



Pannon Egyetem
University of Pannonia

ADVERTISING SALES POLICY

ON THE OFFLINE AND ONLINE PUBLICITY AND ADVERTISING ACTIVITIES
CONDUCTED IN THE TERRITORY OF THE UNIVERSITY OF PANNONIA

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Person responsible for the maintenance of this Policy: the Director of the Directorate of International Relations and Communication and the Director of the Centre for Student Services and Career

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*if the entry into force of the rules is subject to adoption by the Board of Trustees

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The Advertising Sales Policy on the Offline and Online Publicity and Advertising Activities Conducted in the Territory of The University Of Pannonia (hereinafter referred to as: “**Policy**”) issued by the University of Pannonia (hereinafter referred to as: “**University**”) on the basis of the University’s Organisational and Operational Rules (hereinafter referred to as: “**OOR**”), Part I Organisational and Operational Rules of Procedure (hereinafter referred to as: “**OORP**”) approved by the Senate of the University of Pannonia and adopted by the Foundation for the University of Pannonia acting as the operator exercising founders’ and ownership rights (hereinafter referred to as: “**Operator**”) and on the basis of the resolution by the Board of Trustees on the rules of procedure for adopting the regulations of the University of Pannonia by the Board of Trustees is as follows:

INTRODUCTION

The University area is a valuable market and marketing target for many businesses and university citizens. In particular, the University has a strong marketing value in its own right, given its position and role in the region. Companies and businesses providing various services to the University and working for the University use the University of Pannonia as a reference when winning other tenders. In connection with advertising and marketing activities, there is a need to protect the interests of the University and advertisers, and to safeguard the integrity of the University buildings and grounds.

Section 1. The purpose of the Policy

- (1) The main purpose of the Policy is to preserve and protect the uniform image of the University, to protect the institutional assets, to ensure the conditions for non-discriminatory advertising activities in the course of conducting advertising activities.
- (2) To set forth the terms and conditions of offline and online advertising, advertising and promotional activities (hereinafter referred to as: “**advertising activity**”) at the University and to conduct them within a regulated framework.

- (3) Protecting the interests of the University and advertisers who have a legal relationship with the University or who come into contact with the University.
- (4) In connection with the conduct of advertising activities, to protect the condition, order and cleanliness of University buildings and grounds.

Section 2. The scope of the Policy

(1) Personal scope:

- a) The scope of the Code shall extend to all faculties, comprehensive departments, organisational units of the University and to all persons employed or otherwise engaged in employment by the University.
- b) Individuals, companies, business entities, business organisations, social organisations, associations, foundations carrying out advertising activities on the University's territory and on the online platforms of the Centre for Student Services and Career (hereinafter referred to as: "**CSSC**").

(2) Material scope:

- (a) Advertising, adverts placed and promotional activities conducted on the University's (open, indoor, closed or free) premises, buildings and within them;
- (b) For all forms of implementation for offline advertising (print, reproduction in copies, film, video, radio and all other advertising media that do not fall under the category of Internet (online) advertising);
- (c) The online job portal operated by the University; all methods of online advertising.

(3) The scope of the Policy excludes:

- (a) Limited information of public interest (e.g.: advertising of cultural and sporting events, etc.) placed on designated billboards on the University's premises and not of direct financial benefit to the advertiser (these are authorised, placed and supervised by the Cultural Organisation Unit of the Rector's Office);

- (b) lodgings advertisement (can only be placed in the Students' Union registration system);
- (c) the interior of premises permanently used by citizens of the University (e.g. study rooms, dormitories), except where advertising material is used to promote commercial products, services, companies or activities more widely;
- (d) the interior of the catering and commercial units of the University (with the exception of advertising surfaces under the University's own management), if the advertising and publicity displayed there is closely related to the core activities of the business;
- (e) faculty scholarship opportunities, faculty events, advertised on faculty departmental bulletin boards, are determined individually by the faculty - these are coordinated independently by the faculties.

Section 3. Legislative background

- (a) Act V of 2013 on the Hungarian Civil Code
- (b) Act XXII of 2014 on Advertisement Tax
- (c) Act XLVIII of 2008 on Essential Conditions of and Certain Limitations to Business Advertising Activities
- (d) Act CXII of 2011 on the Right of Informational Self-Determination and on Freedom of Information

Section 4. Definitions and explanatory notes

- (1) **Public service/public interest advertising:** advertising that is clearly non-commercial and does not provide a financial benefit to the advertiser is considered to be in the public interest.
- (2) **Offline advertising:** Offline advertising is a form of advertising that is not published on the internet or online platforms, but through other media such as printed newspapers, leaflets, posters, television. Offline advertising reaches the audience in physical format or through offline broadcasts on electronic media.

- (3) **Online advertising:** Online advertising is a form of advertising that is published on the internet or online platforms. Online advertising is generally used to attract the attention of internet users and to promote products, services or events. Examples of online advertising forms include: banner advert, text advertising, video advertising, email advertising, content marketing.
- (4) **Communication of public interest:** information from an organisation or person performing a public or municipal function, or from an institution or organisation maintained or managed by the State and performing a public function, which is published without remuneration, conveys specific information of public interest and does not constitute political advertising.
- (5) **Commercial communication:** media content that is intended to promote, directly or indirectly, the goods, services or image of a natural or legal person engaged in economic activities. Such content may be published in return for payment. Forms of commercial communication include, inter alia, advertising, the display of the name, trademark, image or product of the grantor and product placement.
- (6) **Publication:** posting on the notice board of the University of Pannonia and publication on the University of Pannonia's website. The date of publication shall be the date of posting on the notice board.
- (7) **Advertising:** any communication, information or form of representation intended to promote the sale or other ways of the use of tangible marketable movable property -including money, securities and financial instruments and natural resources which can be used as property - services, immovable property or rights representing assets, or in connection with this purpose to promote the name, designation or activity of an enterprise or to increase the recognition of goods or trademarks
- (8) **Advertising activity:** information which promotes the sale or other use of a product, service, property, right or obligation (goods) and the promotion of the name, designation or activity of the undertaking and the advertising of the goods or the trade mark of the undertaking

