IK Outdoor

Programmatic KIT

IK Outdoor

General introduction



Out of Home

Unmissable presence, unforgettable impact

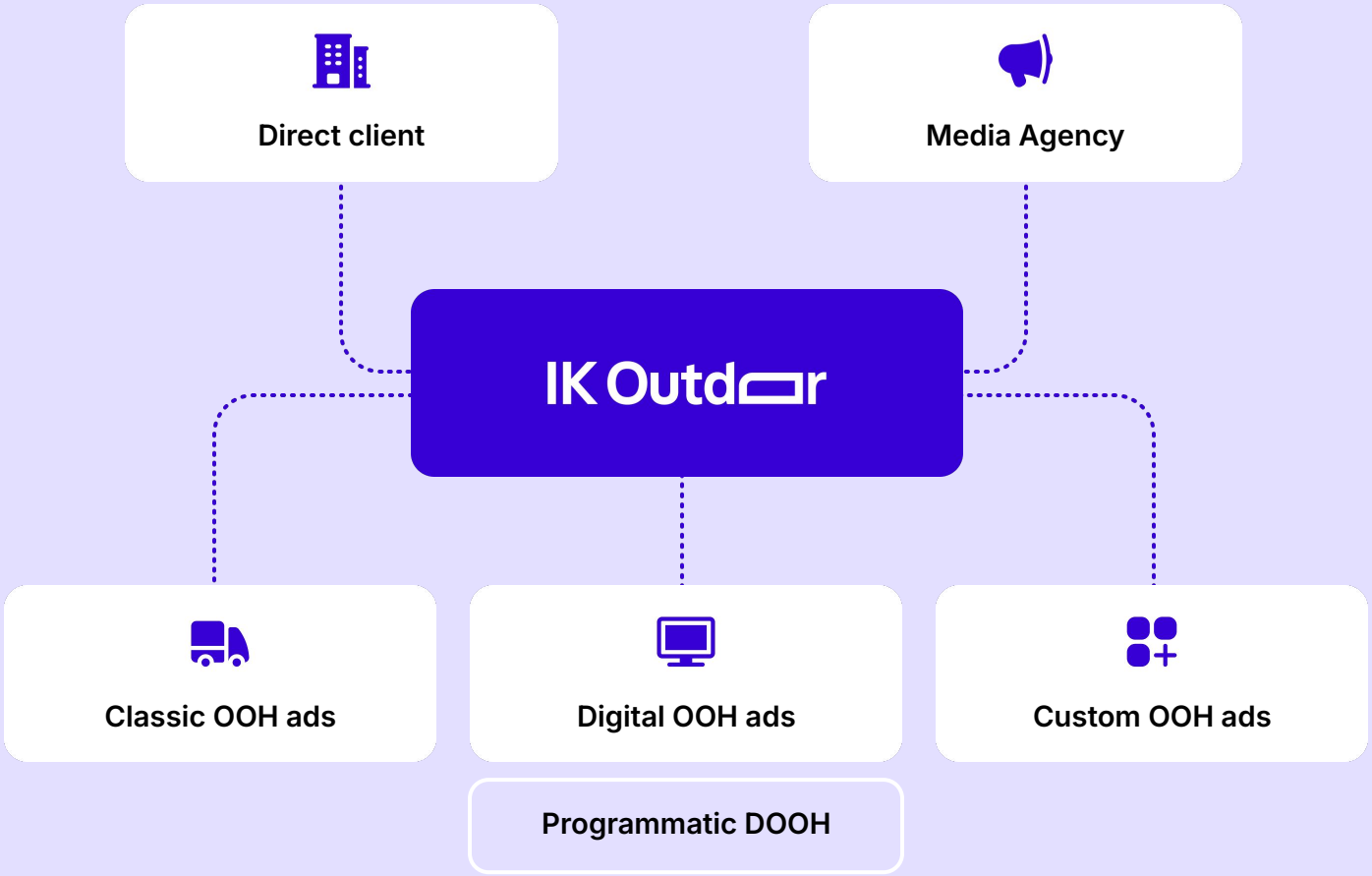
Why IK Outdoor?

Media owner relations

We have trusted relationships with most media owners in the public space market that go back many years.

20 years of experience

Our staff has more than twenty years of experience in designing traditional and unique campaigns.


