
	1/2 page = 8 modules	1040,00	228,80	1268,80
	1/1 page	2080,00	457,60	2537,60
b) editorial part	1/4 page	770,00	169,40	939,40
	1/3 page	1210,00	266,20	1476,20
	1/2 page	1500,00	330,00	1830,00
	1/1 page	2530,00	556,60	3086,00
c) small announcements	1 word	4,00	0,88	4,88

Please notice!

An advertisement published on the right page on our client's special request will cost 10% more than indicated above.

- For creating a graphic design and colour proof we will add an additional charge relevant to our actual costs but not less than 20% of the basic price.
- All other forms of advertising – prices for agreement
- An advertising article – 100% of the price of the same size advert in the editorial part (+ 10% for a design in case of an article in colour).

– was published for the first time in 2006. At present is issued with a circulation of at least 10000 copies, and it is distributed all over Poland. This magazine discuss problems concerning fruit production. Starting 2008 MPS-SAD is published monthly.

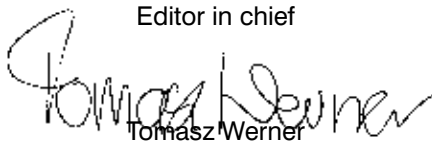
We provide our readers with the information about the proper choice of varieties as well as about nursery stock, plant protection against pest and diseases, fertilization, mechanization, systems of growing and pruning trees or shrubs. Our goal is to present the knowledge in a clear and simple way.

The new idea – not realized in any other Polish horticultural periodical for professionals so far – is to supplement written information with DVD containing training movies.

These two ways of providing information in a clear and entertaining way will enable anyone to find knowledge necessary to run a profitable fruit farm nowadays. Movie presentations performed by the best specialists from the branch including producers and distributors of crop protection articles. It is also a perfect form of advertising goods for fruit producers.

We kindly invite you to co-operation

Editor in chief



Tomasz Werner

Advertisement can be placed as TV spot on DVD attached to magazines. Detail offer on request.

„MPS-SAD”

