

Pricelist 2020



Attachment to AMS Commercial Policy of Jan, 2, 2020. **The price list is valid from Apr, 1, 2020.**

Packet Purchase	500 GRP		750 GRP		1000 GRP	
Multiformat packet	Price per 1 GRP (CPP)		Price per 1 GRP (CPP)		Price per 1 GRP (CPP)	
	min	max	min	max	min	max
Backlight, Citylight	660	810	595	720	505	610
Billboard 18, Backlight, Citylight	615	725	550	665	470	565
Citylight, Billboard 18	565	670	510	615	430	525
Billboard 12, Billboard 18	320	380	290	350	245	295

The Packet Purchase concerns:

- 1) monthly campaigns, covering one calendar month in 2020, with rotation, if applicable;
- 2) media corresponding to the supply structure of the whole AMS system in 8 conurbations: Warsaw, Poznań, Wrocław, Kraków, Silesia, Tricity, Szczecin and Łódź;
- 3) media in P1-P10 ranges in the current AMS Price list;
- 4) no selection.

The GRP in the packet is the minimum GRP delivered in a campaign ordered in a Packet Purchase. The GRP is measured for 8 conurbations.

The CPP of a packet is the cost of 1 GRP in a defined minimum-maximum range, delivered in a campaign ordered in a Packet Purchase.

The GRP prices are associated with the following discounts: agency, advertiser spending budget and selected conditional discounts.