



RTL DIGITAL RATE CARD

Valid from 1 January 2025

Options for CTV

Interface	Place of display	In case of using the entire portfolio HUF / AV
SWEET.TV video (max. 30sec)	In advertising breaks during programs	SWEET.TV FAST channels 20 HUF

The Service Provider accepts orders for SWEET.TV spot campaigns based on the rate card price for the creative, for spots up to 30 seconds in length. Advertisements longer than this will be evaluated based on prior agreement.

Options for Video

Interface	Place of display	In case of using the entire portfolio		In case of using a segment*		In case of age and/or gender target selected from the defined target groups**		
		Bumper (≤ 6 seconds) HUF / AV	(≥ 7 seconds) HUF / AV	Bumper (≤ 6 seconds) HUF / AV	(≥ 7 seconds) HUF / AV	Bumper (≤ 6 seconds) HUF / AV	(≥ 7 seconds) HUF / AV	
FULL VIDEO	Pre-roll (before programme) and mid-roll (during programme)	RTL Digital ¹	4 HUF	8 HUF	-	-	-	-
FULL VIDEO +	Pre-roll (before programme) and mid-roll (during programme)	RTL Digital ¹	5 HUF	10 HUF	7 HUF	13 HUF	7 HUF	13 HUF
Fullvideo + Wallpaper	Wallpaper: 1920x1080	RTLPlusz.hu ²	17 HUF		22 HUF		22 HUF	
Masthead video (multiplatform display)	Desktop wallpaper: 1250x742 + Mobile wallpaper: 300x600pxl	RTL.hu	17 HUF		-		-	
Videobanner (multiplatform display)	300x250 and 640x360	RTL.hu RTL.hu APP	6 HUF		-		-	

FULLVIDEO: impression-based service, appearance cannot be skipped

FULLVIDEO+: impression-based service, appearance cannot be skipped, Hungary geotarget

*Segment	**Target groups specified
Beauty_Cosmetics	Pet_lovers
Drive_Car	Gastro_Cooking
Technology	Shopping
Light_tv_viewer	Entertainment
Fashion	Social_media_lovers
Gastro_Fastfood	Gamers
Homedecor	Fit_lifestyle_Sport
News	Family
Business	
	18-29
	18-39
	18-49
	18-59
	25-49
	25-59
	30+
	45+
	and/or
	Female
	Male

If online Fullvideo-, Fullvideo+, Postroll, Fullvideo+Wallpaper, Videobanner, Masthead video spot campaigns are ordered, films with a length of 30 seconds or longer will only be accepted by the Service Provider based on the rate-card price for the creative.

In the case of spots longer than 30 seconds, the Service Provider applies the following prices:

For a spot not exceeding 30 seconds the creative rate-card price applies,

For spots longer than 30 seconds, the price increases linearly with the list price of a 30-second spot,

Spots of 60 seconds or longer will be accepted by the Service Provider only after individual assessment.

The prices exclude VAT.

¹ RTL Digital: RTL.hu + RTLPlusz.hu + RTL+ Magyarország APP + RTL.hu APP full site rotation

² RTLPlusz.hu: RTL+ Light and RTL+ Active

Options for Premium display

Interface	Size	Place of display	In case of using the entire portfolio	In case of using a segment*	In case of age and/or gender target selected from the defined target groups**
			HUF /AV	HUF /AV	HUF /AV
Interscroller (multiplatform display)	Desktop: 2730x1532 + Mobile: 300x600	RTL.hu RTL.hu APP	15 HUF	-	-
Loading Page	2730x1532	RTL.hu	17 HUF	-	22 HUF
		RTLPlusz.hu ²			
Parallax (multiplatform display)	2560x2048 1600x1280 1024x819 1638x2048 819x1024	RTLPlusz.hu ²	15 HUF	-	19 HUF

*Segment	**Target groups specified
Beauty_Cosmetics Drive_Car Technology Light_tv_viewer Fashion Gastro_Fastfood Homedecor News Business	Pet_lovers Gastro_Cooking Shopping Entertainment Social_media_lovers Gamers Fit_lifestyle_Sport Family
	18-29 18-39 18-49 18-59 25-49 30+ 45+
	and/or Female Male

