



Discounts 2020

Attachment to AMS Commercial Policy of Jan, 2, 2020

AMS may grant the Client the following discounts:

DISCOUNT FOR ADVERTISER EXPENDITURE	
declared expenditure in PLN:	discount level
≤ 49 999	1.0%
50 000 - 99 999	1.5%
100 000 - 199 999	2.0%
200 000 - 299 999	2.5%
300 000 - 499 999	3.0%
500 000 - 749 999	3.75%
750 000 - 999 999	4.5%
1 000 000 - 1 499 999	5.5%
1 500 000 - 1 999 999	6.5%
2 000 000 - 2 999 999	7.5%
≥ 3 000 000	to be negotiated

AGENCY DISCOUNT	
declared net budget	commission level
≤999 999	3.0%
1 000 000 - 4 999 999	5.0%
5 000 000 - 14 999 999	10.0%
≥ 15 000 000	15.0%

DISCOUNT FOR LIMITED SELECTION	
selection	discount level
up to 10% of media number	5.0%
up to 5% of media number	10.0%

CONDITIONAL DISCOUNT
to be negotiated