

# PRICE LIST OF ONLINE ADVERTISING ON **UJSZO.com** AND *Vasárnap.com* a családnak

The price list is valid from 1.1.2023.

**TARGET YOUR CAMPAIGN TO AN IMPORTANT AUDIENCE  
THAT YOU HAVE NOT REACHED YET!**

**UJSZO.com** is the most visited Hungarian language news portal in Slovakia.\*

**UJSZO.com**

*vasarnap.com*



# UJSZO.com

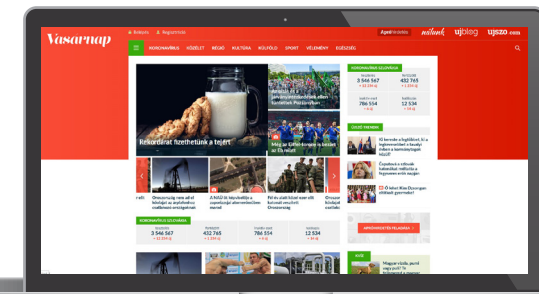
## Vasárnap.com a családnak



The target group reached by the site

We can target more than one third of the Hungarian-speaking population in Slovakia: 178 840 (RU) ujszo.com and vasarnap.com.\*

The total number of page views on ujszo.com and vasarnap.com for the month of November in 2022 was 10 268 955 (PV).



# PRICE LIST OF ONLINE ADVERTISING ON UJSZO.COM AND VASARNAP.COM

## BANNERY

Type	Size	Min. offer	DESKTOP+MOBIL	CPT	Price excluding VAT
<b>BRANDING GATE</b>	1200x200 + 2x 170x600	50 000 imp.	desktop	<b>18,00 €</b>	900,00 €
<b>BRANDING MEGABOARD</b>	1200x250, 1200x200, 990x300, 990x200	100 000 imp.	desktop	<b>18,00 €</b>	1800,00 €
<b>ARTICLE BANNER / Roadblock</b>	640x360 pix	100 000 imp.	desktop	<b>14,00 €</b>	1400,00 €
<b>INTERSCROLLER / Scroll Reveal Mobile</b>	mobil: 420x675 desktop: 640x1280	100 000 imp	<input checked="" type="checkbox"/>	<b>18,00 €</b>	1800,00 €
<b>DOUBLE SQUARE</b>	300x600	100 000 imp.	<input checked="" type="checkbox"/>	<b>14,00 €</b>	1400,00 €
<b>SQUARE</b>	300x300, 300x200	200 000 imp.	<input checked="" type="checkbox"/>	<b>12,00 €</b>	2400,00 €
<b>SQUARE + VIDEOEXPAND</b>	300x300 atyp. videoexpand	100 000 imp.	<input checked="" type="checkbox"/>	<b>22,00 €</b>	2200,00 €
<b>SUPER</b>	300x60	50 000 imp.	<input checked="" type="checkbox"/>	<b>6,00 €</b>	300,00 €
<b>STICKER/ ANCHOR</b>	mobil: 300x100, 300x150, 320x100, 320x150, desktop: 728x90, 970x90	100 000 imp.	<input checked="" type="checkbox"/>	<b>14,00 €</b>	1400,00 €
<b>VIDEO ON DEMAND</b>			<input checked="" type="checkbox"/>	<b>35,00 €</b>	

## NATIVE VIDEO - NATIVE

Native = Content is created by the publisher's editorial team, based on the advertiser's mandate and objectives. The editorial team has a say in the content of the article. The final form is approved by the advertiser. The price is agreed based on the client's needs, the placement on the site and the complexity of the implementation.

Format/placement	Guaranteed number of publications (impressions)	DESKTOP+MOBIL	CPT	Total price excluding VAT
Video production. Format square + videoexpand/ Home page and subpages ujszo.com and vasarnap.com*	100 000 imp.	<input checked="" type="checkbox"/>	from 45,00 €	from 4500 €

\*Price includes video creation, video publishing and video article (headline + perex + video) of the editorial team on ujszo.com and vasarnap.com.

Format/ placement	Guaranteed number of views	DESKTOP+MOBIL	Total price excluding VAT
Video production. Format square + videoexpand / Home and subpages ujszo.com, vasarnap.com, FB, YouTube, NMH websites**	30 000	<input checked="" type="checkbox"/>	from 5600 €

\* Price includes video production, video publishing and video article (headline + perex + video) of the editorial team on ujszo.com and vasarnap.com.

# PRICE LIST OF ONLINE ADVERTISING ON UJSZO.COM AND VASARNAP.COM

## PR ARTICLE (advertising)

This appellation is used to refer to appearances paid for and controlled by the advertiser. The advertiser is responsible for creating these posts, and they are not editorial content. The editorial staff is not involved in their creation and is not responsible for their content.

