MK - JÉGHAT | 448 | 42 (2018)

MÉDIATERV

Védnök / Ügyfél: New Land Media Kft.
Megrendelő: Miniszterelnöki Kabinetiroda
Kampány neve: Családok Éve [illegible]
Célcsoport: 18+
Kampányidőszak: 2018. November 1 - November 30.
Feladat megnevezése: Média tervezés és vásárlás
Szerződésszám: MK_KÁTH 13/2018
Projekt címe/ leírása: „[illegible]"
Projektszám: PRO-18-3753
Kampány típusa: TCR
Médiaterv verziószáma: 4.

Ügynökségi díj: 15%

MÉDIATULAJDONOS / ELADÓ	MÉDIUMOK	MEGJELENÉSEK RÉSZLETEI	MÉRET	NOVEMBER 1-4	5-11	12-18	19-25	26-30	Megjelenések száma	Egységnyi Teljes ár	Teljes lista ár	Árengedmény	Nettó ár	Ügynökségi díjjal növelt FIZETENDŐ NETTÓ Ft	FIZETENDŐ Bruttó Ft
Mediaworks Hungary Zrt.	24 Óra	1/1 4C [illegible]	[illegible] mm						12 db	2 064 000	24 768 000	45,8%	13 422 400	15 435 760	19 603 415
	Békés Megyei Hírlap	1/1 4C [illegible]							12 db	2 544 000	30 528 000	45,8%	16 780 400	19 297 500	24 507 379
	Heves Megyei Hírlap	1/1 4C [illegible]							12 db	2 064 000	24 768 000	45,8%	13 422 400	15 435 760	19 603 415
	Nógrád Megyei Hírlap	1/1 4C [illegible]							12 db	2 250 000	27 000 000	45,8%	15 208 400	17 489 200	22 211 087
	Petőfi Népe	1/1 4C [illegible]							12 db	2 978 000	35 736 000	45,8%	19 374 000	22 280 200	28 295 855
	Somogyi Hírlap	1/1 4C [illegible]							12 db	2 736 000	32 832 000	45,8%	18 037 600	20 743 240	26 343 125
	Tolnai Népújság	1/1 4C [illegible]							12 db	2 064 000	24 768 000	45,8%	13 422 400	15 435 760	19 603 415
	Új Dunántúli Napló	1/1 4C [illegible]							12 db	3 024 000	36 288 000	45,8%	19 668 400	22 618 660	28 725 243
	Új Néplap	1/1 4C [illegible]							12 db	2 592 000	31 104 000	45,8%	17 107 200	19 673 280	24 985 066
	Zalai Hírlap	1/1 4C [illegible]	[illegible] mm						12 db	4 099 340	49 192 080	45,8%	27 055 644	31 113 991	39 514 768
	Vas Népe	1/1 4C [illegible]							12 db	4 145 950	49 751 400	45,8%	27 363 270	31 467 761	39 963 156
	Veszprémi Napló	1/1 4C [illegible]							12 db	4 020 306	48 204 780	45,8%	26 512 629	30 489 523	38 721 694
	Fejér Megyei Hírlap	1/1 4C [illegible]							12 db	3 977 222	47 726 704	45,8%	26 249 731	30 187 194	38 337 736
	Dunaújvárosi Hírlap	1/1 4C [illegible]							12 db	1 368 050	16 416 594	45,0%	9 029 173	10 383 557	13 187 112
	24 Óra	1/1 4C [illegible]	[illegible] mm						8 db	2 476 800	19 814 400	45,0%	10 897 920	12 532 608	15 916 412
	Békés Megyei Hírlap	1/1 4C [illegible]							8 db	3 052 800	24 422 400	45,0%	13 432 320	15 447 168	19 617 903
	Heves Megyei Hírlap	1/1 4C [illegible]							8 db	2 476 800	19 814 400	45,0%	10 897 920	12 532 608	15 916 412
	Nógrád Megyei Hírlap	1/1 4C [illegible]							8 db	2 764 800	22 118 400	45,0%	12 165 120	13 989 888	17 767 158
	Petőfi Népe	1/1 4C [illegible]							8 db	3 513 600	28 108 800	45,0%	15 459 840	17 778 816	22 579 096
	Somogyi Hírlap	1/1 4C [illegible]							8 db	3 283 200	26 265 600	45,0%	14 446 080	16 612 992	21 098 500
	Tolnai Népújság	1/1 4C [illegible]							8 db	2 476 800	19 814 400	45,0%	10 897 920	12 532 608	15 916 412
	Új Dunántúli Napló	1/1 4C [illegible]							8 db	3 628 800	29 030 400	45,0%	15 966 720	18 361 728	23 319 395
	Új Néplap	1/1 4C [illegible]							8 db	3 110 400	24 883 200	45,0%	13 685 760	15 738 624	19 988 052

