

BORSODIHÍR

MÉDIAAJÁNLAT | 2018

www.borsodihir.hu

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A Borsodihír online hírportált kiadó BDR MÉDIA Kft. hatékony és megfizethető marketingmegoldásokat kínál a hirdetőknél.

A Debrecenben nagy látogatottsággal bíró Cívishír társpor-tálja, a megye egyik legújabb de egyben legdinamikusabban fejlődő hírportálja.

Díjmentes tanácsadással segítjük partnereinket a cégre, ter-mékre, szolgáltatásra szabott legmegfelelőbb megjelenések vagy hirdetési kampányok kialakításában.

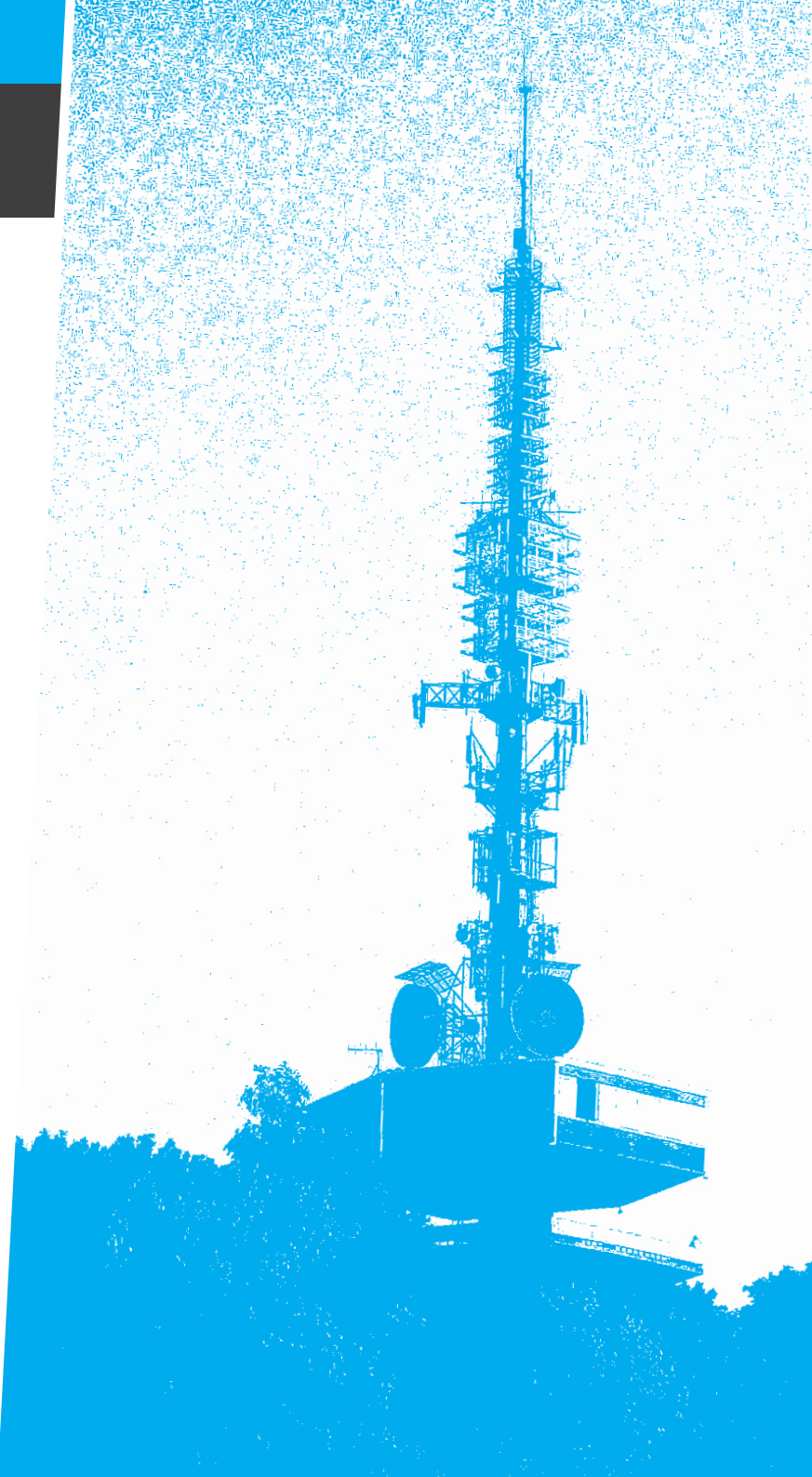
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LISTAÁRAINK I FŐOLDAL* - ZÓNA I.