- (9) **Advertiser:** the advertiser is the entity in whose interest the advertisement is published or who orders the publication of the advertisement in his own interest.
- (10) **Advertisement publisher:** the entity that has the means of publishing the advertisement and the one that makes the advertisement available, i.e. the entity that owns the advertising medium.
- (11) **Advertising service provider:** an advertising service provider is the entity that creates, produces or provides other services in connection with advertising in the course of their activity. The advertising service provider is therefore the creator of the relevant advertising material (press advertisement, television spot, etc.).
- (12) **Promotion:** promotion means to encourage sales. All incentive methods designed to promote purchase are considered as promotion tools.
- (13) **Promotional activity:** any marketing communication activity designed to enhance the reputation of a product/service, increase demand and provide the customer with all the information necessary to make a purchase. The tools of promotion are: product/product demonstration, product trial, sample, gift, tasting, prize draw, coupon, points accumulation campaign, etc.
- (14) **Job advertisement:** a job advertisement is a communication made by an employer in order to find potential employees for a specific job. A job advertisement typically consists of the job title, job duties, job requirements, location of the job and other information that the employer considers important.
- (15) **Advertising targeting students:** online or offline advertising and display activities designed to help employers find potential employees among students. Examples include company banners on careers websites, posts, professional articles, and newsletters sent by e-mail.

THE ADVERTISING SALES PROCESS

Section 5 General provisions, delimitation of competences

- (1) Job advertisement and advertising activities aimed at reaching students are the responsibility and competence of the CSSC.
- (2) The Directorate for International Relations and Communication (hereinafter referred to as: "DIRC") shall be responsible for all advertising activities which do not fall within the responsibility and competence of the CSSC as set out in paragraph (1) (hereinafter referred to as: "General advertising activity").
- (3) If the request for the sale of advertising or the publication of advertisements is not submitted to the organisational unit having the task and competence, the organisational unit shall immediately transfer the request to the department having the powers or competence.

Section 6. Advertising space

- (1) The areas that can be used for commercial advertising and promotional activities are set out in Annex 1 to the Policy, and the offline advertising spaces that can be sold are set out in Annex 2 to the Policy, and the amendment of advertising spaces is decided on by the Chancellor on the basis of a joint proposal of the Director of the DIRC and the Director of the Technical and Operational Directory.
- (2) For the purposes of the advertising activities specified in the Policy billboards located in the teaching, research or other organisational units of the University for the purpose of providing information to the university public shall not be used. The placement of commercial advertisements on the notice boards of the Students' Union shall be subject to the approval of the Director of the DIRC or his/her delegate.
- (3) No advertisements may be placed in areas and on surfaces other than those specified in this Policy and annexes thereof (such as walls, doors, windows and other glass surfaces, marble surfaces, pillars of the Assembly Hall, etc.). Advertisements placed in prohibited areas will be removed by the DIRC.

- (4) The printed version of our University newspaper may be used as an advertising space, the exact pricing for which is set out in Annex 3.

GENERAL ADVERTISING SALES ACTIVITIES

Section 7. Authorisation, contracting

- (1) The commencement of a general advertising sales activities falling within this Policy shall be subject to authorisation
- (2) The application for the authorisation of advertising activities falling within the scope of paragraph (2) of Section 5 of the Policy (Annex 7) shall be submitted to the Directorate of International Relations and Communications (hereinafter referred to as: "**DIRC**") at the email address pr@uni-pannon.hu or in person to office No. 35 on the ground floor of building B. in Egyetem street in the city of Veszprém. Advertising material and posters to be displayed must be submitted to the DIRC at a pre-arranged time.
- (3) The DIRC shall receive, check and prepare for approval the documents of the advertising activity. In accordance with the currently valid policy of the University of Pannonia setting out the powers and competences related to the management, the Chancellor or the Director of the DIRC in accordance with the delegated powers, is entitled to authorise or refuse (Annex 4/A and 4/B) the advertising activity.
- (4) An application for advertising shall be refused if the activity covered by the application harms the interests of the University or if other circumstances (such as lack of space) make it impossible to grant the authorisation. The Director of the DIRC shall justify the refusal in writing.
- (5) The following ads may not be permitted:
- a. Advertisements with a political purpose and subject matter,
 - b. Advertisements that violate ethical rules,
 - c. Advertisements of companies or businesses banned by internal decision,
 - d. Advertisements offensive to public taste and morals,
 - e. Advertisements with discriminatory content against people or groups.

- (6) The Director of the DIRC shall have the right to negotiate and prepare contracts for general advertising sales on the University's territory, and shall be responsible for the procedure (in accordance with the rules on signing and countersigning rights) for the conclusion of contracts.
- (7) All advertising activities on the University's premises shall be subject to a contract (Annex 5) signed by the Chancellor or, in accordance with the current policies of the University of Pannonia setting out the scope of powers and competences related to management by the binding signature of the Director of the DIRC, with the approval of the Department of Legal Affairs and Procurement (hereinafter referred to as: "DLAP") and with the financial endorsement of the Directorate for Economic Affairs (hereinafter referred to as: "DEA").
- (8) The posting of an advertisement is subject to payment, with the exception of advertisements of public interest, which may also be posted after authorisation.
- (9) The conclusion of a contract for the undertaking of an advertising activity shall be initiated by the Director of the DIRC who shall, on the basis of the authorisation, draw up a draft contract in cooperation with the other party to the contract.
- (10) On the basis of the approved applications and the concluded contract, the DIRC shall place the advertising or promotional material on the University's advertising surfaces in accordance with the contract and remove it after the expiry of the contract. The advertisement may be displayed only if the size, saturation and location of the available space allow for it.
- (11) All advertisements intended and authorised to be displayed on walls and bulletin boards shall be stamped by the DIRC with the following stamp authorising their display.

