MEDIA OFFER
## INTERFACE NAME
- super leaderboard F1
- super leaderboard F2
- medium rectangle F3
- half-banner F4
- half-banner F5
- roadblock A0
- medium rectangle A1
- half page A2
- medium rectangle A3
- medium rectangle A4
- medium rectangle A5
- medium rectangle A6
- heading support billboard
- rovattámogató billboard R1

## PLACEMENT
- push the featured content down on main page
- below the featured content on main page
- below the 'hírzóna/news zone' heading block on main page
- next to the 'korzó/prom' heading block on main page
- below the 'elmondom/I'll tell you' heading block on main page
- during the text on subpage (after particle 2.)
- right column 1. position on subpage
- right column 2. position on subpage
- below the 'hírzóna/news zone' heading block on subpage 1. position
- below the 'hírzóna/news zone' heading block on subpage 2. Position
- below the 'abszolút nő/absolute woman' heading block on subpage 1. position
- below the 'abszolút nő/absolute woman' heading block on subpage 2. position
- above the featured content on given heading page
- adott rovatoldalon a kiemelt tartalom felett - R

## SIZE
- 980x120 px
- 980x120 px
- 300x250 px
- 320x100 px
- 320x100 px
- 696x90 px
- 300x250 px
- 300x600 px
- 300x250 px
- 300x250 px
- 300x250 px
- 970x250 px

## PRICE
- 160 000 Ft
- 150 000 Ft
- 91 000 Ft
- 61 000 Ft
- 41 000 Ft
- 78 000 Ft
- 78 000 Ft
- 45 500 Ft
- 80 000 Ft
- 45 000 Ft
- 35 500 Ft
- 35 500 Ft
- 35 500 Ft
- 110 000 Ft

## FORMAT
- .jpg, .png, .gif, .swf*, html5*
- mp4*

## CONTENT APPEARANCES

### Pr article - based on the text received
- on main page
- up to 2500 characters + max. 5 pictures
- 33 000 Ft
- .doc + képek .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 + képek .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
- 60 000 Ft
- képek .jpg

### 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

pecsikommunikacio.hu
MAIN PAGE

Super leaderboard F1
980x120px

Super leaderboard F2
980x120px

Medium rectangle F3
300x250px

Half banner F4
320x100px

Half banner F5
320x100px

SUB PAGE

Medium rectangle A1
300x250px

Roadblock A0
696x90px

Halfpage A2
300x500px

Medium rectangle A3
300x250px

Medium rectangle A4
300x250px

Medium rectangle A5
300x250px

Medium rectangle A6
300x250px

Roadblock A1
696x90px
Printed: 73,000 pieces • Dissemination: in Pécs City mailboxes • Appearance: every week on Monday • Deadline for submission: on Wednesday before the appearance until 16.00 • Format: .jpg, .tiff or pdf 300-dpi min. • Also available online.

<table>
<thead>
<tr>
<th>INTERFACE NAME</th>
<th>SIZE</th>
<th>LIST PRICE excl. VAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>B2 (inner front cover)</td>
<td>206x269 mm</td>
<td>450,000 Ft</td>
</tr>
<tr>
<td>B3 (back inner cover)</td>
<td>206x269 mm</td>
<td>430,000 Ft</td>
</tr>
<tr>
<td>B4 (back cover)</td>
<td>206x269 mm</td>
<td>480,000 Ft</td>
</tr>
<tr>
<td>1/1</td>
<td>206x269 mm</td>
<td>400,000 Ft</td>
</tr>
<tr>
<td>1/2 page standing</td>
<td>101x269 mm</td>
<td>200,000 Ft</td>
</tr>
<tr>
<td>1/2 page lying</td>
<td>206x132.5 mm</td>
<td>200,000 Ft</td>
</tr>
<tr>
<td>1/3 page standing</td>
<td>101x178 mm</td>
<td>105,000 Ft</td>
</tr>
<tr>
<td>1/3 page lying</td>
<td>206x87 mm</td>
<td>105,000 Ft</td>
</tr>
<tr>
<td>1/4 page standing</td>
<td>101x132.5 mm</td>
<td>72,000 Ft</td>
</tr>
<tr>
<td>1/6 page</td>
<td>101x87 mm</td>
<td>60,000 Ft</td>
</tr>
<tr>
<td>stripe</td>
<td>206x41.5 mm</td>
<td>60,000 Ft</td>
</tr>
<tr>
<td>small strip</td>
<td>206x15 mm</td>
<td>20,000 Ft</td>
</tr>
<tr>
<td>1/12 page standing</td>
<td>48.5x87 mm</td>
<td>24,000 Ft</td>
</tr>
<tr>
<td>1/12 page lying</td>
<td>101x41.5 mm</td>
<td>24,000 Ft</td>
</tr>
<tr>
<td>1/24 page</td>
<td>48.5x41.5 mm</td>
<td>12,000 Ft</td>
</tr>
</tbody>
</table>

Pr article - based on the text received, appears in frame or with an (x) in every case

| 900 characters + 1 (10x5 cm) picture or | ca. 1/4 page | 70,000 Ft |
| 1700 characters without picture       |              |          |
| 1500 characters + 1 (10x5 cm) picture or | ca. 1/3 page | 90,000 Ft |
| 2500 characters without picture       |              |          |
| 2500 characters + 1 (10x10 cm) picture or | ca. 1/2 page | 140,000 Ft |
| 4000 characters without picture       |              |          |
| 6500 characters + 1 (10x10 cm) picture or | ca. 1/1 page | 180,000 Ft |
| 9000 characters without picture       |              |          |

Notes:
Framed ads and pr articles requested for placement on a text page: +30% extra charge
Political ad: 50% extra charge

FEEL FREE TO CONTACT US!
Based on your individual needs we make a personalized offer.
hirdetes@pecsma.hu