

Advertising Prices From
2024.01.01.

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	258 000	167 700	141 900
BB 2	348 000	226 200	191 400
BB 3	438 000	284 700	240 900
BB 4	570 000	370 500	313 500
BB 4 Roll-up	570 000	456 000	456 000
BB 5	702 000	456 300	386 100
BB 5 Roll-up	702 000	561 600	561 600
Metró Extra	660 000	528 000	528 000
Metró Premium	792 000	633 600	633 600
BB Balaton Normál	360 000	288 000	288 000
BB Balaton Prémium	546 000	436 800	436 800

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	-	102 000	102 000
CL 2	-	150 000	150 000
CL 3	-	192 000	192 000
CL 4	-	240 000	240 000
CL 5	-	285 000	285 000
CL 6	-	362 400	362 400
CL 7	-	396 000	396 000
CL Balaton Normál	-	156 000	156 000
CL Balaton Prémium	-	246 000	246 000
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	-	354 000	354 000
Full branding 4/6	-	480 000	480 000
Advertisements displayed on bus shelter	96 000	-	-

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	-	575 000 Ft	575 000 Ft
DLP Premium	-	690 000 Ft	690 000 Ft
LED Column Extra	-	1 265 000 Ft	1 265 000 Ft
LED Column Premium	-	1 495 000 Ft	1 495 000 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	180 000 Ft	117 000 Ft	99 000 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	145 000 Ft	64 000 Ft	64 000 Ft

Billboard(HUF+VAT)	Gluing fee (in case the campaign does not start on the 1st or 16th)	Citylight (HUF+VAT)	Platform (HUF+VAT)	Tram interior posters (HUF+VAT)
8 000	Budapest + countryside	6 000	3 500	2 500
16 000	Alpin	-	-	-
21 000	Metro+Prisma+Roll-up	6 000	-	-

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