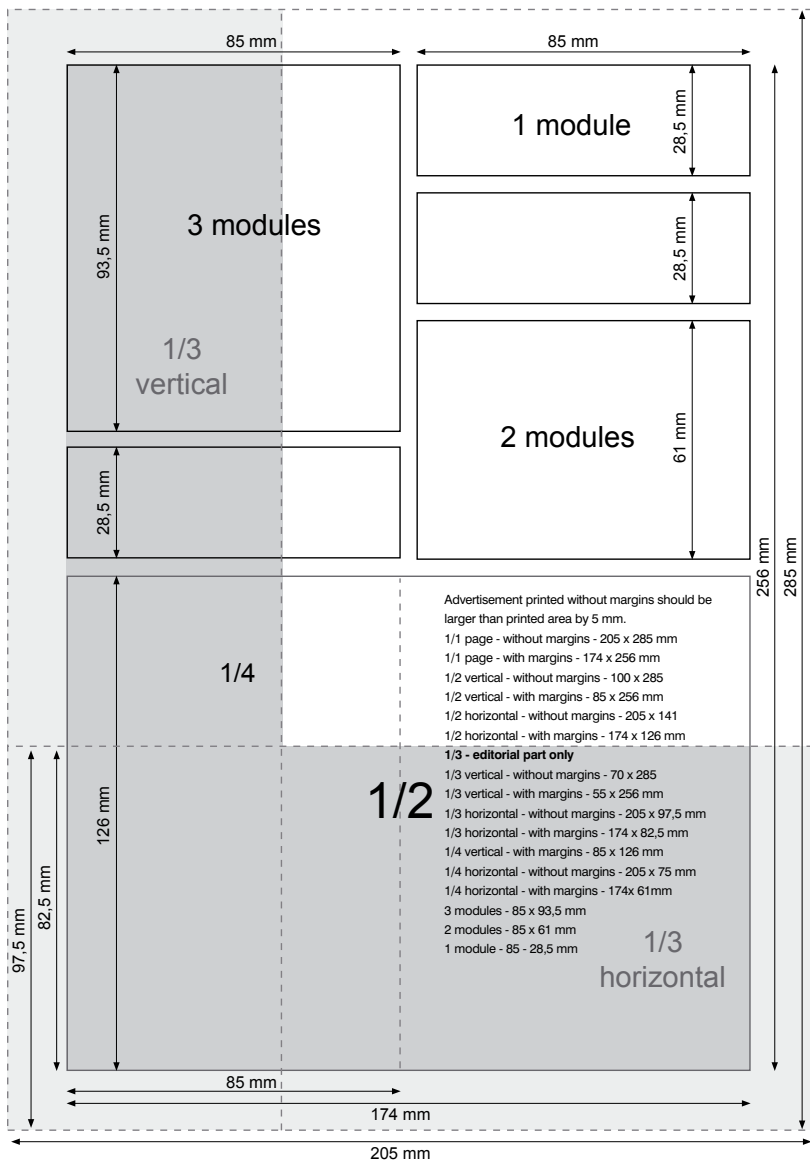
ADVERTISEMENT PRICE-LIST

Advertisement	Unit	Price (PLN)	22% VAT	Price+VAT (PLN)
COLOUR (only units equal or larger than 1/4 page)				
a) advertisement part	1/4 page	650,00	143,00	793,00
	1/2 page	1200,00	264,00	1464,00
	1/1 page	2000,00	440,00	2440,00
b) editorial part	1/4 page	800,00	176,00	976,00
	1/3 page	1150,00	253,00	1403,00
	1//2 page	1500,00	330,00	1830,00
	1/1 page	2500,00	550,00	3050,00
c) II cover page	1/1 page	3300,00	726,00	4026,00
d) III cover page	1/1 page	3000,00	660,00	3660,00
e) IV cover page	1/1 page	3800,00	836,00	4636,00
BLACK AND WHITE				
a) advertisement part	1 modul	100,00	22,00	122,00
	2 modules	200,00	44,00	244,00
	3 modules	300,00	66,00	366,00
	1/4 page = 4 modules	400,00	88,00	488,00
	1/2 page = 8 modules	800,00	176,00	976,00
	1/1 page	1600,00	352,00	1952,00
b) editorial part	1/4 page	600,00	132,00	732,00
	1/3 page	900,00	198,00	1098,00
	1/2 page	1100,00	242,00	1342,00
	1/1 page	2000,00	440,00	2440,00
c) small announcements	1 word	3,00	0,66	3,66

- For creating a graphic design and colour proof we will an additional charge relevant to our actual costs but not less than 20% of the basic price.
- All other forms of advertising inside the periodical – prices for agreement.
- An advertising article – 100% of the price of the same size advert in the editorial part (+10% for a design in case of an article in colour)

„HASŁO OGRODNICZE”, „WARZYWA”, „MPS-SAD”

ADVERTISEMENT MODULES



SZKÓŁKARSTWO – is the sole Polish periodical (in print since 1993) assigned to professional producers of hardy nursery ornamental and fruit stock. It is issued in a two-month cycle with the circulation of at least 2500 copies.

„Szkółkarstwo” – with an all-Polish range (also reaching more and more readers from the neighbouring countries) – is accessible only via subscription. Due to the fact that it also accompanies us during terrain events (fairs, exhibitions, conferences etc) it finds its way to the most interested. Apart from typical nursery producers, a considerable group of our periodical readers make forest inspectorates from all over the country and producers of equipment for nurserymen as well as landscape contractors or owners of garden centers.

In „Szkółkarstwo” one can find reliable pieces of information about nursery stock production and sale, disease and pest protection of trees, shrubs or perennials, presentations of cultivars as well as rootstocks and many others. We regularly inform our readers about novelties from our country and abroad. We enclose agendas of planned events and reports on conferences, fairs and nursery exhibitions reached by the periodical staff.

