

Advertising Prices From
2023.01.01.

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	215 000	139 750	118 250
BB 2	290 000	188 500	159 500
BB 3	365 000	237 250	200 750
BB 4	475 000	308 750	261 250
BB 4 Roll-up	475 000	380 000	380 000
BB 5	585 000	380 250	321 750
BB 5 Roll-up	585 000	468 000	468 000
Metró Extra	550 000	440 000	440 000
Metró Premium	660 000	528 000	528 000
BB Balaton Normál	300 000	240 000	240 000
BB Balaton Premium	455 000	364 000	364 000

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	-	85 000	75 000
CL 2	-	125 000	106 500
CL 3	-	160 000	137 500
CL 4	-	200 000	175 000
CL 5	-	237 500	206 000
CL 6	-	302 000	262 500
CL 7	-	330 000	287 500
CL Balaton Normal	-	130 000	112 500
CL Balaton Premium	-	205 000	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 normal	-	295 000	295 000
Full branding 4/6	-	400 000	400 000
Advertisements displayed on bus shelter	80 000	-	-

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 3	150 000	97 500	82 500

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	11 500	7 475	6 325
Premium	96 000	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	6 000	3 500	2 500
15 000	Alpin	-	-	-
21 000	Metro+Prism+Roll-up	6 000	-	-

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