

**Polska**



# Advertising in Poland

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Also press advertising is of major importance. The average price of advertisement in Polish press ranges from PLN 300 to 2,700 per 1 space module (PLN 10 to 60 per 1 cm<sup>2</sup>). The price depends on the size of the space occupied and also on which page the advertisement is to be placed, as well as on whether it is to be printed in colour or not.

Outdoor advertising is gaining on importance. Mobilizing marketing, consisting in the sending of commercial information to mobile phones, is developing fast. However, under the Polish law potential recipient has to give prior consent to a receipt of such information.

As of April 2006 a Code of Ethics in Advertising has been in force in Poland. The Code is not a collection of official regulations, but an internal self-regulation of the industry, agreed upon by representatives of authors of advertisements, advertising agencies and mass media associated in the Union of Associations Advertising Board.

The task of the Board is to ensure compliance with the Code. A Commission for Ethics in Advertising was also appointed to examine complaints lodged by customers, companies and entrepreneurs. As in other countries, application for the evaluation of an advertisement project in an initial phase of development thereof can be submitted to the Commission. This allows companies to avoid incurrence of costs of

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