

MEDIA OFFER



PÉCSI
KOMMUNIKÁCIÓS
KÖZPONT

Pécsma and Pécsi Hírek Advertisement size and price list

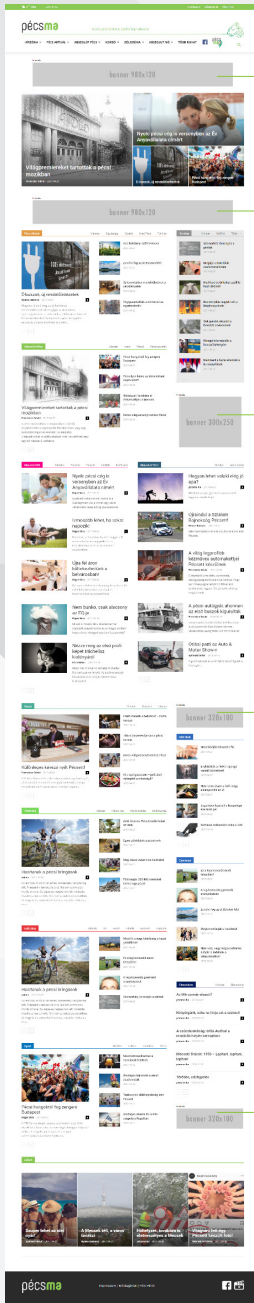
Valid: from 22. January 2018

MEDIA OFFER pécsma.hu

INTERFACE NAME	PLACEMENT	SIZE	LIST PRICE WEEK	FORMAT
super leaderboard F1	push the featured content down on main page	980x120 px	123 500 Ft	.jpg, .png, .gif, .swf*, html5*
super leaderboard F2	below the featured content on main page	980x120 px	117 000 Ft	.jpg, .png, .gif, .swf*, html5*
medium rectangle F3	below the 'hírzóna/news zone' heading block on main page	300x250 px	91 000 Ft	.jpg, .png, .gif, .swf*, html5*
half-banner F4	next to the 'korzó/prom' heading block on main page	320x100 px	61 000 Ft	.jpg, .png, .gif, .swf*, html5*
half-banner F5	below the 'elmondom/I'll tell you' heading block on main page	320x100 px	41 000 Ft	.jpg, .png, .gif, .swf*, html5*
roadblock A0	during the text on subpage (after particle 2.)	696x90 px	78 000 Ft	.jpg, .png, .gif, .swf*, html5*
medium rectangle A1	right column 1. position on subpage	300x250 px	45 500 Ft	.jpg, .png, .gif, .swf*, html5*
half page A2	right column 2. position on subpage	300x600 px	80 000 Ft	.jpg, .png, .gif, .swf*, html5*
medium rectangle A3	below the 'hírzóna/news zone' heading block on subpage 1. position	300x250 px	45 500 Ft	.jpg, .png, .gif, .swf*, html5*
medium rectangle A4	below the 'hírzóna/news zone' heading block on subpage 2. Position	300x250 px	35 500 Ft	.jpg, .png, .gif, .swf*, html5*
medium rectangle A5	below the 'abszolútnő /absolute woman' heading block on subpage 1. position	300x250 px	35 500 Ft	.jpg, .png, .gif, .swf*, html5*
medium rectangle A6	below the 'abszolútnő /absolute woman' heading block on subpage 2. position	300x250 px	35 500 Ft	.jpg, .png, .gif, .swf*, html5*
heading support billboard	above the featured content on given heading page	970x250 px	110 000 Ft	.jpg, .png, .gif, .swf*, html5*
CONTENT APPEARANCES			LIST PRICE	FORMAT
Pr article - based on the text received	on main page	up to 2500 characters + max. 5 pictures	33 000 Ft	.doc + pictures .jpg
Featured pr article - based on the text received	on main page in the featured content (for 3 days)	up to 2500 characters + max. 5 pictures	60 000 Ft	.doc + pictures .jpg
Native advertisement, content cooperation	based on the topic of consultation – by phone - with the customer, the editorial staff writes the article	up to 2500 characters + max. 5 pictures	90 000 Ft	pictures .jpg
	based on the topic of consultation – personal attendance - with the customer, the editorial staff writes the article	up to 2500 characters + max. 5 pictures	110 000 Ft	
Framed advertisement in editorial article	appears in an article matching the order of the advertiser as a special highlighted framed box, pasted to the customer's website	max 400 characters	70 000 Ft	.doc + url
Sponsorship	company name/brand appearing in the article		35 000 Ft	.doc
Notes and surcharges: - content appearance photo gallery – more than 5 pictures: 6 500 Ft - Facebook sharing on pécsma.hu FB page: 12 000 Ft - the basic prize for advertising promotion for content: 5 000 Ft (optional) - the use of an editorial photographer is a subject of agreement - political ad: 50% extra charge				