<p style="text-align: center;">University of Pannonia Authorised advertisement</p> <p>Valid:from.....to.</p> <p style="text-align: center;">authorised by</p>

- (12) A copy of the Authorisations (Annex 4 A/B) and the Contracts (Annex 5) shall be deposited in the archives of the DIRC by the Director of the DIRC or his/her delegate and sent to the DEA together with the request for issuing the invoice.

- (13) Advertising activities on the University premises shall be subject to the payment of a contractually agreed fee, notice of which shall be posted on all commercial billboards, with the following content:

This billboard is the property of the University of Pannonia. Its use and the display of posters are subject to a permit in accordance with the University of Pannonia's Advertising Sales Policy. Please contact the Directorate of International Relations and Communication in writing at pr@uni-pannon.hu or in person at the University of Pannonia, office 35, ground floor, 10 Egyetem street between 7.30 and 16.00 o'clock.
The University will immediately remove any advertisements placed without permission!

Directorate of International Relations and Communication

Section 8. Fees, invoicing

- (1) The display of publicity and advertisements for commercial purposes not in the public interest, with the exception of the advertising activities of the CSSC, shall be subject to the payment of the fees set out in Annex 3.
- (2) If the advertising activity particularly serves the interest of the University, the Chancellor may, in agreement with the Rector, grant the contracting party discounts and allowances in terms of both price and payment conditions.
- (3) The Director of the DIRC shall review the selling price of advertising space annually by 31 January each year and any changes shall be incorporated, subject to the approval of the Chancellor, in Appendix 3 of the Policy.
- (4) The fee for advertisements shall be paid to the bank account of the University of Pannonia prior to the publication of the advertisement, unless otherwise provided for in the contract. The party placing the order for the advertisement is obliged to present the document certifying the financial performance to the DIRC.
- (5) The DEA shall send a notification of the paid fees to the DIRC. On the basis of the contract concluded and the request for invoicing forwarded by the DIRC, the DEA shall issue an invoice for the advertising activity, taking into account the

provisions of the legislation and internal policies in force, and shall forward it to the contracting party.

Section 9. Control and supervision of advertising, publicity and promotional activity

- (1) The activities described in paragraph (2) of Section 2 of the Policy shall be continuously monitored by the staff of the DIRC in Veszprém, and in the case of the University Center of the University of Pannonia at Zalaegerszeg and the University Center of Circular Economy in Nagykanizsa, and the Campus of Kőszeg and Ajka, by the designated employees, to ensure that the advertisements have a valid authorisation.
- (2) The DIRC shall take measures to ensure the immediate removal of unauthorised advertisements.
- (3) Advertisements placed without permission will be removed immediately by the staff of the DIRC in Veszprém, and in the case of the University Center of the University of Pannonia at Zalaegerszeg, and the University Center of Circular Economy in Nagykanizsa, and the Kőszeg and Ajka Campus, by the designated employees.
- (4) Supervision of the activity described in Section 2(2) of the Policy shall be carried out by the Chancellor.
- (5) If an event is organised on the University premises or an advertisement or ad is placed out which is not organised by the DIRC the organisational unit organising the event shall supervise the advertising, publicity and promotional activities.
- (6) Contracts and agreements concerning the activities of the Students' Union (hereinafter referred to as: "SU") may be concluded with the consent of the Students' Union and the written consent of the President of the Students' Union or his/her delegate.
- (7) Contracts and agreements concerning the activities of the Rector's Office may be concluded with the consent of the Rector's Office and with the written consent of the Rector or of a person authorised by him/her by delegation.

THE PROCESS OF SELLING ONLINE AND OFFLINE JOB ADVERTISING AND STUDENT OUTREACH SERVICES

Section 10. Ordering online advertising activities on a job portal

- (1) The Job Portal subject to this Policy is operated by the CSSC.
- (2) The Job Portal is an online platform that provides an opportunity for business associations and other legal entities (hereinafter: "**Advertisers**") that advertise registered jobs to make open job opportunities widely available, in particular to current and former students, thereby facilitating for current and former students of the University to find a job.
- (3) Advertisers who use the service may use the services of the Job Portal after accepting the General Terms and Conditions (hereinafter: "**GTC**"), and job seekers may use the services of the Job Portal after accepting the Terms of Use. The currently effective version of the Terms and Conditions is available on the Job Portal (karrier.uni-pannon.hu).

Through the Job Portal, Advertisers can also order job advertisements and student outreach services.