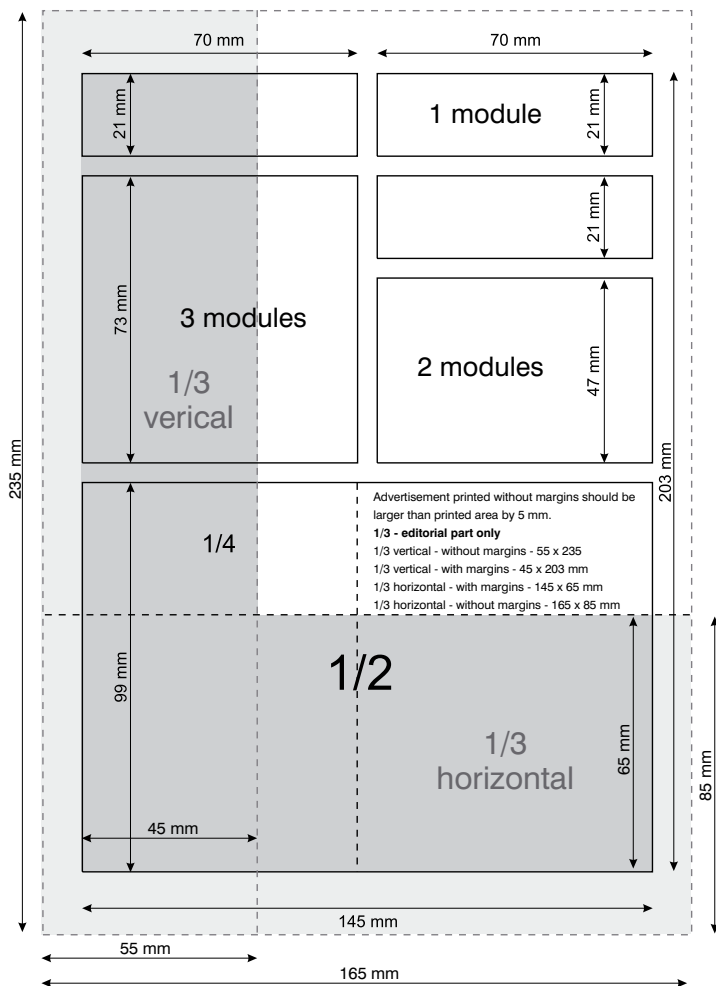
We kindly invite you to co-operation

Editor in Chief

Alicja Cecot

„SZKÓŁKARSTWO”

ADVERTISEMENT MODULES



„SZKÓŁKARSTWO”

ADVERTISEMENT PRICE-LIST

Advertisement	Unit	Price (PLN)	22% VAT	Price+VAT (PLN)
COLOUR (only units equal or larger than 1/4 page)				
a) advertisement part	1/4 page	590,00	129,80	719,80
	1/2 page	950,00	209,00	1159,00
	1/1 page	1480,00	325,60	1805,60
b) editorial part	1/4 page	810,00	178,20	988,20
	1/3 page	1000,00	220,00	1220,00
	1/2 page	1160,00	255,20	1415,20
	1/1 page	1870,00	411,40	2281,40
c) II and III cover page	1/2 page	1200,00	264,00	1464,00
	1/1 page	1900,00	418,00	2318,00
d) IV cover page	1/1 page	2300,00	506,00	2806,00
BLACK AND WHITE				
a) advertisement part	1 modul	95,00	20,90	115,90
	2 modules	190,00	41,80	231,80
	3 modules	285,00	62,70	347,70
	1/4 page = 4 modules	380,00	83,60	463,60
	1/2 page = 8 modules	760,00	167,20	927,20
	1/1 page	1160,00	255,20	1415,20
b) editorial part	1/4 page	550,00	121,00	671,00
	1/3 page	750,00	165,00	915,00
	1/2 page	900,00	198,00	1098,00
	1/1 page	1430,00	314,60	1744,60
c) small announcements	1 word	5,00	1,10	6,10

- For creating a graphic design and colour proof we will an additional charge relevant to our actual costs but not less than 20% of the basic price.
- All other forms of advertising inside the periodical – prices for agreement.
- An advertising article – 100% of the price of the same size advert in the editorial part (+10% for a design in case of an article in colour).

