

Website - www.nit.hu



NiT Hungary website - www.nit.hu - was fully upgraded in May 2014 in regard to both content and structure. Owing to our new communication strategy and to our new partners as well, nit.hu has been able to develop into road services portal having a unique image and presenting varied and diverse news which - in addition to updated information for entrepreneurs, technical novelties, fiscal information - has arisen a great interest through its column presenting the life of the federation within the sphere of those using the Internet.

This is indicated by the fact that upon the elapse of nearly one month after the upgrade, our **website has become one of the most valuable 30 million websites on global scale** (out of 600 million websites), and is currently evaluated by webstatsdomain.org, an independent web analytics, **to be ranked 18 millionth**, with a domain value amounting to about 1900 USD.



Daily analytics is followed by **Google Analytics**. Accordingly, our average **monthly webpage view is 18000 to 20000**, with the **average duration of a working run of 05:50 minutes**. During one working run, our visitors view 5 pages on the average, and the turn-back ratio is only as high as 34%. These very excellent values reflect that our webpage represents a very valuable advertising platform **offering an excellent opportunity to reach the professional target group of hauliers**.

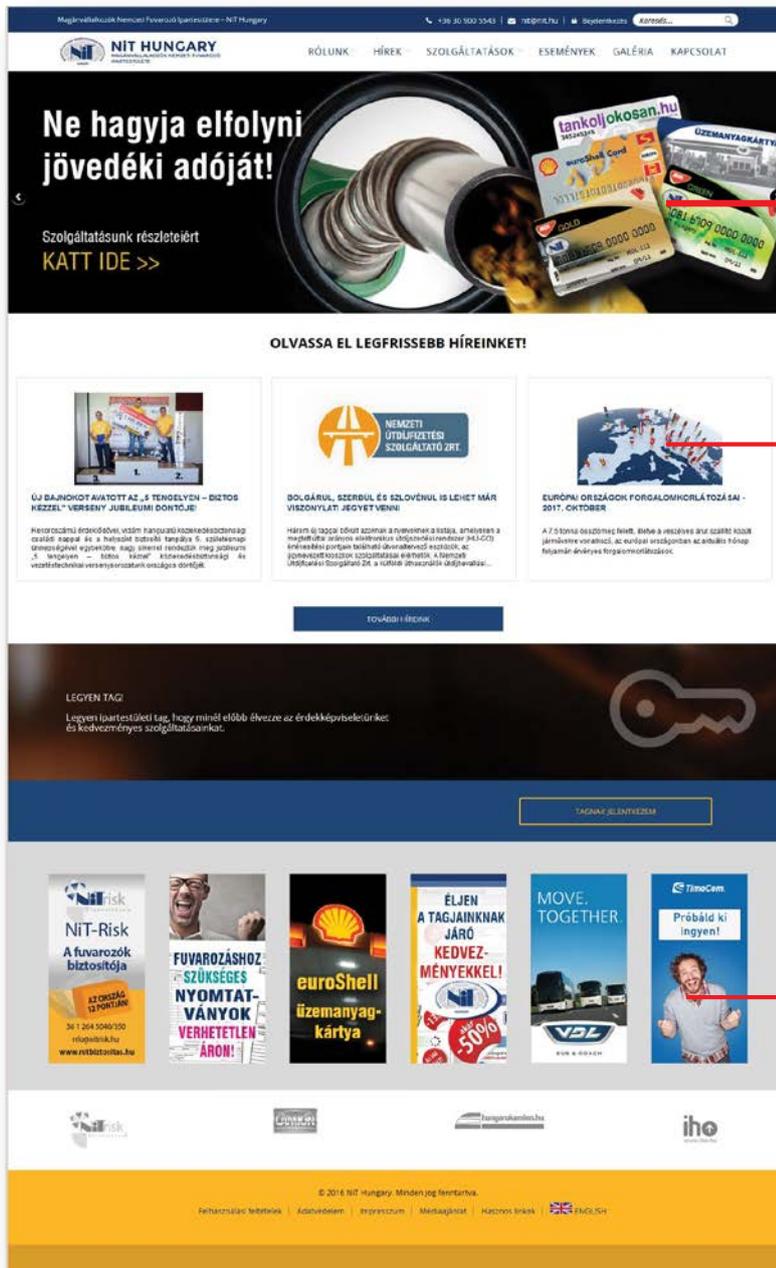
A prompt sharing of information, news, articles and PR matters published on our webpage is also possible through **the Facebook page of NiT Hungary**. This solution primarily targets young entrepreneurs (including their employees) who realize contacting and obtaining information through online options offered by the community media.

Professional and economic information are also uploaded in fields accessible with a password only for the members. This information may even immediately offer an advantage in competition for the ventures that are a member to our federation.

WEBSITE MEDIA OFFER



Website- www.nit.hu Sizes, formats of appearance



HEADER IMAGE
1280x400 px
statikus banner, on cover page

MAIN NEWS IMAGE
240x160 px
static image
on cover page

BANNER
165 x 328 px
static and animated banner
(jpg, or gif)

Rate, appearances, specifications

Header image	1280x400 px	static	185.000 HUF + VAT / month
Main news image	240 x 160 px	static	40.000 HUF + VAT / week
Banner	165 x 328 px	static/animated	80.000 HUF + VAT / month