- (4) The publication of job advertisements and internship programmes is subject to a fee, while the advertisement of compulsory internships and other programmes, such as self-pay programmes, is free of charge for Advertisers.
- (5) Only the Chancellor or, by delegation, the Director of the CSSC is authorised to permit and publish job advertisements or student outreach services.
- (6) The Chancellor or, by delegation, the Director of the CSSC is entitled to refuse to the advertisement if the activity covered by the application harms the interests of the University or if it is not possible due to other circumstances. The Director of the CSSC shall justify any refusal in writing.
- (7) The Director of the CSSC is authorised to negotiate about the advertising on the University's online job portal, to confirm orders based on the GTC, and is responsible for the procedure for the commitment of orders in accordance with the rules (according to signature and countersigning powers).
- (8) All advertising activities on the University's online job portal require an order confirmation with the commitment signature of the Chancellor or the Director of the CSSC and the financial endorsement of the DEA in accordance with the current policy of the University of Pannonia setting out the powers and competences related to management.
- (9) On the basis of the order (Annex 8) and order confirmation (Annex 9) documents, the CSSC shall place the advertisement on the University's online Job Portal in accordance with the GTC and remove it after the expiry of the deadline.

Section 11. Fees and invoicing

- (1) The display of advertisements on the Job Portal shall be subject to the payment of the fees set out in Annex 3.
- (2) The University may grant its key partners discounts and allowances in terms of both price and payment conditions. The Director of the CSSC is authorised to grant the discounts in agreement with the Chancellor.
- (3) The Director of the Centre for Student Services and Career shall review the selling price of advertising space annually by 31 January each year and any changes shall be incorporated, subject to the approval of the Chancellor, in Appendix 3 of the Policy.
- (4) The fee for the advertisements shall be paid after the order of the advertisement is placed based on the order confirmation in the manner set out in the GTC published on the Job Portal by topping up the balance or by bank transfer to the bank account of the University of Pannonia.
- (5) The DEA shall send a notification of the paid fees to the DIRC. On the basis of the contract concluded and the request for invoicing forwarded by the DIRC, the DEA shall issue an invoice for the advertising activity, taking into account the provisions of the legislation and internal policies in force, and shall forward it to the contracting party.

Section 12. Provisions on entry into effect

- (1) By way of its decision No. 199/2023. (X.26.), the Senate adopted this Policy in its meeting held on the 26th of October 2023.
- (2) This Policy enters into force on the 6th of November 2023.
- (3) Once this Policy enters into force, the policy entitled "*Advertising Sales Policy – on the offline publicity and advertising activities conducted on the campus of the University of Pannonia*" effective as of 1st June 2022 adopted by Senate Resolution No. 114/2022. (V.19.) will become null and void.

Veszprém, 26th October 2023

Dr. András Gelencsér
Rector

Zsolt Csillag
Chancellor

Annexes to the Policy:

Annex 1.: Properties involved in advertising activities at the University of Pannonia

Annex 2.: Advertising spaces available for sale and covered by the Policy

Annex 3.: Schedule of fees for the Advertising Sales Policy

Annex 4/A: Template for authorisation for advertisements on the territory of the University of Pannonia

Annex 4/B: Template for authorisation for promotional and advertising activities on the territory of the University of Pannonia

Annex 5: Template contract

Annex 6: Flowchart for the placing of public interest and paid advertisements

Annex 7: Application for authorisation of advertising activities

Annex 8: Order form template

Annex 9: Order confirmation template

Properties involved in advertising activities at the University of Pannonia

- Buildings of the University of Pannonia: A, B, C, E, I, M, N, T, Polinszky room
- Central Dormitory, 8200, Veszprém, Egyetem street 12.
- Hostel Magister, 8200, Veszprém, József Attila street 34/2.
- Ányos Jedlik College for Advances Studies (szakkollégium), 8200, Veszprém, Móricz Zsigmond street 8.
- University Center for Circular Economy
8800, Nagykanizsa, Nagykanizsa, Zárda street 7/a.
Zrínyi Miklós street 18.
- University Center of the University of Pannonia at Zalaegerszeg
8900, Zalaegerszeg, Gasparich Márk street 18/A
- Ajka Campus University of Pannonia
8400, Ajka, Újélet street 8.
- Kőszeg Campus University of Pannonia
9730, Kőszeg, Chernel street 14.

Advertising spaces available for sale and covered by the Policy

University of Pannonia Central Dormitory:

- ground floor bulletin board
- entrance doors to residential units (hangers on door handles)
- use of stop board
- use of roll-up

Hostel Magister:

- ground floor bulletin board
- bulletin boards located in staircase turns
- entrance doors to residential units (hangers on door handles)
- use of stop board
- use of roll-up

Jedlik Ányos College for Advanced Studies

- ground floor bulletin board
- bulletin boards located in staircase turns
- entrance doors to residential units (hangers on door handles)
- use of stop board
- use of roll-up

University of Pannonia building A:

- ground floor bulletin board (next to the Directorate of Academic Affairs)
- left-side bulletin board located in the staircase turn (at the staircase leading down from the ground floor)
- use of stop board
- use of roll-up

University of Pannonia building B:

- use of stop board
- use of roll-up
- lounging area in the corridor on the 2nd floor (for placement of bulletin boards)

University of Pannonia building C:

- advertising spaces in corridors B-C
(for placing aluminium clip frame notice boards)
- bulletin boards located in staircase turns
- use of stop board
- use of roll-up

University of Pannonia building I:

- ground floor bulletin board in the lounging area
(for placing aluminium clip frame notice boards)
- use of stop board

University of Pannonia building E:

- ground floor bulletin board on 2 spaces
- use of stop board
- use of roll-up

University of Pannonia building M:

- ground floor bulletin board (Library entrance)
- at the auditoriums on 3 large advertising spaces
- use of stop board
- use of roll-up

University of Pannonia building N:

- ground floor and first floor bulletin board
- bulletin boards in staircase turn
- use of stop board
- use of roll-up

University of Pannonia building T:

- ground floor bulletin board
- bulletin boards in staircase turn
- use of stop board
- use of roll-up

University of Pannonia „Polinszky room” building:

- use of stop board
- use of roll-up
- for placing aluminium clip frame notice boards

University of Pannonia Nagykanizsa University Center for Circular Economy building B
(Zrínyi M. street 18.)

