

Advertising Prices From 2018.01.01.

Billboard

Category	Rate Card Full Month (HUF+VAT / Month)	Rate Cards First Half Month (HUF+VAT / Half Month)	Rate Cards Second Half Month (HUF+VAT / Half Month)
BB 1	180 000	117 000	99 000
BB 2	243 000	157 950	133 650
BB 3	306 000	198 900	168 300
BB 4	396 000	257 400	217 800
BB 4 Roll-up	396 000	316 800	316 800
BB 5	486 000	315 900	267 300
BB 5 Roll-up	486 000	388 800	388 800
BB Balaton Normal	252 000	201 600	201 600
BB Balaton Premium	378 000	302 400	302 400

Citylight

Category	Rate Card Full Month (HUF+VAT / Month)	Rate Cards First Half Month (HUF+VAT / Half Month)	Rate Cards Second Half Month (HUF+VAT / Half Month)
CL 1	-	75 000	75 000
CL 2	-	106 500	106 500
CL 3	-	137 500	137 500
CL 4	-	175 000	175 000
CL 5	-	206 000	206 000
CL 6	-	262 500	262 500
CL 7	-	287 500	287 500
CL Balaton Normal	-	112 500	112 500
CL Balaton Premium	-	175 000	175 000
Advertisements displayed on bus shelter	-	134 400	134 400

Platform Categories	Rate Card Full Month (HUF+VAT / Month)	Rate Cards First Half Month (HUF+VAT / Half Month)	Rate Cards Second Half Month (HUF+VAT / Half Month)
Peron 1	100 000 Ft	65 000 Ft	55 000 Ft
Peron 2	110 000 Ft	71 500 Ft	60 500 Ft
Peron 3	125 000 Ft	81 250 Ft	68 750 Ft

Backlight Categories	Rate Card Full Month (HUF+VAT / Month)
Backlight Normal	500 000 Ft
Backlight Extra	900 000 Ft
Backlight Premium	1 500 000 Ft

Billboard (HUF+VAT)	Gluing fee (in case the campaign does not start on the 1st or 16th)	Citylight (HUF+VAT)	Platform (HUF+VAT)
6 000	Budapest, Metro and countryside	5 000	3 000
9 000	Alpin	-	-
12 000	Prizma	-	-