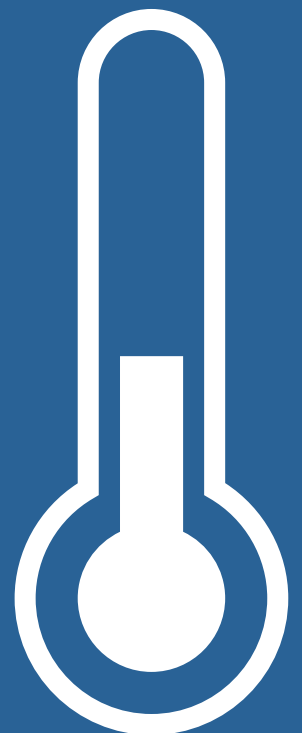
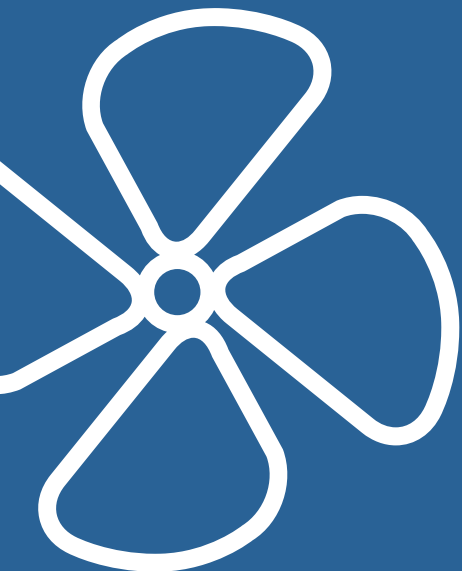




**KLIMATYZACJA**  **PL**  
branżowy portal internetowy





**2029**  
posts on forum



**350 000**  
users



**600**  
topics on forum



**750 000**  
views



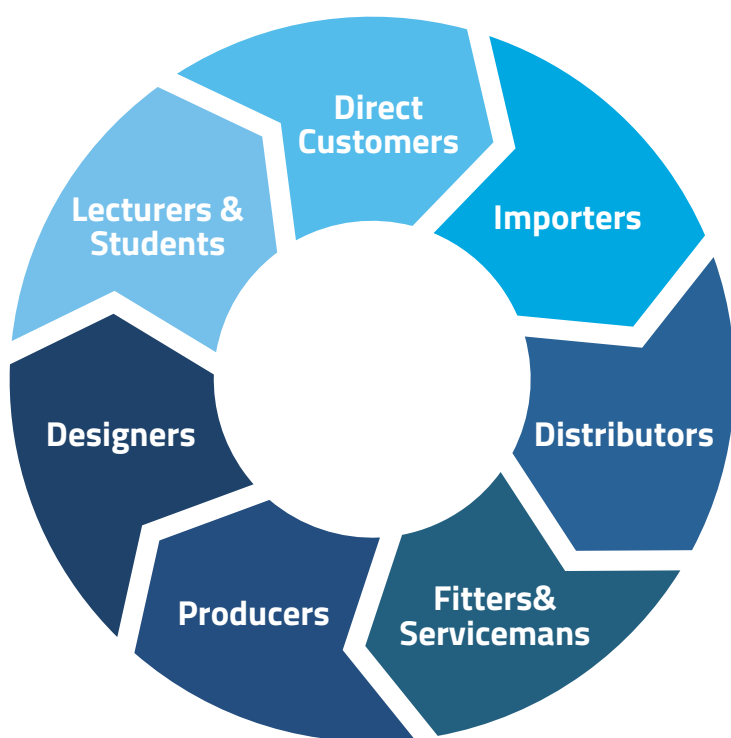
**14 000**  
publications



**4 200**  
of registered users

# KLIMATYZACJA PL

branżowy portal internetowy



**PORTAL  
USERS**

# 1. PRESENTATION IN CATALOGUE OF COMPANIES

Presentation of the Business Directory, allows for visitors to the portal [www.ogrzewnictwo.pl](http://www.ogrzewnictwo.pl), quick access to information about your company.

