

Ratecard 2021

1. General provisions

The Ratecard is an inseparable part of the General Contractual Conditions regarding the Sale of Television Advertising by M-RTL Zrt.

Price categories for 30 seconds (HUF / 30 secs)

Valid from 1 January 2021.	30 seconds spot Ratecard price
RTL Klub	
02:00-12:59	510,000
13:00-16:59	900,000
17:00-18:59	3,900,000
19:00-22:59	6,300,000
23:00-25:59	1,500,000

Spotlength index	
5 mp	30%
10 mp	50%
15 mp	70%
20 mp	85%
25 mp	95%
30 mp	100%
30 mp felett	lineárisan n6

Valid from 1 January 2021.	30 seconds spot Ratecard price	30 seconds spot Ratecard price
	Prime time (19:00-22:59)	Non-prime
Comedy Central	750,000	390,000
Cool	750,000	390,000
Film+	750,000	390,000
RTLII	750,000	390,000
Viasat3	750,000	390,000
	All day (02:00-25:59)	
Boomerang	300,000	
Cartoon Network	300,000	
JimJam	300,000	
Minimax	300,000	
Nickelodeon	300,000	
Nick Jr.	300,000	
NickToons	300,000	
TeenNick from 1st March 2021.	300,000	
AMC	300,000	
AXN	300,000	
Paramount	300,000	
Sorozat +	300,000	
Sport1	300,000	
Viasat6	300,000	
Comedy Central Family	210,000	
Film Cafe	210,000	
HISTORY	210,000	
RTL Gold	210,000	
RTL+	210,000	
Sony Movie Channel	210,000	
Spektrum	210,000	
Spektrum Home	210,000	
Sport2	210,000	
Film Mania	150,000	
MTV Hungary	150,000	
Muzsika TV	150,000	
Sony Max	150,000	
TV Paprika	150,000	

Seasonal index	
January	60%
February	85%
March	110%
April	135%
May	135%
June	125%
July	85%
August	85%
September	150%
October	150%
November	150%
December	105%

Spot length index

5 sec	30.0%
10 sec	50.0%
15 sec	70.0%
20 sec	85.0%
25 sec	95.0%
30 sec	100.0%
35 sec	116.7%
40 sec	133.3%
45 sec	150.0%
50 sec	166.7%
55 sec	183.3%
60 sec	200.0%
65 sec	216.7%
70 sec	233.3%
75 sec	250.0%
80 sec	266.7%
85 sec	283.3%
90 sec	300.0%

Seasonality index

January	60%
February	85%
March	110%
April	135%
May	135%
June	125%
July	85%
August	85%
September	150%
October	150%
November	150%
December	105%