- ground floor bulletin board (downstairs left side, back corner area)
- use of stop board
- use of roll-up

University of Pannonia Nagykanizsa University Center for Circular Economy building C
(Zrínyi M. street 7/a.)

- use of stop board
- use of roll-up

University Center of the University of Pannonia at Zalaegerszeg

- Innovation and Knowledge Centre: ground floor, magnetic bulletin board
- use of stop board
- use of roll-up

Ajka Campus

- green bulletin board in corridor (200x120)
- use of roll-up in the assembly hall
- use of stop board in the assembly hall

Kőszeg Campus

- 1 bulletin board on the entrance gate
- 2 bulletin boards in the hall on the 1st floor
- use of roll-up on the 2nd floor in the auditorium
- use of stop board in the gateway

ADVERTISING SALES POLICY

SCHEDULE OF FEES

Offline spaces	DIRC	CSSC	Net price
placement of A5 or smaller poster	x	x	100 HUF/piece/day
A4 poster placement	x	x	150 HUF/piece/day
A3 poster placement	x	x	200 HUF/piece/day
A2 poster placement	x	x	450 HUF/piece/day
A1 or larger poster placement	x	x	650 HUF/piece/day
Leaflet distribution, placement ¹	x	x	15 HUF/piece/day
Promotional product sample with distribution ²	x		20 HUF/piece/day
Promotional product sample by display ¹	x		15 HUF/piece/day
Roll-up display	x	x	7.000 HUF/piece/day
Stop board display	x	x	5.000 HUF/piece/day
Placement of counter for offering products ³	x		20.000 HUF/ m2/day
Floor sticker	x		10.000 HUF/ m2/day
Indoor banner	x		10.000 HUF/ m2/month
Door handle hangers in dormitories	x	x	260 HUF/piece

Egyetemünk newspaper back cover page full size (176*250 mm)	x	x	100.000 HUF
Egyetemünk newspaper back cover page half size(176*125 mm)	x	x	70.000 HUF
Egyetemünk newspaper back cover page inside full size (176*250 mm)	x	x	90.000 HUF
Egyetemünk newspaper back cover page inside half size (176*125 mm)	x	x	60.000 HUF
Egyetemünk newspaper 1 page (176*250 mm)	x	x	90.000 HUF
Egyetemünk newspaper 1/2 page (176*125 mm)	x	x	60.000 HUF
Egyetemünk newspaper 1/4 page (88*125 mm)	x	x	40.000 HUF
Egyetemünk newspaper 1/8 page (88*62,5 mm)	x	x	20.000 HUF
Online spaces			
Career Centre Facebook page 1 post on 1 occasion ⁴ https://www.facebook.com/pannonkarrier/		x	25.000 HUF
Career Centre Facebook page 1 post on 1 occasion in an FB story		x	15.000 HUF
Career Centre Facebook page cover photo 4 weeks		x	90.000 HUF
Career Centre Facebook page cover photo 2 weeks		x	60.000 HUF
Career Centre Facebook page landing page rotating image 4 weeks https://karrierkozpont.uni-pannon.hu/		x	90.000 HUF
Career Centre website landing page rotating image 2 weeks		x	60.000 HUF
Career Centre central website in the column for professional content, 1 professional article (max. 8000 character) ⁵		x	35.000 HUF
Career Centre student job portal 1 job advertisement for 4 weeks		x	20.000 HUF

https://karrier.uni-pannon.hu/			
Career Centre student job portal opening page banner image for 4 weeks		x	100.000 HUF
Career Centre student job portal opening page banner image for 2 weeks		x	60.000 HUF
1 post on 1 occasion on the Facebook page of the Faculty (can only be ordered as an addition to a career centre advertisement)		x	15.000 HUF
TV spot/TV/1 week ⁶		x	25.000 HUF
Neptun message send-out 1 occasion 1 faculty		x	90.000 HUF
Neptun message send-out 1 occasion for each UP student		x	200.000 HUF
Sending out in Alumni newsletter on 1 occasion to graduate students of 1 Faculty		x	120.000 HUF
Sending out in Alumni newsletter on 1 occasion to all UP graduate students		x	250.000 HUF
Egyetemünk newspaper website in career column in the newsfeed		x	30.000 HUF
Egyetemünk newspaper website banner, right side (250x250) 4 weeks		x	30.000 HUF
Egyetemünk newspaper website banner, right side (240x400) 4 weeks		x	40.000 HUF
Egyetemünk newspaper website banner, footnote on the bottom (468x60)		x	50.000 HUF

¹ Placement will take place at locations agreed in advance with the DIRC and the CSSC.

² Distribution is carried out by the advertiser at locations agreed in advance with the DIRC.

³ Standing counter, the installation of which does not constitute a space reservation.

⁴ The ad will be fixed as a highlighted post for one week on top.

⁵ The article will also be published once as a post on the Career Centre's Facebook page.

⁶ TV advertising can be requested in 3 locations in Veszprém: basement of building "A", main entrance of building "N", main entrance of the Department of Physical Education. The advertisement can be placed on weekdays from 08:00 to 19:00 with visual or video content. Video content maximum 60 seconds, visual content maximum 6 pieces.