Options for Standard display

Interface	Size	Place of display	In case of using the entire portfolio HUF /AV
Bannermix (multiplatform display)	728x90 and 300x250	RTL.hu RTL.hu APP	3 HUF
Leaderboard (multiplatform display)	728x90 and 300x100	RTL.hu RTL.hu APP	3 HUF
Superleaderboard - M (multiplatform display)	970x120 and 300x100	RTL.hu RTL.hu APP	5 HUF
Superleaderboard - L (multiplatform display)	970x250 and 300x100	RTL.hu RTL.hu APP	8 HUF
Video overlay (multiplatform display)	728x90 and 320x50	RTL.hu RTL.hu APP	3 HUF
Halfpage (multiplatform display)	300x600	RTL.hu RTL.hu APP	6 HUF
Medium Rectangle (multiplatform display)	300x250	RTL.hu RTL.hu APP	3 HUF
Cube 3D (multiplatform display)	4 pcs of 300x300	RTL.hu RTL.hu APP	8 HUF
Roadblock (multiplatform display)	640x360 and 480x480	RTL.hu RTL.hu APP	6 HUF

Options for Standard mobile phone display

Interface	Size	Place of display	In case of using the entire portfolio HUF /AV
Standard mobile banner	300x250	RTL.hu RTL.hu APP	3 HUF
Cube 3D	4 pcs of 300x300	RTL.hu RTL.hu APP	8 HUF
Mobile Full screen layer	480x654	RTL.hu RTL.hu APP	8 HUF
Sticky Footer	300x100	RTL.hu	6 HUF
Bubble	100x100	RTL.hu RTL.hu APP	3 HUF

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Native display options

Interface	Place of display	
Multiscreen Prime Roadblock	RTL.hu RTL.hu APP	Based on prior consultation. Please, request an individual offer from your contact person.
RTL.hu Voting Bannermix	RTL.hu RTL.hu APP	
Wish	RTL.hu RTL.hu APP	
Highlight	RTLPlusz.hu ² RTLPlusz.hu ²	
Native Content Box	RTLPlusz.hu ² RTLPlusz.hu ²	
Branded Box	RTL.hu RTL.hu APP	
PR article post+ Facebook post	RTL.hu + RTL.hu APP Social media platforms	

Options for Social display

Interface	
Facebook post	By prior arrangement, a post belonging to the selected program or appearing on the official RTL page, in which the product / Brand is displayed. Please, request an individual offer from your contact person.
Instagram post	
TikTok post	

Options for Programmatic

Interface	Place of display	Preferred Guaranteed				Preferred Non-Guaranteed	
		In case of using the entire portfolio		In case of targeting ³			
		Bumper (≤ 6 seconds)	(≥ 7 seconds)	Bumper (≤ 6 seconds)	(≥ 7 seconds)	Bumper (≤ 6 seconds)	(≥ 7 seconds)
		HUF /AV	HUF /AV	HUF /AV	HUF /AV	HUF /AV	HUF /AV
FULL VIDEO + Pre-roll (before programme) and mid-roll (during programme)	RTL Digital ¹	5 HUF	10 HUF	7 HUF	13 HUF	7 HUF	13 HUF

FULLVIDEO+: impression-based service, appearance cannot be skipped, Hungary geotarget

Interface	Size		Preferred Guaranteed	Preferred Non-Guaranteed
			HUF /AV	HUF /AV
Bannermix (multiplatform display)	728x90 and 300x250	RTL.hu RTL.hu APP	3 HUF	4 HUF
Leaderboard (multiplatform display)	728x90 and 300x100	RTL.hu RTL.hu APP	3 HUF	4 HUF
Superleaderboard - M (multiplatform display)	970x120 and 300x100	RTL.hu RTL.hu APP	5 HUF	6 HUF
Superleaderboard - L (multiplatform display)	970x250 and 300x100	RTL.hu RTL.hu APP	8 HUF	9 HUF
Halfpage (multiplatform display)	300x600	RTL.hu RTL.hu APP	6 HUF	8 HUF
Medium Rectangle (multiplatform display)	300x250	RTL.hu RTL.hu APP	3 HUF	4 HUF
Roadblock (multiplatform display)	640x360 and 480x480	RTL.hu RTL.hu APP	6 HUF	7 HUF

The prices exclude VAT.

¹ RTL Digital: RTL.hu + RTLPlusz.hu + RTL+ Magyarország APP + RTL.hu APP full site rotation

² RTLPlusz.hu: RTL+ Light and RTL+ Active

³ For information on targeting options, reach out to your contact person.