The amount of the information that displays under the name of the company is closely connected with the selected presentation of your company.

We offer four options for the presentation of the Business Directory:

	FREE PRESENTATION	BASIC PRESENTATION	EXPANDED PRESENTATION	PRO PRESENTATION
Catalog entry	✓	✓	✓	✓
Visible contact data	—	✓	✓	✓
Visible logo	—	✓	✓	✓
Visible map with location	—	✓	✓	✓
Agencies	—	—	✓	✓
Visible e-mail adress	—	—	✓	✓
Visible www adress	—	—	✓	✓
Ability to recieve offer inquiries	—	✓	✓	✓
Ability to publish PDF files, etc.	—	5	20	40
Adding articles	—	25	50	100
Adding products	—	25	50	100
Adding announcements	5	25	50	100
Adding special offers	—	25	50	100
Adding events	—	25	50	100
Adding news	—	—	—	100
Adding videos	—	50	50	100
Access to the customer panel	✓	✓	✓	✓
History of events	✓	✓	✓	✓
Positioning – nature of business	—	50	100	200

## 2. NEWSLETTER

For our customers with expanded presentation

For new customers who have not purchased a presentation

mailing express

We'll send information that you provide us to approximately

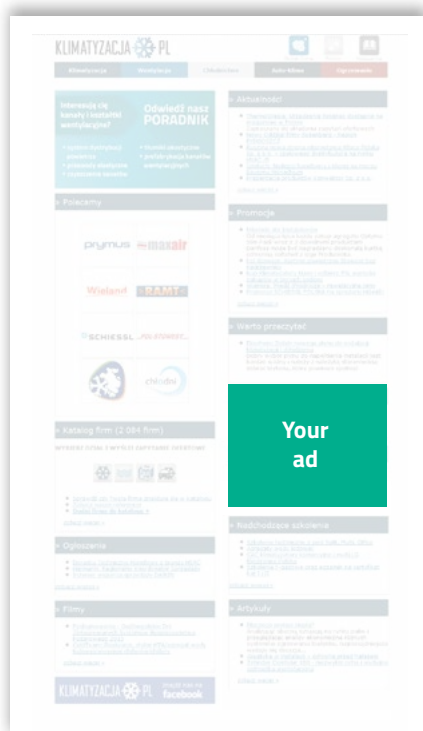
**20,000 potential customers**

(importers, distributors, manufacturers, fitters, service technicians, designers, lecturers, students, your customers, industry associations)



## 3. YOUR ADVERTISEMENT IN OUR NEWSLETTER

We will publish the advertisement of your brand in our newsletter, sent to your potential customers.



newsletter example

Placing the active logotype of the customer in the „recommend” section take users to presentation of your company in our Business Directory

Placing of any content or graphics that redirects to full information on portal

Placing a static banner advertisement with dimensions 360x220 takes users to the business card of your company or to the information posted on the portal.

# OUR REFERENCES

All projects were conducted professionally and flawlessly, and staff portal served professional and substantive support. Portal Klimatyzacja.pl is a proven and flexible provider of marketing services, with extensive experience and a very good offer.



## SAMSUNG

Our marketing activities in the portal [www.klimatyzacja.pl](http://www.klimatyzacja.pl) always played an important role in online communication. At that time, we could always count on the professionalism, speed and support from TERMOCLIMA employees. We would like to thank for their cooperation and we look forward to another fruitful year of our business contacts.

For several years we have cooperated with the portal [klimatyzacja.pl](http://klimatyzacja.pl) for widely understood PR. (...) We enjoyed several years of cooperation with the portal [klimatyzacja.pl](http://klimatyzacja.pl), because the services provided by the portal are not only high quality, but above all carried out within the agreed period, which in our work is very important



## DAIKIN

We are fully satisfied with the cooperation that contributes to building the image of our company. Services provided by portals are highly valued by us, because of the professionalism and speed. All assigned orders have always been carried out reliably, on time and according to the offer.