Our company has developed Point of Sale TV in 2005. Point of Sale TV is placed at stores with horticultural and plant protection products. The initial program has covered 50 stores in major fruit growing regions of Poland. Our systems are located in places where sale is considerable, eg. in stores belonging to such companies as Agro-Handel, Agrosimex, Sad-Pol, ZZO Warka. In 2006 the system will reach new points of sale in horticultural regions of the country and in the future - in agricultural as well.

Special systems of MPEG-2 players together with 15-inch LCD monitors are located at sale desks, in place where growers order products. Point of Sale TV allows placing an advertisement at the spot where clients often make their final decisions about the purchase. This kind of advertising is very attractive – so much different from other forms of advertisements such as folders and billboards that are plentiful at retail points of sale offering plant protection articles.

Advertisements are played continually during the opening hours and replayed with intervals no longer than 3 minutes. It allows each customer to notice the advertisement at least once during his visiting a store.

Point of Sale TV is in the process of development, therefore we would appreciate your contacting us so that we can provide you with the current information.

We kindly invite you to co-operation

POINT OF SALE TV

PRICE-LIST

The cost of placing a 15-second advertising spot is 120 PLN for one month and one store.

It is possible to order the spot in our whole net exclusively.

The clearing period is one month, from 15th of each month to 15th of the next one. Spots are replaced on working days with the tolerance of +/- 1 day from the date of 15th of each month. Spots are played continually during the opening hours of stores.

Depending on the number of orders spots are replayed with intervals no longer than 3 minutes.

The maximum number of orders in each period is 12 spots, each 15 seconds long.

The net of stores where advertisements are played have reserved the right not to accept an advertisement in case it is contradictory to their activity.

Technical details of advertising spots:

- Frame size: PAL 720x576
- Format 4:3
- File type: MPEG-2
- Bitrate: constant, no larger than 4500 kb/s
- Spot length: 15 second
- File size: max 12 MB
- Sound: no sound, system does not play sound.

It is necessary to keep margins and avoid placing written information on the edges of a picture.

ATTRACTIVE DISCOUNTS

A customer who orders more advertisements gets discount automatically. The discount is cleared during the year from the date of placing the advertisement for the first time.

Advertising Agencies are given agential discount.

There are 2 discount systems to choose from:

- depending on the number of publications of the same advertisement (profitable when a client orders many small size advertisements)
- depending on the value of advertisements placed in our periodicals during the year (profitable when one customer orders many different advertisements).

DISCOUNT SYSTEMS

(to choose from - if not chosen by a client we will charge according to the version which is better for him)

1. Multiple placing of advertisement in „Hasło Ogrodnicze”, „Warzywa”, „MPS SAD” or „Szkółkarstwo” will give the right to a discount:

- 2 times - 2%;
- 3-4 times - 5%;
- 5-7 times - 8%;
- 8-10 times - 10%;
- 11-13 times - 12%;
- 14-16 times - 15%;
- more than 17 times - 18%.

2. The value (excl. VAT) of ordered advertisements in „Hasło Ogrodnicze”, „Warzywa”, „MPS SAD” or „Szkółkarstwo” will give the right to a discount:

- more than 6000 PLN to 12 000 PLN - 5%
- more than 12 000 PLN to 19 000 PLN - 7%
- more than 19 000 PLN to 25 000 PLN - 9%
- more than 25 000 PLN to 31 000 PLN - 11%
- more than 31 000 PLN to 43 000 PLN - 13%
- more than 43 000 PLN to 55 000 PLN - 15%
- more than 55 000 PLN to 67 000 PLN - 18%
- more than 67 000 PLN to 80 000 PLN - 21%
- more than 80 000 PLN - 25%

EUROPEAN UNION ADVERTISERS

In case of EU advertisers who are registered (active) VAT taxpayers, after their having supplied the European Union VAT tax identification number we issue a VAT invoice that will not include an amount of a reckoned VAT tax. In such a case, according to the EU regulations, a VAT tax is supposed to be calculated by a contracting party on the basis of appropriate regulations that are in force in their country.