**DIRECTORATE OF INTERNATIONAL RELATIONS AND
COMMUNICATION OF THE UNIVERSITY OF PANNONIA**

File number.: /

**AUTHORISATION
FOR ADVERTISEMENTS ON THE UNIVERSITY OF PANNONIA CAMPUS**

Undersigned, as the Head of the Directorate of International Relations and Communications of the University of Pannonia, I hereby authorise/do not authorise for (name)(registered office) (tax number), hereinafter referred to as the Advertiser, to place on the bulletin boards of the University of Pannonia listed below pieces of advertisement/poster/advertisement flyer/roll-up/ stop board/stand/floor sticker/indoor banner/etc:.....

Bulletin board name	Topic of advertisement	Size of advertisement	Advertisement period	Number of advertisements	Fee

The Advertiser assumes full responsibility independently for the content of the advertising material, its conformity with this Authorisation and its lawful placement.

Validity of the Authorisation: from to

The authorisation is refused on the grounds that:

the subject of the advertisement

- is of political purpose and subject matter
- breaches ethical rules
- is companies or undertakings banned by internal decision
- is offensive to public taste and morals
- is with discriminatory content towards certain people or groups.

Please kindly take note of this decision.

Veszprém,

seal

signature

Director of International Relations and
Communication



DIRECTORATE OF INTERNATIONAL RELATIONS AND COMMUNICATION OF THE UNIVERSITY OF PANNONIA

File no: .../....

AUTHORISATION

FOR PROMOTIONAL AND ADVERTISING ACTIVITIES ON THE PREMISES OF THE UNIVERSITY OF PANNONIA

Undersigned, Head of the Directorate of International Relations and Communication of the University of Pannonia, I hereby authorise(name)..... (registered office) (tax number), hereinafter referred to as "Advertiser", to carry out flyer distribution/promotion without distribution of product samples/promotion with distribution of product samples at the designated locations of the University of Pannonia listed below.

Location	Subject of promotional and advertising activities	name of advertising tool to be displayed	Period of promotion	number of advertisements	Fee

The Advertiser assumes full responsibility independently for the content of the flyers, promotional materials, its conformity with this Authorisation and its lawful placement.

Validity of the Authorisation: from toVeszprém,
seal

signature

Director of International Relations and
Communication

ADVERTISING SALES CONTRACT

File no.:/....

Concluded by and between

University of Pannonia

Registered seat: 8200 Veszprém, Egyetem street 10.

Institutional ID: FI 80554

Tax number: 19310321-2-19

Bank account no.: 10300002-10802153-00014904

Account manager financial institution: MBH Bank Nyrt.

Representative: Dr. András Gelencsér Rector, Zsolt Csillag
Chancellor

hereinafter referred to as: **University**

and

Address:

Registered seat:

Company registration number:

Tax number:

Bank account number:

Representative:.

hereinafter referred to as: **Advertiser**

University and the Advertiser together hereinafter referred to as the "Contracting Parties", at the undersigned place and date according to the following conditions:

1. Preamble

The Advertiser intends to carry out promotional and advertising activities / place advertisements on the University of Pannonia's premises (select the applicable part), for which it has obtained authorisation from the University's Directorate of International Relations and Communication, which Authorisation forms an integral part of this Contract

2. The subject of the Contract

1. Advertiser shall place the number, size and subject of the advertisements specified in the Authorisation on the bulletin board (*the exact location of the bulletin board is to be specified*) located in the building of the University of Pannonia, and shall be responsible for the compliance of the content of the advertisements. (*Where the authorised activity is a promotional or advertising activity, clause 1 herein is amended as follows:*)

The Advertiser shall carry out, at the location of the University of Pannonia (*the exact location where the promotional and advertising activities may be carried out must be specified*), the distribution of leaflets/ promotional activities without distribution of product samples/ promotional activities with distribution of product samples (*the applicable part to be selected*), as authorised by the University.

2. The University authorises the posting of the advertisement(s) at the location specified in clause 1 of this Contract, for the period from the..... day of month 202... to theday of month 202.... in return for payment of the fee specified below.

(*If the activity is promotional or advertising, clause 2 of the Contract is amended as follows:*)
The University authorises the promotional/advertising activity with the topic ofby advertiser during the interval between the day of month of 202... and the day ofmonth of 202... (*applicable part to be selected*) on the terms of payment set out below.

3. Terms of payment

1. By signing this Contract, the Advertiser undertakes to pay for the services specified in the Authorisation and in this Contract within ... days after signing the Contract, prior to the use of the services, by advance payment ofFt + VAT, i.e. HUF + VAT to the bank account of the University of Pannonia managed by MBH Bank Nyrt. under bank account number 10300002-10802153-00014904. The fee to be paid also includes the predetermined discount. Please indicate the following in the transfer message field:
.....

2. The Advertiser shall present the document proving the payment of the service fee to the University's Directorate of International Relations and Communication.

3. Following the payment the University of Pannonia shall issue to the Advertiser a final invoice for prepayment for the fee, which shall record the completion and date of the financial settlement. At the time of the performance of the services, no further payment of the consideration for the transaction shall be made and no more invoice shall be issued.

4. The Advertiser declares that it has the financial means to ensure the performance of this Contract. In the event of late payment, interest on arrears pursuant to Section 6:155 of Act V of 2013 on the Civil Code (hereinafter referred to as: "Civil Code") shall apply, i.e. the interest on arrears shall be the base rate of the central bank in force on the first day of the calendar half-year affected by the delay plus eight percentage points.

4. The duration and the termination of the Contract

5. This Agreement is concluded between the Parties for a fixed term from the..... day of month 20.....to the day of month of 20..... With this Contract Parties hereto are laying down in writing their prior oral agreement.

1. The Contract shall terminate upon contractual performance by the Parties or if:

- the fixed term expires;
- all products covered by the Contract are discontinued;
- a change in the law or other external cause makes it impossible to perform; or
- in case of termination with immediate effect.

