

# Vinted Advertising rate card - Poland

| Product | Device         | Format                          | Size   | eCPM PA | eCPM PD | eCPM Direct | Impressions potentials (30 days) |
|---------|----------------|---------------------------------|--|---------|---------|-------------|----------------------------------|
| Display | All            | ROS package                     | 300x250, 728x90, 750x100, 750x200, 300x600   | €0.60   | €0.80   | €1.00       | 100 million                      |
| Display | Desktop+mobile | ROS Rectangle package           | 300x250, 336x280   | €0.60   | €1.00   | €1.20       | 17 million                       |
| Display | Desktop+mobile | ROS Leaderboard packge          | 728x90, 750x100, 750x200   | €0.80   | €1.20   | €1.50       | 5 million                        |
| Display | Desktop+mobile | ROS Halfpage package            | 300x600, 160x600   | €0.80   | €1.20   | €1.50       | 8 million                        |
| Display | Desktop        | RON package                     | 300x250, 728x90, 750x100, 750x200, 300x600   | €0.80   | €1.20   | €1.50       | 33 million                       |
| Display | Mobile         | RON package                     | 300x250, 320x50, 320x100   | €0.60   | €1.00   | €1.20       | 65 million                       |
| Native  | In-App         | Native Package                  | Native   | €0.80   | €1.20   | €1.50       | 120 million                      |
| Native  | Desktop        | Native Package                  | Native   | €0.60   | €1.00   | €1.20       | 10 million                       |
| Display | Desktop+mobile | Premiumbox                      | 320x100, 320x50, 300x600, 300x250, 750x200, 750x300, 728x90, 970x250                   | NA      | NA      | €5.00       | 1 million                        |
| Display | In-App         | Premiumbox                      | 320x100, 320x50, 300x600, 300x250, 750x200, 750x300, 728x90, 970x251                   | NA      | NA      | €4.00       | 1 million                        |
| Display | Desktop+mobile | High Viewability package (+60%) | 300x250, 300x600, 320x50, 320x100, 728x90, 750x100, 750x200, 750x300, 980x200, 980x300 | €1.50   | €1.80   | €2.20       | 12 million                       |
| Display | Desktop+mobile | High Viewability package (+80%) | 300x250, 300x600, 320x50, 320x100, 728x90, 750x100, 750x200, 750x300, 980x200, 980x300 | €1.80   | €2.00   | €2.50       | 3 million                        |