Direct client
Media Agency
IK Outdoor
Classic OOH ads
Digital OOH ads
Custom OOH ads
Programmatic DOOH

Programmatic ads

Digital citylight

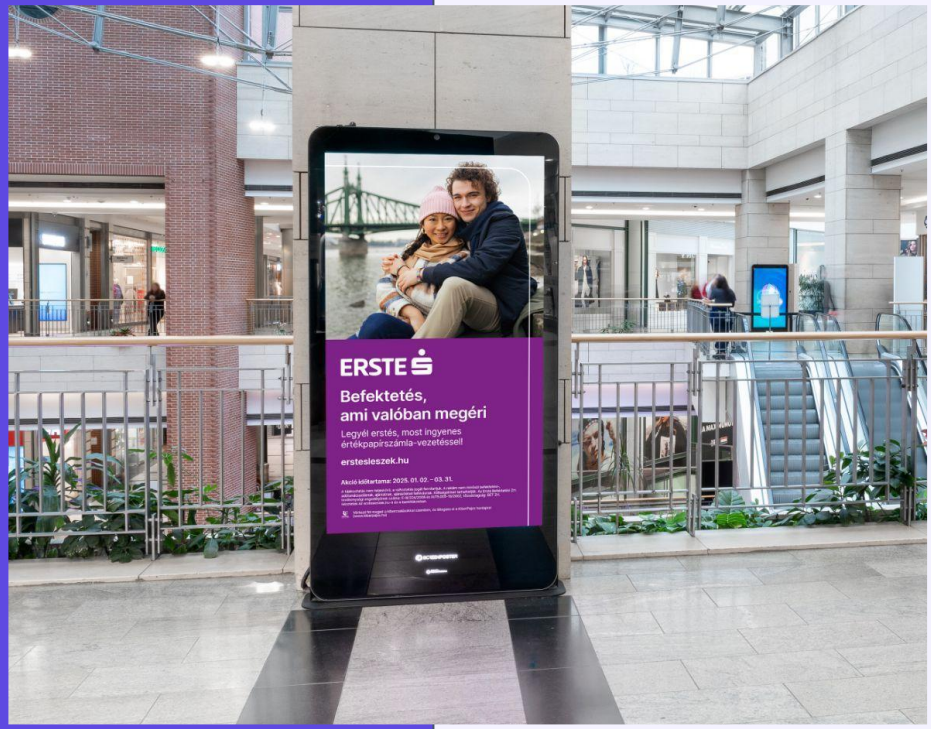
IK Outdoor

Resolution
1080 × 1920 px

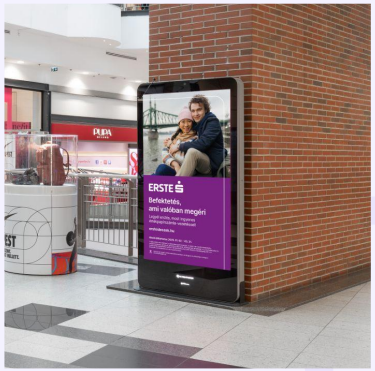
Type
Digital citylight

Location
Budapest and across Hungary

Traffic
76k - 1.395k visitors / month







Digital indoor screens

IK Outdoor

Resolution
1080 × 1920 px

Type
Digital indoor screens

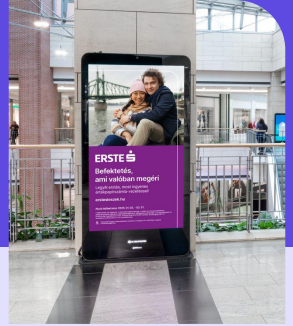
Location
Budapest

Traffic
35k - 46k visitors / month





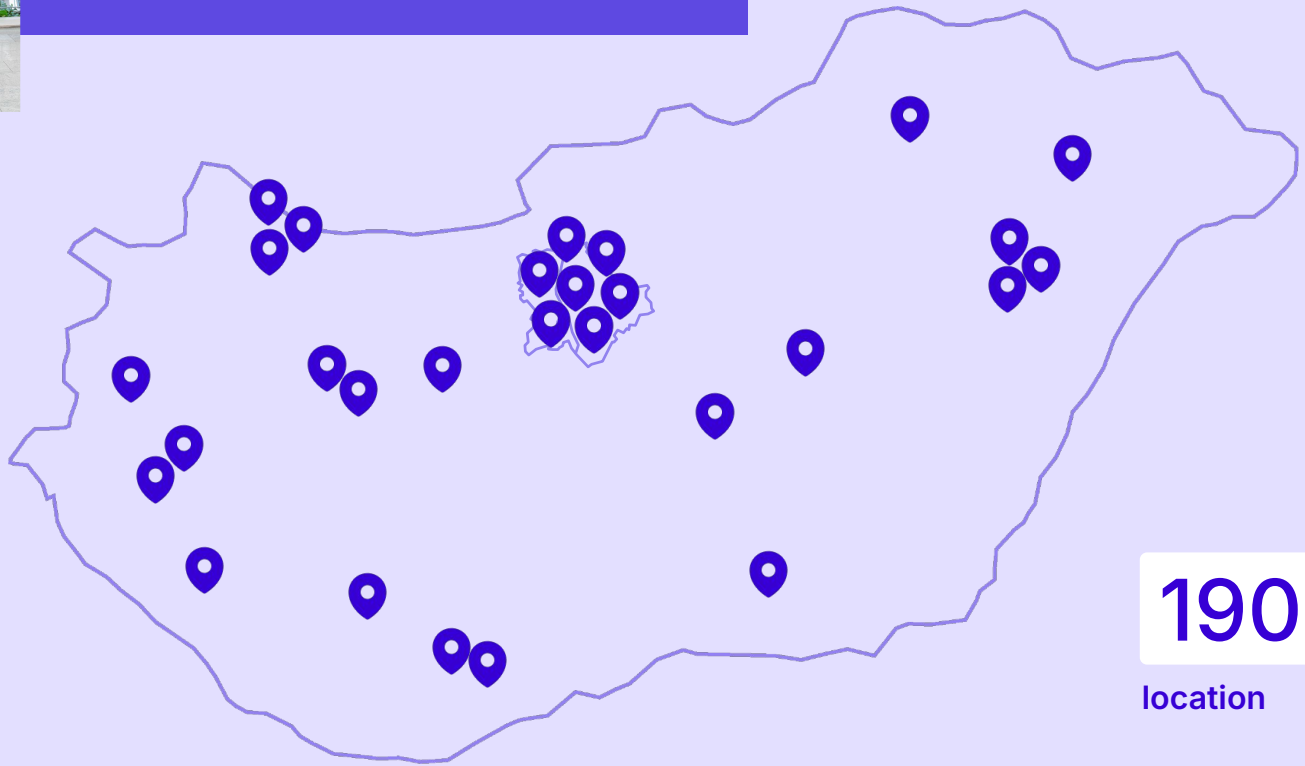




Digital citylight

2/2 | Location information

Across
Hungary



190+

location

IK Outdoor

For more information or bookings

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Hungarian Language Requirement for Outdoor Advertisements

According to Hungarian law (Act XCVI of 2001), all commercial advertisements published in Hungarian-language press, radio, television, and outdoor advertising spaces must be displayed in Hungarian, regardless of the method of publishing. This requirement also applies to slogans and advertising texts, except for business names, trademarks, and brand identifiers.

If an advertisement includes foreign-language text, its Hungarian equivalent must also be displayed in the same ad, in a way that is equally visible and in the same size as the foreign text.

However, **registered slogans are exempt from this regulation.**

Failure to comply with these regulations may result in legal consequences, including fines. If the advertisement is published solely in a foreign language, the advertiser must take full responsibility for compliance with the law and any potential penalties.

IK Outdoor

Dear Customer!

By submitting this presentation and offer, the Agency is providing the Client with confidential information that constitutes trade secrets or know-how. The Client shall keep confidential all information, data, facts, communications and references provided to it and shall keep confidential all analyses, summaries, studies, concepts, models, workshops, training, strategic and research methodologies, presentation techniques, concepts, research data, reports or other documents provided by the Agency in connection with the communication of the presentation and offer, which contain or refer to information relating to the offer. All information and documentation may be used by the Client only for purposes authorised by the Agency and shall be considered the exclusive intellectual property of the Agency and therefore their individual and original parts and the proposal as a whole shall be protected by copyright and may be used in any manner whatsoever only against payment of royalties. The Agency shall be entitled to full compensation in the event of any breach of confidentiality and copyright. The Agency excludes all liability for the content of the documents and for the contents of the documents if they are not used with its direct involvement and in agreement with it, and its participation in their implementation is not guaranteed.

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Thank you for your attention!