

READY-MADE, PROVEN HOUSE DESIGNS!

@ About the portal:

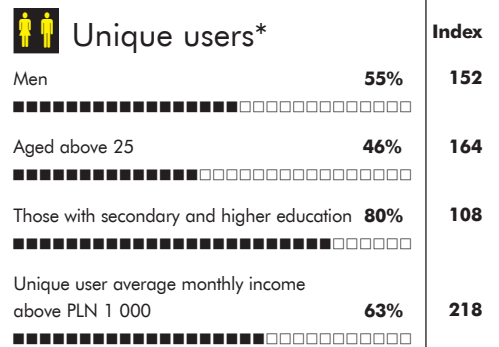
- More than 400 house designs.
- Coloured visualizations, plans of all floors with proposed interior arrangement.
- Technical specifications: detailed plans, floor areas, arrangement of all rooms, roof slope angles.
- A transparent method of searching by proposed category.
- Minimum plot dimensions and best location of the house in relation to directions of the world.
- Examples of houses built according to the House Design Collection.
- Practical advice on plot selection.
- Practical guide to all formalities related to planning and building a house.
- Standard contracts, legal advice.
- Examples of project cost estimates based on designs selected from the Collection.
- Current architectural trends.
- Safe and modern solutions that can be applied in the course of house construction.
- Addresses of distributors offering the House Designs in Poland.
- A selected design can be purchased over the Internet.

👤 Target group:

- Private investors planning to build a house, seeking inspiration, and looking for information on current architectural trends.
- People seeking inspiration and interesting designs of their future dream homes.

📄 Visitorship and unique users:

- Monthly number of unique users: 70 486*
- Monthly number of site visits – 92 352*
- Number of page views – 2 401 684*



*Megapanel PBI/Gemius study carried out by Polskie Badanie Internetu Sp. z o.o. and Gemius S.A., August 2006

ADVERTISING RATE CARD 2007

■ Basic advertising – Murator HOUSE DESIGN home page level

Category	Size (pixels)	Size (kB)	Price/CPM (PLN)	Notes
Banner	468x60	15	80	
Billboard	750x100	25	120	
Skyscraper	120x600	20	120	
Brandmark	300x300	20	210	
Pop-up	250x250	20	160	
Pop-under	750x550	30	230	
Top Layer	any	25	230	max. 10 sec. + 20 sec. static component
Brandmark Billboard			260	
Top layer w/billboard			270	
Double Billboard			200	
Expand Banner	468x60 (468x240)	25	130	
Expand Billboard	750x100 (750x300)	30	170	
Expand Skyscraper	120x600 (320x600)	30	170	
Scroll Banner	468x60	15	170	
Scroll Billboard	750x100	20	190	
Scroll Skyscraper	120x600	20	190	
Interstitial			260	
Scroller	100x30	10	170	

■ Basic advertising - ROS level

Category	Size (pixels)	Size (kB)	Price/CPM (PLN)	Notes
Banner	468x60	15	50	
Billboard	750x100	25	90	
Skyscraper	120x600	20	90	
Brandmark	300x300	20	180	
Pop-up	250x250	20	150	
Pop-under	750x550	30	200	
Top Layer	any	25	200	max. 10 sec. + 20 sec. static component
Brandmark Billboard			230	
Top layer w/billboard			240	
Double Billboard			170	
Expand Banner	468x60 (468x240)	25	100	
Expand Billboard	750x100 (750x300)	30	140	
Expand Skyscraper	120x600 (360x600)	30	140	
Scroll Banner	468x60	15	140	
Scroll Billboard	750x100	20	160	
Scroll Skyscraper	120x600	20	160	
Interstitial			230	
Scroller	100x30	10	130	

* CPM (cost per mille) – cost of 1000 views

22% VAT will be added to the above prices.

Additional charges:

40% of order value extra for geotargeting (selected cities/voivodships)

10% of order value extra for advertisement broadcast in selected hours

10% of order value extra for advertisement broadcast in selected sections