	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
	[illegible]	[illegible]		[illegible]	[illegible]	[illegible]	[illegible]		[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
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	[illegible]	[illegible]		[illegible]	[illegible]	[illegible]	[illegible]		[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
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[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
		[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]		[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
	[illegible]	[illegible]	[illegible]		[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]		[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
		[illegible]	[illegible]		[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

[illegible]															
[illegible] Hungary Zrt.	[illegible]	1 1 4C [illegible]	[illegible]: [illegible] mm Vágott: 220x297 mm [illegible]		[illegible]		[illegible]		2 db	1 240 000	2 480 000	48,0%	1 289 600	1 500 000	1 902 752
	[illegible]	1 1 4C [illegible]	[illegible]: [illegible] mm Vágott: [illegible] mm [illegible]			[illegible]		[illegible]	2 db	690 000	1 380 000	45,0%	[illegible]	1 113 200	1 413 764
[illegible] Kft.	[illegible]	1 1 4C [illegible]	[illegible] mm [illegible]: [illegible] mm		[illegible]	[illegible]	[illegible]	[illegible]	4 db	2 000 000	8 000 000	50,0%	4 000 000	4 000 000	5 080 000
		[illegible] - 1 1 4C [illegible]	[illegible] mm [illegible]: [illegible] mm		[illegible]		[illegible]		2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible] Kft.	[illegible]	[illegible] - 1 1 4C [illegible]	[illegible] mm					[illegible]	1 db	1 700 000	1 700 000	[illegible]	[illegible]	[illegible]	[illegible]
		1 1 4C [illegible] - [illegible] ([illegible])	[illegible] mm					[illegible]	1 db	1 425 000	1 425 000	[illegible]	570 000	[illegible]	[illegible]
		1 1 4C [illegible] - [illegible] ([illegible])	[illegible] mm					[illegible]	1 db	1 425 000	1 425 000	[illegible]	570 000	[illegible]	[illegible]
		1/1 4C [illegible] - [illegible] ([illegible])	[illegible] mm					[illegible]	1 db	1 425 000	1 425 000	[illegible]	570 000	[illegible]	[illegible]
[illegible] Kft.	[illegible]	[illegible] - 1/1 4C [illegible]	[illegible] mm		[illegible]				1 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
		[illegible] - 1 1 4C [illegible]	[illegible] mm			[illegible]	[illegible]	[illegible]	3 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
		1/1 4C [illegible] ([illegible])	[illegible] mm		[illegible]	[illegible]	[illegible]	[illegible]	4 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
		1/1 4C [illegible] ([illegible])	[illegible] mm		[illegible]	[illegible]	[illegible]	[illegible]	4 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
		1/1 4C [illegible] ([illegible])	[illegible] mm		[illegible]	[illegible]	[illegible]	[illegible]	4 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
	[illegible]	1/1 4C [illegible] - [illegible] ([illegible])	[illegible]: [illegible] mm Vágott: [illegible] mm					[illegible]	1 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
		1/1 4C [illegible] - [illegible] ([illegible])	[illegible]: [illegible] mm Vágott: [illegible] mm					[illegible]	1 db	[illegible]	[illegible]	[illegible]	715 000	[illegible]	[illegible]
		1/1 4C [illegible] - [illegible] ([illegible])	[illegible]: [illegible] mm Vágott: [illegible] mm					[illegible]	1 db	[illegible]	[illegible]	[illegible]	715 000	[illegible]	[illegible]
		1/1 4C [illegible] - [illegible] ([illegible])	[illegible]: [illegible] mm Vágott: [illegible] mm					[illegible]	1 db	[illegible]	[illegible]	[illegible]	715 000	[illegible]	[illegible]
	[illegible]	1/1 4C [illegible] - [illegible] ([illegible])	[illegible]: [illegible] mm Vágott: [illegible] mm				[illegible]		1 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
		1/1 4C [illegible] - [illegible] ([illegible])	[illegible]: [illegible] mm Vágott: [illegible] mm				[illegible]		1 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
		1/1 4C [illegible] - [illegible] ([illegible])	[illegible]: [illegible] mm Vágott: [illegible] mm				[illegible]		1 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
		1/1 4C [illegible] - [illegible] ([illegible])	[illegible]: [illegible] mm Vágott: [illegible] mm				[illegible]		1 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