2. This Contract may be terminated with immediate effect only in the event of serious breach of contract or infringement of the law. Serious breach of contract shall in particular mean:

- if a Party is declared bankrupt or is being wound up;
- if a Party suspends, delays or refuses performance;
- if either Party fails to perform any of its other obligations under this Contract within 15 days of the other Party's written notice to that effect.
- if the Advertiser is not a transparent organisation pursuant to Section 3 (1) of Act CXCVI of 2011 on National Property.

5. Liability Rules

1. Advertiser warrants that no third party has any right in relation to the advertisements and materials submitted by it for publication which would restrict or make impossible the University's performance of its publication obligations under this Contract. Advertiser further warrants that the copyright holders of the materials used in the preparation of the advertisements have consented to the use of such copyright works. The University shall be liable for any and all claims, whether direct or indirect, brought by any third party in connection therewith and shall indemnify the University for any resulting damages and pay any and all reasonable legal claims against the University for copyright or other infringement.

2. The University shall not be liable for non-compliance with its obligation to publish if the Advertiser has delivered the advertisement to be published late.

6. Provisions on advertising tax

1. The Advertiser declares that if it qualifies as an advertising intermediary within the meaning of Section 3 (i) of Act XLVIII of 2008 on the Basic Conditions and Certain Restrictions of Commercial Advertising Activities (Advertising Act), it has concluded a written contract with the University on this subject.

2. The Advertiser undertakes to reimburse the Media Service Provider as the Advertiser for any fines (in particular, but not exclusively, fines imposed by the Hungarian Competition Authority, the Consumer Protection Authority or any other competent authority) and any damages or civil claims for breach of the provisions of Article 5/C or 5/D of Act XLVIII of 2008 on the Basic Conditions and Certain Restrictions of Economic Advertising Activities or non-compliance with the rules.

The University declares that it is subject to the advertising tax pursuant to Section 3 (1) of Act XXII of 2014 on Advertising Tax. The University declares in this Contract that it is liable to pay the advertising tax pursuant to Section 3 (3) of the Act and that it will fulfil its obligation to declare and pay the tax if its advertising revenue for the current year exceeds the tax-free tax base specified in the Act. Based on the declaration of the University, the Advertiser, as the customer of the advertisement, is not liable to pay advertising tax in connection with the Contract

7. Communication

1. All notices and other communications relating to this Contract in the ordinary course of business shall be given and sent at least by e-mail or in writing, either personally or by registered mail, to the following addresses and persons:

	Advertiser	University
name:		
address :		
e-mail:		

2. Statements relating to the amendment or termination of the contract may be communicated to the other Contracting Party only in writing and by registered mail.

3. Any notice or other communication sent by e-mail between the Parties shall be deemed to have been communicated on the business day following the day on which it was sent. Notices sent by hand, by hand delivery or by registered post shall be deemed to have been given on the day of delivery (the date of delivery being the date shown on the signed acknowledgement of receipt or the date shown on the registered postal return receipt).

8. Final Provisions

1. Parties agree that, in the performance of their obligations under this Contract, they shall provide each other on a continuous basis with all information necessary for the performance of the Contract.

2. Parties shall notify each other immediately of any circumstances that jeopardise or prevent the effectiveness or timely performance of the tasks set out in this Contract. Each Party shall compensate the other Party for any damage resulting from failure to notify or delay in notifying.

3. The competent court is the Veszprém District Court - in the absence of jurisdiction - shall be the Veszprém General Court in the event of any dispute between the Parties not settled amicably in connection with the performance or interpretation of this Contract.

In matters not regulated in this Contract, the relevant provisions of Act V of 2013 on the Civil Code, Act XLVIII of 2008 on the Basic Conditions and Certain Restrictions of Economic Advertising Activities, Act LXXVI of 1999 on Copyright, Act CIV of 2010 on Freedom of the Press and the Basic Rules of Media Content, and Act CLXXXV of 2010 on Media Services and Mass Communications shall prevail.

4. The Advertiser declares to be a transparent organisation in compliance with Article 3(1) of Act CXCVI of 2011 on National Property. Advertiser undertakes to inform the University without delay in the event of any changes. Advertiser acknowledges that in the event of a false declaration, the University will terminate the Contract or, if the Contract has not yet been performed, withdraw from it.

Contracting Parties declare that the foregoing is executed in three (3) literally identical copies. Parties acknowledge that they have read and understood this Contract and have duly signed the Contract as a true and correct statement of their respective wills.

Two (2) copies of this Contract shall be the property of the University and one (1) copy shall be the property of the Advertiser.