From the customer level we appreciate the professional approach to service, offer flexibility and active moderation of content on the profile of our company. Both portals offer comprehensive solutions for press publications that reinforce the image of VTS, and various forms of advertising, which support the sales processes of our devices.



We measure it. **testo**



Completed projects always were characterised by high efficiency reaching a specific target group, and professional assistance from the staff portal was a great support for us. In addition, flexibility in operation with the portals and the multitude of proposed marketing tools is a good deal for advertisers with different needs and financial possibilities.

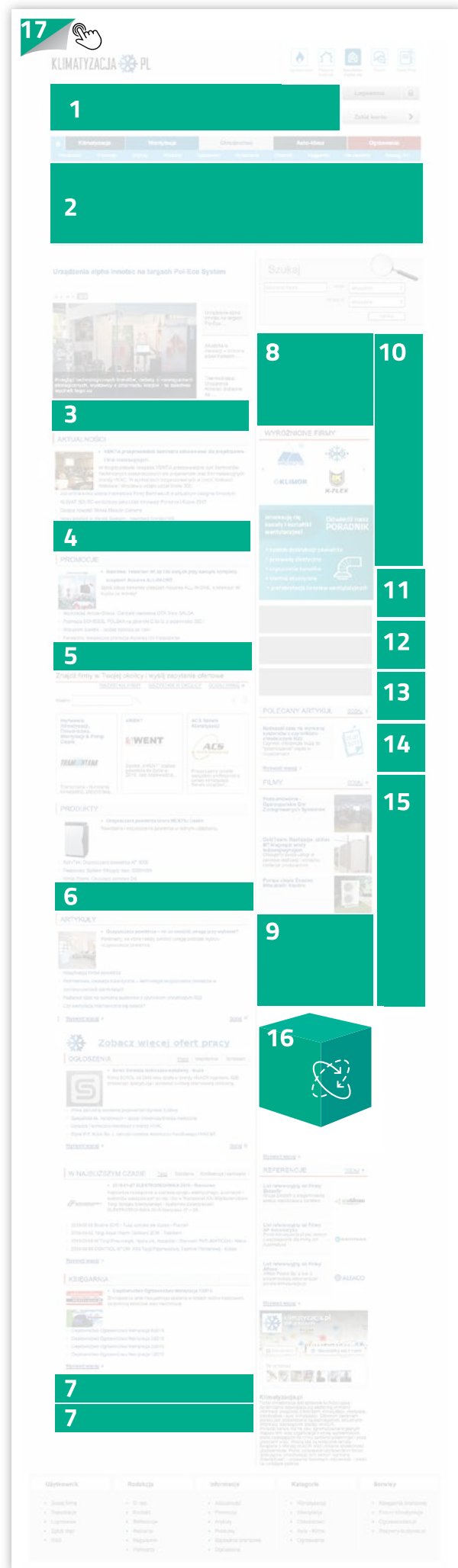
more of our references you can find here: [www.klimatyzacja.pl/referencje](http://www.klimatyzacja.pl/referencje)

# 4. BANNER CAMPAIGNS

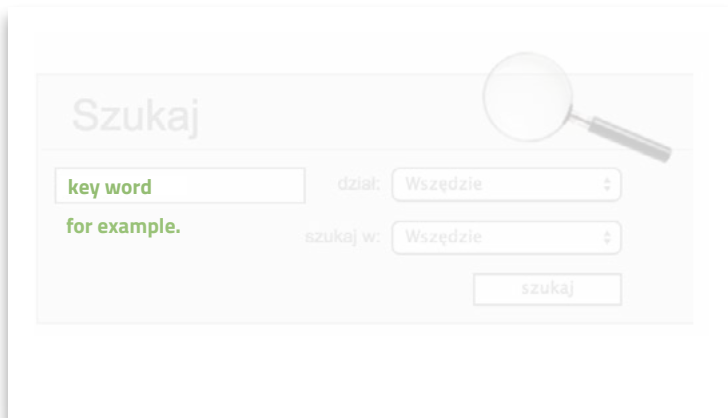
Introduce your business with advertising. You can send us ready banner (that meets our technical standards), or we can design it for you.