[illegible]	[illegible]	[illegible]	[illegible]						3db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
		[illegible]	[illegible]						3db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]						4db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
		[illegible]							4db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
		[illegible]							4db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
	[illegible]	[illegible]	[illegible]						1db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
		[illegible]							1db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
		[illegible]							1db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
	[illegible]	[illegible]	[illegible]						1db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
		[illegible]							1db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]						1db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
		[illegible]							1db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
	[illegible]	[illegible]	[illegible]						1db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
		[illegible]							1db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]						4db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
		[illegible]	[illegible]						3db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

[illegible]	[illegible]	[illegible]					1 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]					1 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]					1 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]					2 db	177 600	[illegible]	[illegible]	213 120	[illegible]	711 282
[illegible]	[illegible]	[illegible]					2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]					2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]					1 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
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[illegible]	[illegible]	[illegible]					1 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
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[illegible]	[illegible]	[illegible]					2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]					1 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]					1 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]					2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
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[illegible]	[illegible]	[illegible]					1 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
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[illegible]	[illegible]	[illegible]					2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]					2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]					1 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]					2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]					2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]					2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]					1 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]					1 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]					2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]					2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]					1 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]					2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]					1 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]					1 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]					2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]					2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]					2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]					2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]					2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]					1 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]					1 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]					2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]					2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]					2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]					2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]					1 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]					2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]					2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]					1 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]					1 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]					2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]					1 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]					2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]					2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]					1 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

[illegible]	[illegible]	[illegible]						2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]						1 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]						2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]						2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]						2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]						2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]						2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]						1 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]						2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]						2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]						1 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]						2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]						1 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]						1 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]						2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]						1 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]						2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]						1 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]						2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]						2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]						2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]						1 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]						1 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]						2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]						2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]						1 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]						2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]						2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]						2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]						2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]						2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]						1 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]						1 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]						1 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]						2 db	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]								[illegible]		[illegible]		[illegible]	[illegible]	[illegible]

Online

[illegible]	Origo.hu	Címlap - [illegible] - 970x250	970x250	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	7 nap	15 500 000	19 500 000	60,0%	29 400 000	39 000 000	43 [illegible]	
		Címlap - [illegible] - 2.[illegible] - 970x250	970x250	[illegible]		[illegible]		[illegible]	3 nap	3 100 000	9 300 000	60,0%	3 720 000	3 [illegible]	3 [illegible]	
		[illegible] - Big Pic - 1100x773	1100x773				[illegible]		1 nap	1 000 000	1 000 000	60,0%	700 000	[illegible]	1 [illegible]	
		[illegible] - [illegible] - 300x600	300x600		[illegible]	[illegible]		[illegible]	3 nap	1 170 000	3 400 000	60,0%	1 380 000	1 [illegible]	2 [illegible]	
		[illegible] - Big Pic - 1100x773	1100x773	[illegible]			[illegible]		2 nap	1 050 000	2 100 000	60,0%	[illegible]	[illegible]	1 [illegible]	
		[illegible] - videó [illegible] - 640x360	640x360 videó, max 10 Mbyte, mp4 [illegible]		[illegible]	[illegible]	[illegible]	[illegible]	3 nap	[illegible]	2 400 000	60,0%	[illegible]	1 [illegible]	1 [illegible]	
		[illegible] - videó [illegible] - 640x360	640x360 videó, max 10 Mbyte, mp4 [illegible]	[illegible]		[illegible]		[illegible]	3 nap	500 000	1 500 000	60,0%	[illegible]	[illegible]	[illegible]	
		[illegible] - [illegible] videó [illegible] - 640x360	640x360 videó, max 10 Mbyte, mp4 [illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	30 nap	1 400 000	40 [illegible]	60,0%	17 400 000	20 [illegible]	25 [illegible]	
		TV [illegible] - [illegible] videó [illegible] - 640x360	640x360 videó, max 10 Mbyte, mp4 [illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	30 nap	[illegible]	24 000 000	60,0%	9 600 000	11 [illegible]	14 [illegible]	
		[illegible] - [illegible] videó [illegible] - 640x360	640x360 videó, max 10 Mbyte, mp4 [illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	30 nap	600 000	18 [illegible]	60,0%	7 [illegible]	8 [illegible]	11 [illegible]	
		[illegible] - [illegible] videó [illegible] - 640x360	640x360 videó, max 10 Mbyte, mp4 [illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	30 nap	700 000	27 000 000	60,0%	8 [illegible]	9 [illegible]	13 [illegible]	
	Origo.hu	[illegible]	300x[illegible]	[illegible]					[illegible]	13	100 000 000	30,0%	43 [illegible]	48 [illegible]	65 [illegible]	
	[illegible]Origo.hu	[illegible] ([illegible]) - 1024x[illegible]	1024x[illegible]	[illegible]	[illegible]		[illegible]	[illegible]	6 nap	700 000	4 200 000	60,0%	1 [illegible]	1 [illegible]	2 [illegible]	
	[illegible].hu	[illegible] - [illegible] + [illegible]	[illegible] 1024x[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	9 nap	4 [illegible]	45 [illegible]	60,0%	18 [illegible]	19 [illegible]	24 [illegible]	
	Videa.hu	Videa.hu ([illegible]) - [illegible] videó - 640x360	640x360 videó, max 10 Mbyte, mp4 [illegible], max 30 mp	[illegible]					3 114 [illegible]	7	21 [illegible]	60,0%	8 [illegible]	10 [illegible]	12 [illegible]	