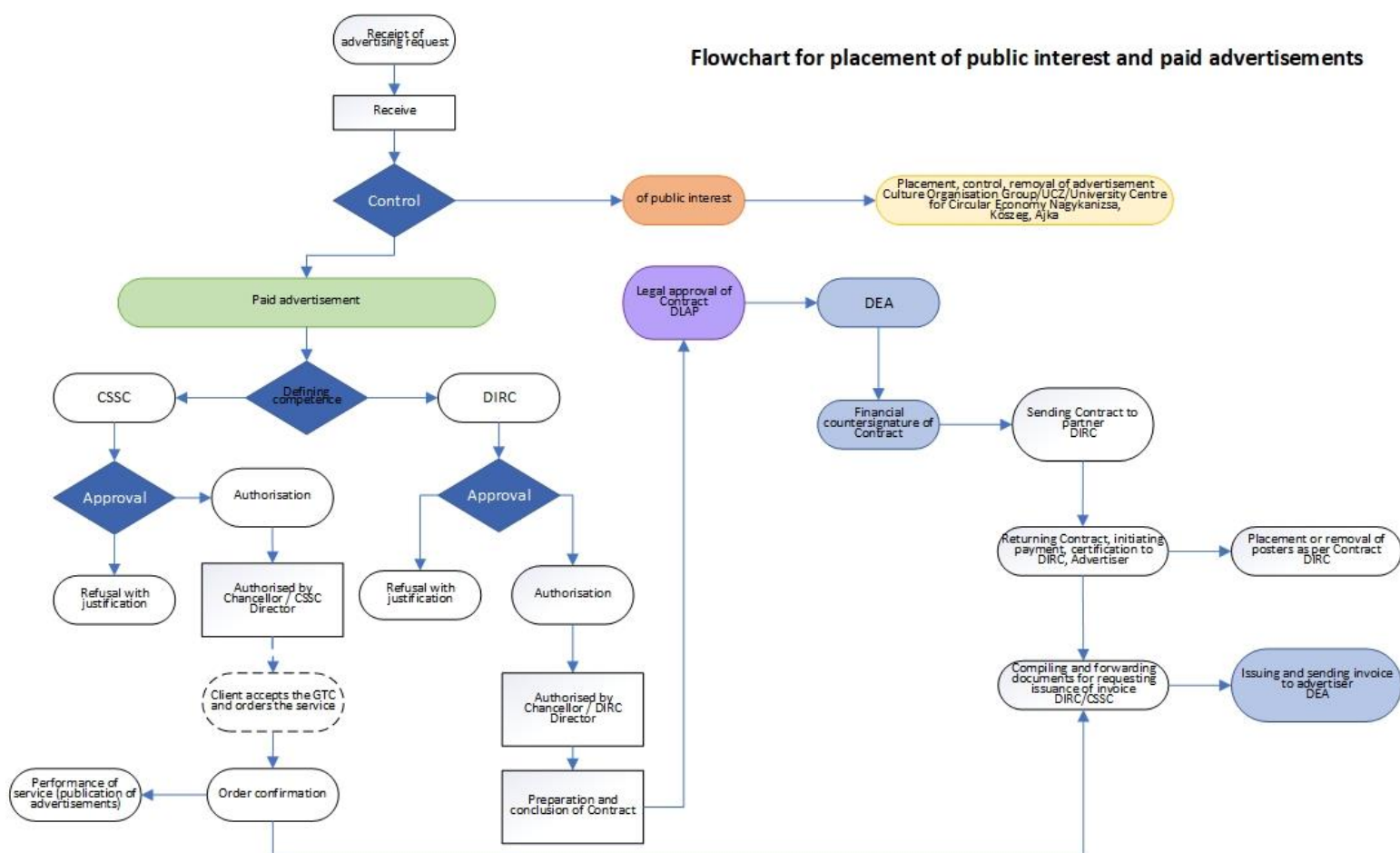
Veszprém,

.....
Advertiser

.....
University of
Pannonia

.....
University of Pannonia
financial endorser

Flowchart for placement of public interest and paid advertisements





**DIRECTORATE OF INTERNATIONAL
RELATIONS AND COMMUNICATION OF THE
UNIVERSITY OF PANNONIA**

File no.: /

APPLICATION

Undersigned,, I hereby request that

..... (name)

(registered office) (tax number), hereinafter referred to as Advertiser, could place pieces of advertisement/poster/leaflet/roll-up/stop board/stand/floor sticker/indoor banner/other:..... in the premises of the University of Pannonia

Topic of advertisement	Size of advertisement	advertisement period	no of advertisements

The Advertiser assumes full responsibility independently for the content of the advertising material, its conformity with this Application and its lawful placement.

Veszprém,

.....

signature



University of Pannonia

Centre for Student Services and Career

Order Form

Serial number:

CUSTOMER DATA*

Customer's name :

.....

Mailing address:

.....

Name and address for invoicing:

.....

Tax number (if applicable: EU tax number):

.....

Bank account number: _ _ _ _ _ - _ _ _ _ _ - _ _ _ _ _

Company registration number: _ _ - _ _ - _ _ _ _ _

Name of contact

person:.....

Position of contact person :

.....

Tel: Fax:.....

E-mail:website address:

* data are required for the validity of the order

ORDERED SERVICES

name of service	required quantity (piece)	Net price* (HUF) unit price per piece
...

*Please fill in the amount in accordance with the previously sent price quotation.

Total net value of order:.....HUF

+27 % Vat:HUF

Gross total amount:HUF

I accept that filling in and sending a signed copy of the order form constitutes an order and shall be considered as a request for an advance payment, which does not entitle to a VAT refund. I will pay the service fee within 8 days after the order confirmation by transfer to the following bank account of the University of Pannonia managed by MBH Bank Nyrt.:

10300002-10802153-00014904

(IBAN: HU94 10300002 10802153 00014904; SWIFT code: MKKBHUHB)

The transfer message field shall include: J713500070 / ... serial number

I acknowledge that following the financial settlement the University of Pannonia will issue an invoice based on the invoicing data provided above, which will be sent by post to the Partner paying the costs.

_____, ____ day ____ month ____ year

Corporate signature seal



University of Pannonia

Centre for Student Services and Career

Order confirmation

Partner's name:

Contact person:

Address

Dear,

Your order for is hereby confirmed as follows:

Ordered services:

Name of service	Net price
+ VAT(+27%)	
Fee in total for the services indicated above:	

Financial Centre:

Veszprém,

Yours sincerely,

.....

Director

Centre for Student Services and Career

University of Pannonia

Centre for Student Services and Career

8200 Veszprém, Egyetem utca 10.