DEADLINES FOR PLACING ORDERS AND SUPPLYING ADVERTISEMENT CONTENT

ISSUE	HASŁO <small>ogrodnicze</small>			warzywa <small>Polowa uprawa warzyw i owoców miękkich</small>			<small>miesięcznik praktycznego sądownictwa</small> SAD			SZKÓŁKARSTWO		
	placing order	supplying advertis- ment content	publi- shing	placing order	ssupplying advertis- ment content	publi- shing	placing order	supplying advertis- ment content	publi- shing	placing order	supplying advertis- ment content	publi- shing
1	8.12.2008	17.12.2008	5.01.2009	8.12.2008	15.12.2008	5.01.2009	1.12.2008	10.12.2008	2.01.2009	22.01.2009	31.01.2009	11.02.2009
2	6.01.2009	16.01.2009	4.02.2009	12.01.2009	19.01.2009	2.02.2009	5.01.2009	13.01.2009	22.01.2009	25.02.2009	3.03.2009	17.03.2009
3	5.02.2009	17.02.2009	5.03.2009	11.02.2009	19.02.2009	2.03.2009	2.02.2009	10.02.2009	23.02.2009	23.04.2009	30.04.2009	15.05.2009
4	5.03.2009	17.03.2009	3.04.2009	10.03.2009	19.03.2009	1.04.2009	2.03.2009	10.03.2009	23.03.2009	24.06.2009	3.07.2009	17.07.2009
5	6.04.2009	17.04.2009	5.05.2009	14.04.2009	23.04.2009	30.04.2009	30.03.2009	9.04.2009	23.04.2009	24.08.2009	2.09.2009	18.09.2009
6	6.05.2009	18.05.2009	4.06.2009	11.05.2009	19.05.2009	1.06.2009	30.04.2009	11.04.2009	21.05.2009	26.10.2009	4.11.2009	17.11.2009
7	5.06.2009	19.06.2009	2.07.2009	9.06.2009	18.06.2009	29.06.2009	1.06.2009	10.06.2009	22.06.2009			
8	6.07.2009	17.07.2009	4.08.2009	9.07.2009	16.07.2009	30.07.2009	30.06.2009	09.07.2009	22.07.2009			
9	6.08.2009	18.08.2009	3.09.2009	10.08.2009	17.08.2009	31.08.2009	30.07.2009	7.08.2009	21.08.2009			
10	7.09.2009	18.09.2009	5.10.2009	9.09.2009	17.09.2009	30.09.2009	31.08.2009	8.09.2009	20.09.2009			
11	6.10.2009	16.10.2009	3.11.2009	9.10.2009	16.10.2009	30.10.2009	30.09.2009	9.10.2009	21.10.2009			
12	3.12.2009	20.11.2009	3.12.2009	9.11.2009	17.11.2009	30.11.2009	2.11.2009	10.11.2009	20.11.2009			

