
GENERAL CONTRACT TERMS REGARDING ONLINE ADVERTISING ON THE WEBSITES OF HUNGARIAN TOURISM LTD.

ONLINE PRESENCE OF HUNGARIAN TOURISM AGENCY.

The main aim of the activities of Hungarian Tourism Agency is to increase the amount of inbound and domestic travel, the number of guest nights and income from tourism. The company would like to contribute to raising the prestige of the tourism profession by means of its activities. It wishes to emphasize its role as a service provider for tourism by offering extra services to its Partners.

By advertising on the surfaces of Hungarian Tourism Agency home and abroad, a local service (further referred to as the "Client") can reach an audience of several million, thus promoting the client. **On its home page and other sub-pages Hungarian Tourism Agency, further referred to as the "Service Provider", offers online opportunities for online presence (highlighted promotion service, PR article, placing links, etc.).**

RESORT TO THE ADVERTISING SERVICES

1. The Client fills out the Order Form attached to the present GCTs and notifies the Service Provider, preferably electronically, about his intent to make use of its advertising services.
2. The Service Provider officially signs the Order Form and returns it to the Client, specifying the location of the advertisement, the format, the conditions, the number of times, the duration of the advertising, and the fees Client will have to pay for the service.
3. The Service Provider's commitment to warrant advertising services to the Client exists from the date when the written, officially-signed declaration of the Client about the acceptance of the offer reaches the Service Provider.
4. **The Service Provider maintains the right to refuse to publish the advertisement if the content of it does not agree with the Service Provider's goals**, i.e. increasing inbound or domestic tourism, would be against public taste or the quality of the advertisement does not reach the standard of the advertising medium.
5. In case any of the above listed cases are true, the Service Provider is entitled to reject the publishing of the advertisement in a one-sided written declaration, without any reimbursement liability to Client.
6. Orders are treated in the order they are received. In case there is no free advertising place for the required period, the Service Provider offers alternative periods and means to the Client in written form.
7. The Client is obliged to pay within the deadline, the advertising fee referred to in the General Contract Terms and detailed in the Confirmation, after he officially signs and returns the confirmation of the Order.

SUBMISSION OF MATERIALS

The Service Provider only undertakes publishing accomplished advertisements but does not prepare them with the exception of those ones listed under the 'sponsored' menu point. The

Client is obliged to submit the desired language versions, and must remember that the Service Provider is exempt from the liability of the correctness of these language versions.

Banners: The Client is obliged to send the completed advertisements to the Service Provider in .html., .jpg., .gif or .swf. format, minimum 5 working days before the desired date of publishing. **Banners are accepted in limited number in case of each web page and are placed in the order of reception.** Only banners with a link opening in a new window are accepted.

Link: a reference opening in a new window, behind a text of maximum 70 characters.

The Clients will be notified in writing about the *viability* of the ordered service within 24 hours.

FEES

The fees of the advertisement surfaces are listed in the attached table. **The listed fees do not contain the existing VAT.**

CLIENT

The Service Provider recons any Client an **Agent**, who registers his service as intermediary, as it is stipulated in 1 of paragraph (4) § 3 in the Act on Accounting, C of 2000.

BREACH OF PROMISE

In case the Service Provider performs flawed service, he must act in accordance with chapter XXIV of the Civil Code and is entitled to debit Client's account with as low as 50% of the advertising fee.

In the event of non-completion, in case the Service Provider fails to deliver the service, i. e. publish the ordered advertisement, the Client is exempt from payment, while the Service Provider is liable to pay 10 % of the advertising fee as penalty fee.

The Service provider is not liable for failed services beyond his control.

CANCELLATION OF THE ORDER

The Client is entitled to cancel the services without justification within 10 working days of accepting the confirmed Order from the Service Provider. After this period the Client must pay 30 % penalty of the net advertising fee. The Client is obliged to cancel the services solely in writing. In the event the Client cancels the services after the submission deadline, the Service Provider debits the Client's account with 50 % of the charged fee. The Service Provider makes out a receipt about the penalty within 8 days of cancellation and the Client is obliged to pay the amount on the date indicated in the account.

OTHER PROVISIONS

For issues not dealt with in the present General Contract Terms the guiding principles of Civil Law are applicable.

ADVERTISING RATES

- **Featured/Primary positioning in Hungary Tourism Database (NETA):**
 - Search pages and trip planner page: in the event of multiple primary-positioned elements, these will be displayed in random order.

In each and every relevant category (e.g. events, concerts) and in all of the foreign language versions of the Hungary Tourism Agency's homepage, the featured elements will receive primary positioning.

Price	10 EUR/day
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- **Link positioning:** An html link to the client's public website in a single specified article.

Length of link text	The visible text link (anchor text) shall be no more than 70 characters (including spaces).	
Link	target=_blank	
Price	from the 2nd month	1 month
	51 EUR/month	67 EUR

- **News items and events:** factual news items on events and activities relevant to tourists. Located on the main page. Brief attention-grabbing introduction and main body of text.

Article Length	Lead: maximum 70 character Body: maximum 1000 character
Images	maximum 5x landscape format image, min. 1920x1080px format: JPEG, GIF, PNG
Video	YouTube link
Link	maximum 70 character target=_blank
Price	10 EUR/day

Placement of News items and events on Gotohungary.com or foreign language versions of the same, in the news section, as a separate menu item.

Length	lead: maximum 70 character Body text: maximum 1000 character
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Image	maximum 5x landscape format images, min. 1920x1080px format: JPEG, GIF, PNG
Video	YouTube link
Link	maximum 70 character target=_blank
Price	7 EUR/day

- **PR article:** news items and more in- depth information on subjects relevant to tourists. Brief attention-grabbing introduction and main body of text. Placement according to agreement

Length	lead: maximum 70 character Body text: maximum 1500 character
Image	maximum 5x landscape format images, min. 1920x1080px format: JPEG, GIF, PNG
Video	YouTube link
Link	maximum 70 character target=_blank
Price	27 EUR/week PR article written by Hungarian Tourism Ltd. staff: 34 EUR/week

- **Banner placement:** On the Gotohungary website, on a subpage with an existing article on a related topic, in one month (30 day) periods. (One banner per page.)

Dimensions	604x100px
Format	SWF, JPG, GIF
Link	target=_blank
Price	135 EUR/month
Price incl. banner designed by Hungarian Tourism Ltd.	According to prior agreement

- **PDF publications:**

Positioning: On the appropriate-language sub-page of the gotohungary.com publications page, and also on the Hungary Tourism Scribd account.

<http://www.scribd.com/VisitHungary>

Price	17 EUR / brochure / year
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- **Featuring in local representative Newsletter**

(Not all foreign representatives can offer this option – please confirm with our staff)

Size	maximum 300 character	
Image	max. 240px wide, format: JPEG, GIF, PNG	
Price	No image	67 EUR/newsletter
	With image	84 EUR/newsletter

- **“Campaign” Package** – Package includes:

- Positioning on Hungary Tourism’s foreign representative’s Facebook pages: 1 post + 1 image. In the event that there is no Facebook page for the desired foreign representative office, the post will be featured on the English Facebook page (in English)
- New items and events on the foreign representative office’s homepage.

Dimensions	<ul style="list-style-type: none"> - Facebook post: 420 character - News items and events: 1,500 character + landscape format image, min. 1920 x 1080px
Price	74 EUR/week/site

- **Discounts:**

Bulk discount for online media advertising, in one single order.	
Total amount of order (Net)	Discount
above 337 EUR	10%
above 674 EUR	20%