| | | |

[illegible]	[illegible]	[illegible]	[illegible]						9 mp	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
									3 bit	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
		[illegible]	[illegible]						9 mp	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
									3 bit	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
	[illegible]	[illegible]	[illegible]						9 mp	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
									3 bit	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
		[illegible]	[illegible]						9 mp	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
									1 bit	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]						9 mp	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
									3 bit	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
		[illegible]	[illegible]						9 mp	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
									3 bit	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
	[illegible]	[illegible]	[illegible]						9 mp	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
									3 bit	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
		[illegible]	[illegible]						9 mp	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
									3 bit	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]						10 mp	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
		[illegible]	[illegible]						3 bit	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
		[illegible]	[illegible]						2 bit	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
		[illegible]	[illegible]						1 bit	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
		[illegible]	[illegible]						4 mp	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
		[illegible]	[illegible]						2 mp	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

[illegible]	[illegible]	[illegible]	[illegible]						[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
	[illegible]								[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
	[illegible]								[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
	[illegible]								[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
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	[illegible]								[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
	[illegible]								[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
	[illegible]								[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
	[illegible]								[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
	[illegible]								[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
	[illegible]								[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
	[illegible]								[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
	[illegible]								[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
	[illegible]								[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
	[illegible]	[illegible]	[illegible]						[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
	[illegible]	[illegible]	[illegible]						[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]						[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
									[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]						[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
									[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
		[illegible]	[illegible]						[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]						[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
									[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