Here's the place of banners on our portal

	Mainpage	Mainpage of the section	Subpage
1. Billboard 750x100* px	✓	✓	✓
2. Baner 960x200 px	✓	—	—
3. Baner 510x60 px	✓	✓	—
4. Baner 510x60 px	✓	✓	—
5. Baner 510x60 px	✓	✓	—
6. Baner 510x60 px	✓	✓	—
7. Baner 510x60 px	✓	✓	—
8. Rectangle 300x250 px	✓	✓	✓
9. Rectangle 300x250 px	✓	✓	✓
10. Skyscraper 120x600 px	✓	✓	✓
11. Button 120x120 px	✓	✓	✓
12. Button 120x120 px	✓	✓	✓
13. Baner 120x120* px	✓	✓	✓
14. Baner 120x120* px	✓	✓	✓
15. Skyscraper 120x600 px	✓	✓	✓
16. Cube	✓	✓	✓
17. Corner	✓	✓	✓

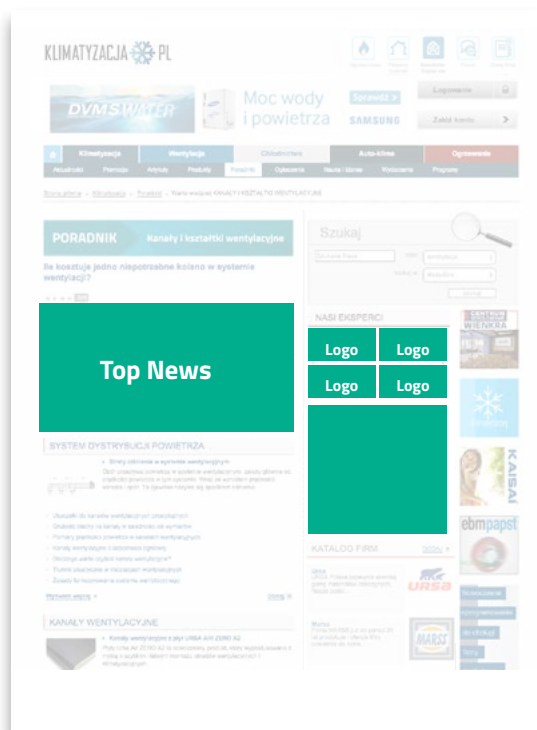


## 3. BANNER EMISSION AFTER KEY WORDS



The service is based on the emission of your advertising banner when a user type one of the specified key phrases.

## 6. ADVERTISING YOUR COMPANY IN THE GUIDE



Placing an advertising banner measuring 300 x250 in the „Guide”

For customers that provide materials to develop a guide

Placing press release of your company in the Top News section of Guide

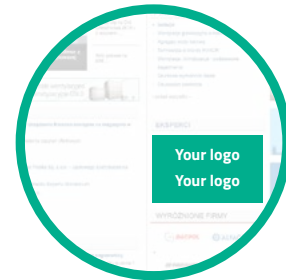
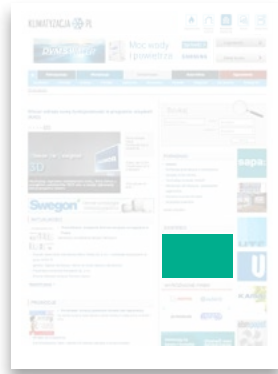
Display the logo in the module Our Experts in the section Guide (redirecting to a presentation of your company)

# 7. DEPARTMENT PATRONAGE

Customers holding the patronage of the department receive a package of ads in their chosen thematic field

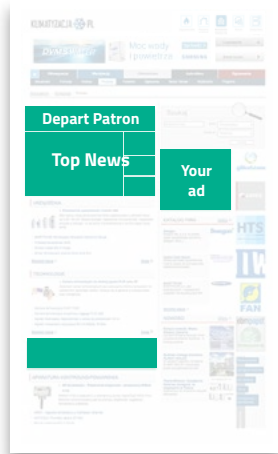
## 1. Advertising in the EXPERT module on the home page

we'll display your company logo in the group of experts from other sectors. Clicking on the logo will redirect to the department, under your auspices.