ADVERTISING ARTICLES

1. We need to receive an order for an advertising article in our periodicals - indicating the space size, content and column - no later than 2 weeks before the deadline for placing orders (see page 15).
2. Complete materials in a digital form should contain:
 - an article on CD, diskette, or should be sent as a mail attachment, prepared in format with Polish fonts (MS Word - *.doc, *.rtf, *.txt). We expect the printed version of an article as well.
 - logo, illustrations should be in a vector form - *.ai, *.eps, *.cdr, *.fh9. Please do not use the newest versions of software for your files (as CorelDraw12), we may not have them yet.
 - please, do not embed bitmap pictures in files of graphic programs, instead please link them. The original files should be placed on carrier.
 - please change the fonts for curves or enclose fonts you are using on carrier.
 - we will appreciate your sending us the model of the whole work as *.jpg or *.pdf.
 - colour prints, pictures - we need *.tif (CMYK, 300 dpi), *.dcs (desktop color separation, 5 files) or *.eps format.
 - the whole page illustration should not be larger than 30 MG (with the resolution of 300 dpi in CMYK) - in case of „Szkółkarstwo” 15 MB; the illustration size of 10/10 cm should have approximately 6 MB (300 dpi). Due to our requirements we can not accept sending us pictures from the web or pictures taken with not professional digital cameras and the *.jpg files (in most cases the resolution is not good enough for printing), as well as pictures taken (cut) from printed materials (brochures, newspapers, leaflets etc.).
3. The content size:
 - graphs- in MS Excel software.
 - one page of „Hasło Ogrodnicze”, „Warzywa” or „MPS SAD” (with a distinguishable title, without illustrations) contains around 2,5 pages of standardized typescript (one page = 30 lines x 60 signs/lanes = 1800 signs together with spaces). Text content size should be adjusted with the space needed for illustrations).
4. Advertising article will be edited by our column editors and all the changes will be consulted with you: essential, stylistic and editorial. Before printing we will send you an article to authorize it. All pages of our periodicals containing advertising articles are signed with the information “ADVERTISEMENT” or “COMMERCIAL ANNOUNCEMENT”.
5. The content of an advertising article you can prepare by yourself or order it from other authors - specialists from your scope of activity. On your request the advertising article can be written by our editor. In this case the charge for writing and preparing of an article is 20% of the regular price of placing an advertisement. When our editor has to travel to write the article you are to compensate for the costs of a business trip. Such an article will be published without a signature of our editor.

TECHNICAL PARAMETERS OF INCOMING ADVERTISEMENT

Formats:

The trim size of „Hasło Ogrodnicze”, „MPS SAD” and „Warzywa” is 205 mm width and 285 mm height. All formats of advertisements are detailed on separate pages. The trim size of „Szkółkarstwo” is 165 mm width and 235 height.

Preferences of receiving works:

Colour space: CMYK.

Resolution of scanned pictures (1:1 scale) 300 dpi.

Type of print:

Offset printing, CMYK colour in accordance with Euroscale, coated paper both sides 90 g.

Materials accepted for print:

We ask for sending digital form of materials only.

1. PDF file (Portable Document Format), defined as Press Optimized, composite (all colours on one page - spot colours converted into CMYK space). We recommend to produce it by Adobe Distiller giving following parameters: downsampling for colour and greyscale pictures at 300 dpi, downsampling for monochrome bitmap at 2400 dpi, in window settings/job_options/compression - zip only (no JPG), resolution in window settings/job_options/general should be 24000/2540 dpi. In the window settings/job_options/fonts embed all fonts should be on.

2. PostScript file, composite. Please check „always download needed fonts” and „font inclusion - all” in printing options.

3. EPS file (Encapsulated Post Script) with fonts converted into outlines and attached (if not embedded in file) illustration in tif file (CMYK).

We request to check carefully the correctness of recorded files using available programs. (PostScript - Distiller, EPS - Adobe Illustrator, PDF - Adobe Acrobat Reader).

It is necessary to send us colour proof of your work as a comparative material for a printing house.

Receiving media:

Please record the files exceeding 3 MG on CD and send them by mail attaching proof print. After contacting our Advertising Department and obtaining pass you can send files directly to our server by FTP (file transfer protocol). Files under 3 MB can be sent by e-mail. (Please don't use self-extracted files to avoid a lot of viruses existing on web).

Other works:

After prior contact with our designers there is a possibility to send open files in any popular graphic programs. In this case we will take an extra charge for our work. Please contact our Advertising Department each time. There is a possibility to prepare your advertisement in our publishing house. Feel free to contact our Advertising Department.

THE PRINCIPLES OF PLACING ANNOUNCEMENTS AND DISPLAY ADVERTISEMENTS IN PERIODICALS PUBLISHED BY PLANTPRESS Sp. z o.o.