### UJSZO.COM

#### PR article TOP ujszo.com

Publication of a PR article\* in the TOP position \*on ujszo.com

**1 publication in TOP\* position 1000 €**

\* Desktop+mobile. The article will be published in TOP position for 24 hours. Then in the archives.

#### Publication of a PR article\* in TOP\* position on ujszo.com with sharing on FB and boost on social network

**FB (ujszo.com) 1300 €**

\* Desktop+mobile. The article will be published in TOP position for 24 hours. Then in the archives.

#### PR article\* in other positions

PR article displayed on the main page of ujszo.com in the articles section.

**1 publication 700 €**

\* Desktop+mobile. The article is displayed for 48 hours. Then in the archives.

#### PR article\* in other positions + social networks

Publication of a PR article on the main page of ujszo.com on social networks, in the section of articles with sharing on FB/ujszo.com

**1 publication 1000 €**

\* Desktop+mobile. The article will be published for 48 hours. Then in the archives.

### HUNGARIAN WEBSITES

#### PR article TOP - Hungarian websites ujszo.com + vasarnap.com

Publication of PR article\* in TOP position \*on ujszo.com and vasarnap.com

**1 publication in TOP position \* 1700 €**

\*Desktop+mobile. The article will be published in TOP position for 24 hours. Then in the archives.

#### Publication of PR article\* on ujszo.com and vasarnap.com in TOP position \* with sharing on FB and boosting on the social network FB (ujszo.com/vasarnap.com) 2000 €

\* Desktop+mobile. The article will be published in TOP position for 24 hours. Then in the archives.

#### PR article\* in other positions + social networks

Publication of PR article on ujszo.com and vasarnap.com on social networks, FB/ujszo.com and vasarnap.com in the section with articles shared on the social networks

**1 publication 1700 €**

\* Desktop+mobile. The article will be published in TOP position for 24 hours. Then in the archives.

### VASARNAP.COM

#### PR article on vasarnap.com

Publishing a PR article on the main page of vasarnap.com

**1 publication 700 €**

Desktop+mobile. The article will be published for 48 hours. Then in the archives.

SEO feedback	Price for 1 feedback
1 feedback	50 €
Post on social networks	Price per post
1 status (or share)	300 €

# PRICE LIST OF ONLINE ADVERTISING ON UJSZO.COM AND VASARNAP.COM

## NATIVE ARTICLE - NATIVE

**Native** = Writing a reportage or article by an editor and placing it on ujszo.com, with photos and/or video provided by the client. The content is commissioned by the advertiser and based on their objectives, but compiled by the publisher's editorial team. The editorial team has a say in the content of the article. Its final form is approved by the advertiser. The price is agreed based on the client's requirements, the placement on the site and the complexity of the implementation.

Editorial work, publication on ujszo.com and vasarnap.com, FB sharing (ujszo.com/vasarnap.com): from 1700 €

## SPECIAL PROJECT

### SPONSORED VIDEOS - SPECIAL COLLABORATION - "PRIORITY COOPERATION"

The editorial team is responsible for such content, and the editorial board always has the final say in the selection, approval and editing of topics. Within the advertising partnership, the advertiser may suggest topics for editors to process, but these are not binding on the editors. The price is agreed based on the client's requirements, the placement on the site and the complexity of the implementation.

Format/placement	Guaranteed number of views	DESKTOP+MOBIL	Total price excluding VAT*
<b>Video production.</b> Placement of the video on the main site and on the ujszo.com and vasarnap.com sub-sites	100 000	<input checked="" type="checkbox"/>	from 3100,00 €

\* The price includes the video production, the publication of the video, the guaranteed number of views and the video article (headline + perex + video) of the editorial team on ujszo.com.  
\*\* Targeted to the target group in southern Slovakia.

## ADDITIONAL OPTIONS

Commercial quiz, survey, competition (based on material provided by the client)	500 €
Podcasts	on request
Special project	on request

# PRICE LIST OF ONLINE ADVERTISING ON UJSZO.COM AND VASARNAP.COM

The number of impressions, the publication of advertisements on ujszo.com and vasarnap.com and the sharing of advertisements on social networks is set according to the agreement with the client.

Banners in .gif / html5 / .jpg / .png format, maximum size 150 kB or as agreed.

CPT Cost Per Thousand - Expresses the cost per thousand impressions (impressions of the advertisement format).

As for requests for non-standard banner formats not included in the price list, prices will be based on the specific demand and subject to approval of the creative sample sent in advance.

DUEL PRESS Ltd. will not accept any material contrary to this price list or to the "Rules for the creative presentation of advertising formats on the Internet" available on the Internet Media Association (AIM) website. By placing an order for an advertisement, the Advertiser accepts the General Terms and Conditions of DUEL PRESS s.r.o., which can be found on the website [www.ujszo.com](http://www.ujszo.com).



Duel - Press

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Prices do not include VAT  
The price list is valid from 1.1.2023.  
Binding orders must be sent no later than 5 working days before the start of the campaign,  
otherwise the reservation will be automatically cancelled.