## 2. Advertising in the PRODUCTS section

In package you receive TOP NEWS (There you can publish interviews, videos, information about new products, promotions, or you can carry out the survey), banner advertising (including 300x250 px) and a banner indicating the patronage of your business (510x60 px)



## 3. Banner after keywords

banner advertising your business (300x250 px) displayed in search results and on our industry forum (750x100 px) (after entering one of the ten key phrases)



## 4. Presence of your company in our newsletter



## 5. Presence of your company on our fanpage



## 6. Title of expert on our forum



**price:**  
**individual**  
contact us to get more information



## 8. SPONSORED ARTICLE

Article highlighted on the portal with one month display period.

Sponsored article is developed from submitted materials and published in the section thematically related to the activities of the company and on the main page in the recommendation section.

The service for customers with the extended or basic presentation

**In addition:**

We can attach two indicated by you phrases that will direct the user to business card of Your company in our Business Directory.

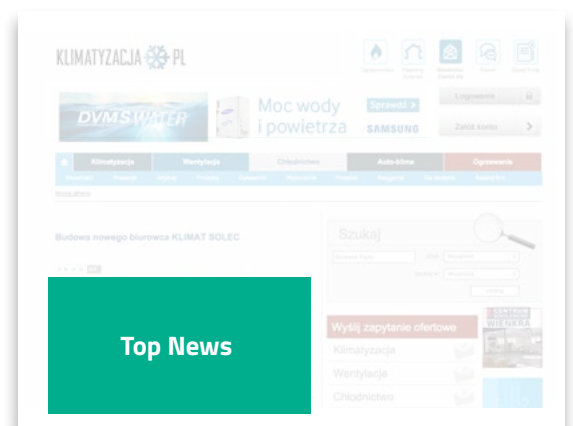
Information about the sponsored article in our newsletter



## 9. ADVERTISING IN TOP NEWS

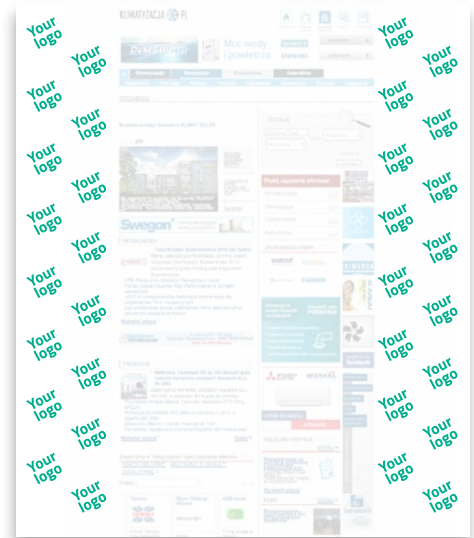
Press release posted in advertising block „Top News” on the home page.

Press release posted in advertising block „Top News” in the selected sub-page.



## 10. WALLPAPER

The service involves the addition of the „transparent“ company logo in the portal background



## 11. SURVEY

The service consists of conducting a survey for the company. The survey consists of **3** parts:

1. Placing banner ads, to encourage participation in the survey
2. Full page sounding mechanism, containing any number of questions and list of answers
3. Sending information about the survey in portal newsletter



## CONTACT US!

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**Visit our other web industry portals: [ogrzewnictwo.pl](http://ogrzewnictwo.pl) and [pasywny-budynek.pl](http://pasywny-budynek.pl)**