Village Media Kft.	[illegible]	pop up ablakszer	640x360 px		[redacted]		2db	400 000	300 000	40,0%	400 000	500 000	700 000
	[illegible]	fixablak ablakszer	640x360 px				2db	200 000	500 000	40,0%	350 000	300 000	400 000
	[illegible]	fixablak ablakszer	640x360 px				2db	200 000	500 000	40,0%	350 000	300 000	400 000
	[illegible]	ablakszer	640x360 px				2db	120 000	200 000	40,0%	140 000	140 000	200 000
	[illegible]	ablakszer	640x360 px				2db	300 000	300 000	40,0%	350 000	300 000	350 000
	[illegible]	ablakszer	640x360 px				2db	35 000	70 000	40,0%	105 000	117 000	140 971
	[illegible]	ablakszer	640x360 px				2db	30 000	60 000	40,0%	70 000	40 000	50 000
	[illegible]	ablakszer	640x360 px				2db	35 000	70 000	40,0%	105 000	117 000	140 971
	[illegible]	[illegible] ablakszer	640x360 px				2db	45 000	50 000	40,0%	50 000	65 000	71 000
	[illegible]	ablakszer	640x360 px				2db	340 000	400 000	40,0%	200 000	300 000	420 000
	[illegible]	fixablak kisautó ablakszer	640x360 px				10 nap	50 000	1 200 000	40,0%	600 000	700 000	900 000
	[illegible]	ablakszer	640x360 px				2db	400 000	500 000	40,0%	400 000	500 000	700 000
	[illegible]	ablakszer	640x360 px				2db	200 000	300 000	40,0%	350 000	300 000	400 000
	[illegible]	ablakszer	640x360 px				2db	150 000	300 000	40,0%	350 000	300 000	400 000
	[illegible]	ablakszer pop up	640x360 px				2db	50 000	170 000	40,0%	300 000	300 000	350 000
	[illegible]	ablakszer	640x360 px				2db	100 000	300 000	40,0%	300 000	117 000	140 971
	[illegible]	ablakszer	640x360 px				2db	40 000	80 000	40,0%	300 000	300 000	300 000
	[illegible]	ablakszer	640x360 px				2db	40 000	80 000	40,0%	40 000	30 000	70 000
	[illegible]	lámpafi helyén megfelelő vitrál	640x360 px				2db	400 000	600 000	40,0%	300 000	600 000	800 774
	[illegible]	lámpafi helyén megfelelő vitrál	640x360 px				2db	200 000	500 000	40,0%	300 000	300 000	400 150
	[illegible]	ablakszer	640x360 px				2db	200 000	500 000	40,0%	300 000	300 000	400 150
	[illegible]	[illegible] - ablakszer	640x360 px				2db	600 000	1 200 000	40,0%	700 000	900 000	1 150 736
	[illegible]	ablakszer	640x360 px				2db	270 000	300 000	40,0%	300 000	300 000	397 902
	[illegible]	vonal fémszer - vitrál	640x360 px				2db	400 000	900 000	40,0%	500 000	600 000	800 774
	[illegible]	ablakszer	640x360 px				2db	17 500	35 000	40,0%	35 000	50 000	70 000
	[illegible]	ablakszer	640x360 px				2db	25 000	150 000	40,0%	50 000	105 000	150 405
	[illegible]	ablakszer	640x360 px				2db	200 000	500 000	40,0%	300 000	300 000	400 150
Összesen / TV-csatornák													
Televíziós hirdetések - rendszeres													
MSC Magyarország Kft.	MS	[illegible]	60 nap		[redacted]		20db	1 451 100	[illegible]	70,0%	[illegible]	[illegible]	[illegible]
		[illegible]					20db	991 700	[illegible]	70,0%	[illegible]	[illegible]	[illegible]
MSC Magyarország Kft.	MS	[illegible]	30 nap				1db	3 311 700	[illegible]	70,0%	[illegible]	[illegible]	[illegible]
		[illegible]					40db	[illegible]	[illegible]	70,0%	[illegible]	[illegible]	[illegible]
		[illegible]					40db	[illegible]	[illegible]	70,0%	[illegible]	[illegible]	[illegible]
		[illegible]					40db	1 134 171	[illegible]	70,0%	[illegible]	[illegible]	[illegible]
SCHO Magyar TV Zrt.	SCHO TV	Téljes műsorik - TCR	60 nap				90db	700 000	[illegible]	70,0%	27 000 000	28 102 500	15 601 725
		Téljes műsorik - TCR	30 nap				200db	350 000	[illegible]	70,0%	27 000 000	28 102 500	15 601 725
Összesen / TV													
Kültéri fixel hirdetési felületek													
Fellmont Kft.	Óriásplakát	Óriásplakát - NOVEMBER Téljes hónap 2020.11.01 - 11.30	2000-2500 db		[redacted]		300db	-	[illegible]	60,0%	[illegible]	[illegible]	[illegible]
	Utcabútorok (busz jegyárusító fülke)	Utcabútorok (BUSZ jegyárusító fülke) - NOVEMBER Téljes hónap 2020.11.01 - 11.30	vegyes				70db	-	[illegible]	60,0%	[illegible]	[illegible]	[illegible]
Összesen / nettóreferencia													
[illegible]									[illegible]		[illegible]	[illegible]	[illegible]

New Land Media Kft.

ÜGYVEZETŐ

New Land Média Kft.