FELÜLET	MÉRET	ÁR/HÉT
1. Pop-up	600x600 px	550 ezer Ft+ÁFA
2. Super Leaderboard	960x90 px	275 ezer Ft+ÁFA
3. Extra Leaderboard	600x300 px	380 ezer Ft+ÁFA
4. Half Page	300x600 px	380 ezer Ft+ÁFA
5. Leaderboard	728x90 px	220 ezer Ft+ÁFA
6. Billboard I.	300x250 px	220 ezer Ft+ÁFA
7. Billboard II.	300x250 px	220 ezer Ft+ÁFA
8. Billboard III.	300x250 px	220 ezer Ft+ÁFA
9. Billboard IV.	300x250 px	220 ezer Ft+ÁFA
10. Billboard V.	300x250 px	220 ezer Ft+ÁFA
PR-cikk max.	3000 karakter	50 ezer Ft+ÁFA

The screenshot shows the Borsodi Hír website homepage. The layout includes a top navigation bar, a main content area with a large hero image and several smaller news snippets, a weather widget, and a Facebook feed at the bottom. Numbered callouts (1-10) are overlaid on the page to indicate specific advertising opportunities:

- 1.** Located on the main hero image.
- 2.** Located in the top navigation bar area.
- 3.** Located in the left sidebar area.
- 4.** Located on the right side of the page.
- 5.** Located in the top navigation bar area.
- 6.** Located in the left sidebar area.
- 7.** Located in the left sidebar area.
- 8.** Located in the left sidebar area.
- 9.** Located in the weather widget area.
- 10.** Located in the Facebook feed area.

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LISTAÁRAINK I FŐOLDAL* - ZÓNA II.

FELÜLET	MÉRET	ÁR/HÉT
11. Extra Leaderboard	600x300 px	330 ezer Ft+ÁFA
12. Leaderboard 2	728x90 px	165 ezer Ft+ÁFA
13. Half Billboard I.	300x90 px	110 ezer Ft+ÁFA
14. Half Billboard II.	300x90 px	110 ezer Ft+ÁFA
15. Billboard VI.	300x250 px	165 ezer Ft+ÁFA
16. Billboard VII.	300x250 px	165 ezer Ft+ÁFA
17. Billboard VIII.	300x250 px	165 ezer Ft+ÁFA

The image shows a grid of various media placements on a website. Each placement is represented by a small thumbnail of the actual ad and a larger blue box with a white number indicating the ad type. The placements include:

- 11. Extra Leaderboard:** A large horizontal banner at the top of the page.
- 12. Leaderboard 2:** A smaller horizontal banner below the first one.
- 13. Half Billboard I:** A vertical ad on the right side of the page.
- 14. Half Billboard II:** Another vertical ad on the right side.
- 15. Billboard VI:** A vertical ad on the left side of the page.
- 16. Billboard VII:** A vertical ad on the left side.
- 17. Billboard VIII:** A vertical ad on the left side.

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LISTAÁRAINK I FŐOLDAL* - ZÓNA III.

FELÜLET	MÉRET	ÁR/HÉT
18. Extra Leaderboard	600x300 px	165 ezer Ft+ÁFA
19. Half Billboard III.	300x90 px	50 ezer Ft+ÁFA
20. Billboard IX.	300x250 px	70 ezer Ft+ÁFA
21. Leaderboard III.	728x90 px	70 ezer Ft+ÁFA
22. Half Billboard IV.	300x90 px	50 ezer Ft+ÁFA
23. Billboard X.	300x250 px	70 ezer Ft+ÁFA

The image shows a grid of various digital advertising spots from a news website. The spots are numbered 18 through 23, corresponding to the table above. Spot 18 is a large blue banner with the number '18.' in white. Spot 19 is a small banner with the number '19.' and a small image. Spot 20 is a small banner with the number '20.' and a small image. Spot 21 is a large banner with the number '21.' in white. Spot 22 is a small banner with the number '22.' in white. Spot 23 is a small banner with the number '23.' in white. The spots are arranged in a grid, with some spots being larger than others. The background is a collage of various news and sports images.

LISTAÁRAINK I ALOLDAL

FELÜLET	MÉRET	ÁR/HÉT
1. Pop-up	600x600 px	550 ezer Ft+ÁFA
2. Extra Leaderboard	600x300 px	380 ezer Ft+ÁFA
3. Half Page	300x600 px	380 ezer Ft+ÁFA
4. Leaderboard	728x90 px	220 ezer Ft+ÁFA
5. Billboard I.	300x250 px	220 ezer Ft+ÁFA
6. Billboard II.	300x250 px	220 ezer Ft+ÁFA
7. Billboard III.	300x250 px	220 ezer Ft+ÁFA
8. Half Billboard I.	300x90 px	165 ezer Ft+ÁFA
9. Half Billboard II.	300x90 px	165 ezer Ft+ÁFA

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4.

The screenshot shows the BorsodiHír website layout with the following ad placements:

- 1.** A large rectangular ad placed over the main article image.
- 2.** A large rectangular ad placed below the main article.
- 3.** A large rectangular ad placed on the right side of the page, partially overlapping the weather and calendar widgets.
- 4.** A horizontal ad placed at the top right of the page.
- 5.** A small rectangular ad placed below the main article image.
- 6.** A small rectangular ad placed below the main article image.
- 7.** A large rectangular ad placed below the calendar widget.
- 8.** A small rectangular ad placed below the Facebook comment plugin.
- 9.** A small rectangular ad placed at the bottom right of the page.