BANNER POSITIONS pécsma.hu

MAIN PAGE



Super leaderboard F1
980x120

Super leaderboard F2
980x120

Medium rectangle F3
300x250

Half banner F4
320x100

Half banner F5
320x100

SUB PAGE



Medium rectangle A1
300x250

Roadblock A0
696x90

Halfpage A2
300x600

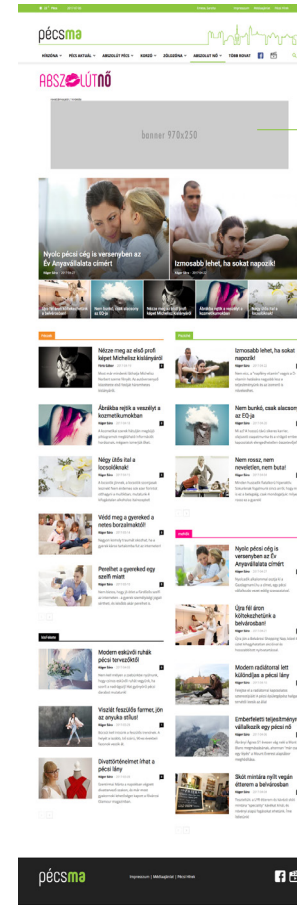
Medium rectangle A3
300x250

Medium rectangle A4
300x250

Medium rectangle A5
300x250

Medium rectangle A6
300x250

ARTICLE



Heading support billboard A1
970x250

INTERFACE NAME	SIZE	LIST PRICE excl. VAT
B2 (inner front cover)	206x269 mm	342 000 Ft
B3 (back inner cover)	206x269 mm	324 000 Ft
B4 (back cover)	206x269 mm	360 000 Ft
1/1	206x269 mm	300 000 Ft
1/2 page standing	101x269 mm	150 000 Ft
1/2 page lying	206x132,5 mm	150 000 Ft
1/3 page standing	101x178 mm	105 000 Ft
1/3 page lying	206x87 mm	105 000 Ft
1/4 page standing	101x132,5 mm	72 000 Ft
1/6 page	101x87 mm	60 000 Ft
stripe	206x41,5 mm	60 000 Ft
small strip	206x15 mm	20 000 Ft
1/12 page standing	48,5x87 mm	24 000 Ft
1/12 page lying	101x41,5 mm	24 000 Ft
1/24 page	48,5x41,5 mm	12 000 Ft
Pr article - based on the text received, appears in frame or with an (x) in every case		
900 characters + 1 (10x5 cm) picture or 1700 characters without picture	ca. 1/4 page 70 000 Ft	
1500 characters + 1 (10x5 cm) picture or 2500 characters without picture	ca. 1/3 page 90 000 Ft	
2500 characters + 1 (10x10 cm) picture or 4000 characters without picture	ca. 1/2 page 140 000 Ft	
6500 characters + 1 (10x10 cm) picture or 9000 characters without picture	ca. 1/1 page 180 000 Ft	
<p>Notes: Framed ads and pr articles requested for placement on a text page: +30% extra charge Political ad: 50% extra charge</p>		



FEEL FREE TO CONTACT US!

Based on your individual needs we make a personalized offer.

hirdetes@pecsma.hu