1. Publication of an advertisement or announcement is done on the basis of a written order signed by the person entitled to represent the Advertiser or on the basis of a verbal agreement, including content, size, format and the date of publishing of the advertisement. The publisher specifies the terms of payment and discounts, according to the current price-list or to the confirmation of acceptance for realization.
2. Orders should contain the information whether the Advertiser is a VAT-payer or not, and – in case of the first business contact – the document which confirms the legal base for business activity of the Advertiser (for example the entry number for the pertinent register in the National Court Register, the entry to a commercial activity register).
3. All the prices and discounts are given according to the current price-list for advertisements and announcements.
4. The Publisher will inform the Advertiser about changing the price-list no later than 2 months before.
5. In case of changing the price-list during the time of a long-term order new prices will be valid from the date of their announcement, except the orders already paid by the Advertiser before the date of changing the price-list (in that case the previous price remains valid).
6. All written texts which are not the editorial articles will be treated as advertising and signed as "announcement" or "advertisement". All text announcements have to be supplied in the digital version.
7. Orders for the publication of the advertisement have to be placed no later than stated in the Deadline for Placing Orders (DPO), current for each periodical.
8. Cancellation of the ordered advert has to be done no later than stated in DPO for each periodical. Cancellation after that time will result in charging the Advertiser with 100% price of advertising.
9. Print-ready materials have to be delivered no later than 7 days after DPO. In case of delay we cannot safeguard placing the advertisement in the chosen place inside the periodical, and - in extreme cases - publishing of the advert at all. Delayed delivery of print-ready materials can also lead to placing an advert in the next issue of a periodical.
10. In case of long-term orders all new materials which will not be delivered according to the terms mentioned in point 9 the Publisher reserves the right for publishing the advert in the form released in the previous issue of the periodical.
11. The Publisher reserves the right not to place an advertisement or an announcement for technical reasons due to low quality or wrong technical requirements (technical requirements are specified on the previous page of this price-list. They are also available at the Publisher's).
12. If the Advertiser requires the materials to be returned it should be clearly stated in the order.
13. The Publisher reserves the right for charging the Advertiser for the realization of printing materials by the Publisher.
14. Any wishes concerning placing of an advertisement or an announcement in the specified place inside the periodical will be taken into consideration only in case of stated sizes of the adverts, correct dates of an order and according to technical abilities.
15. Advertisements or announcements accepted after DPO and the summarily realization of printing materials by the Publisher can be charge extra up to 30% of the advert value.
16. The Publisher bears no liability for the content of the placed announcement or the advertisement and reserves the right not to place an advert or an insert due to their inconsistency with the policy or the character of the publication.
17. The maximum compensation in case of the justified and accepted complaint is the publication of the defective advert free of charge.
18. The Advertiser is obliged to deliver to the Publisher any complaints concerning an order in the written form no later than 14 days after the advertisement or the announcement was published.
19. Payments for the realized orders have to be made by remittance to our bank account: Plantpress Sp. z o.o. Raiffeissen Bank 021750104800000001085 2797. SWIFT RCBWPLPW
20. Invoices are issued after publishing the advertisement or the announcement. Stated amount should be paid no later than 14 days after the invoice was issued or according to the date settled in the confirmation of the order.
21. In case of the delayed payment a customer can be charged with accrued interest for each day. The Publisher reserves the right not to publish the ordered advertisements or announcements and not to accept new orders if the previous invoices are not paid.
22. Placing an order is equal to acceptance of the general principles mentioned above.
23. There are numerous possibilities of placing adverts or inserts - placing an insert is possible only after the presentation of the sample of it and the acceptance by the Publisher.
24. In controversial cases that are not regulated by the following principles the abiding provision of the Polish Civil Code is applied according to the Polish version of the document.
25. All the controversial cases will be judged by the court appropriate to the address of the Publisher.



PLANTPRESS

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PW Rzeczpospolita SA

HASŁO ogrodnicze

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