

The advertisement is a horizontal banner with a green and white color scheme. At the top left, it says "WOKÓŁ GEOLOGII". The main title "ZAKŁAD PUBLIKACJI" is in large green letters. Below it, "PAŃSTWOWEGO INSTYTUTU GEOLOGICZNEGO - PAŃSTWOWEGO INSTYTUTU BADAWCZEGO" is written in smaller green letters. A central headline reads "POLECA NOWĄ OFERTĘ WYDAWNICZĄ 2013".

On the left, a book cover titled "Moje spotkania z nauką" by Józef Edward Mojski is shown, with a "nowość" (new) badge. Below it is a map titled "MAPA GEOLOGICZNO-TURYSTYCZNA gminy STRZEGOWO" with a scale of 1:50 000, featuring a mammoth illustration. In the center, a stack of books is visible, including "Sezam polski" by Mirosław Piłkiewicz and "Doktor...". To the right, another map titled "MAPA GEOLOGICZNO-TURYSTYCZNA gminy KŁODAWA" is shown, also with a "nowość" badge. On the far right, a book titled "Volumina Jurassica" is displayed, featuring a fossil ammonite illustration.