

Advertising Prices From
2025.01.01.

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	296 700	192 855	163 185
BB 2	400 200	260 130	220 110
BB 3	503 700	327 405	277 035
BB 4	655 500	426 075	360 525
BB 4 Roll-up	655 500	524 400	524 400
BB 5	810 000	526 500	445 500
BB 5 Roll-up	810 000	648 000	648 000
Metró Extra	726 000	580 800	580 800
Metró Premium	871 200	696 960	696 960
BB Balaton Normál	468 000	374 400	374 400
BB Balaton Prémium	709 800	567 840	567 840

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	-	117 300	117 300
CL 2	-	172 500	172 500
CL 3	-	220 800	220 800
CL 4	-	276 000	276 000
CL 5	-	327 750	327 750
CL 6	-	416 760	416 760
CL 7	-	455 400	455 400
CL Balaton Normál	-	202 800	202 800
CL Balaton Prémium	-	319 800	319 800
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	-	389 400	389 400
Full branding 4/6	-	528 000	528 000
Advertisements displayed on bus shelter	105 600	-	-

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 / DLP LED Extra	-	605 000 Ft	605 000 Ft
DLP Premium / DLP LED Premium	-	725 000 Ft	725 000 Ft
LED Henger Extra	-	1 816 500 Ft	1 816 500 Ft
LED Henger Premium	-	2 175 000 Ft	2 175 000 Ft
LED Panorama	-	2 950 000 Ft	2 950 000 Ft

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	216 000 Ft	140 400 Ft	118 800 Ft

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	50 000 Ft	32 500 Ft	27 500 Ft
Premium	167 000 Ft	133 600 Ft	133 600 Ft

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)
9 000	Budapest + countryside	6 500	4 000	2 500
17 000	Alpin	-	-	-
21 000	Metro+Prisma+Roll-up	6 500	-	-

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