

Advertising Prices From
2022.01.01.

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
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)
Full branding	-	256 000	256 000
Advertisements displayed on bus shelter	70 000	-	-

Digital

Digital 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)
DLP Extra	-	500 000	500 000
DLP Premium	-	600 000	600 000
LED Column Extra	-	1 100 000	1 100 000
LED Column Premium	-	1 300 000	1 300 000

Platform Categories

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	65 000	55 000
Peron 2	110 000	71 500	60 500
Peron 3	125 000	81 250	68 750

Tram interior posters categories

Tram interior posters 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)
Normal	8 500	5 525	4 675
Premium	80 000	64 000	64 000

Billboard(HUF+VAT)	Gluing fee (in case the campaign does not start on the 1st or 16th)	Citylight (HUF+VAT)	Platform (HUF+VAT)	Tram interior posters (HUF+VAT)
7 000	Budapest + countryside	5 500	3 000	1 200
9 000	Alpin	-	-	-
12 000	Metro+Prism	-	-	-
21 000	Roll-up	5 500	-	-

The indicated prices do not include the Advertising Tax and VAT!