

I.	GENERAL KNOWLEDGE AND INFORMATIONS	4
1.1	Specifications of Port.hu	4
1.2	HTTP changes to HTTPS	4
1.3	Google AMP – Accelerated Mobile Pages	4
1.4	Flash creatives	4
1.5	Video banner	4
1.6	Sound of banners	4
1.7	Deadlines of sending materials:.....	5
II.	HTML, HTML 5	5
III.	BASIC BANNER TYPES.....	9
3.1	Medium Rectangle.....	9
3.2	Half Page.....	9
3.3.	Roadblock	9
3.4	Roadblock_B	9
3.5	Super Leaderboard.....	9
3.6	Billboard	9
3.7	Curtain.....	9
3.8	3D Half page	9
3.9	3D Billboard, Roadblock	10
3.10	Atomic	10
3.11	Adaptive Ad.....	10
3.11.1	George.....	11
3.11.2	George Turnover	11
3.11.3	Just-One, Just-One Top	11
3.11.4	Just-One Reminder	11
3.11.5	Just-One Turnover	11
3.11.6	Just-One Motion (Index premier multiscreen).....	11
3.12	Dragon	12
3.13	Just One Parallax	12
3.14	Slider	12
3.15	Joker	13
3.16	Landscape.....	13
3.17	Outstream.....	13
3.18	Sticky.....	14
3.19	Subway.....	14
IV.	RICH MEDIA CREATIVES.....	14

4.1 Interstitial	14
4.2 XL Layer	15
4.3 IndaSpot	15
V. SMARTPHONE ADVERTISING SOLUTIONS	15
5.1 Banner „Top” and „Middle”	15
5.2 Magnet – Mobile browser	16
5.3 Magic – Mobile browser	16
5.4 Swipe Gallery – Mobile browser	16
5.5 Swipe Box – Mobile browser.....	16
5.6 Slider – Mobile browser	16
5.7 Fullscreen - Index App.....	17
5.8 Interstitial - Mobile browser	17
5.9 Cube - Mobile browser.....	17
5.10 Motion - Mobile browser	17
5.11 Magnet - Index App	18
5.12 Mobil Banner Magic - Index App.....	18
5.13 Peep-hole - Index App	18
5.14 Slider – Index App	18
5.15 Swipe Box – Index App.....	18
5.16 Swipe Cards – Index App	18
5.17 Swipe Gallery – Index App.....	19
5.18 Tiltorama – Index App.....	19
5.19 HolyF360 – Index App	19
5.20 Mobil Sticky - Mobile browser	19
VI. VIDEO PLAYER ADVERTISING SOLUTIONS	19
6.1 Preroll, Midroll, Postroll.....	19
VII. FULL SCREEN/SKIN and BLOCK ADVERTISEMENTS	20
7.1 Custom full screen banner	20
7.2 Fullscreen banners on Dívány, Sóbors („gate banner”).....	21
7.3 Fullscreen banners on Totalcar („gate banner”)	21
7.4 Fullscreen banners on Femina („gate banner”).....	21
7.5 Fullscreen banners on AzÉnKutyám, AzÉnMacskám, WeLoveBudapest, WeLoveBalaton („gate banner”)	22
7.6 Fullscreen banners on PORT („gate banner”).....	22
7.7 Fullscreen banners on Index („gate banner”).....	23
7.8 Indavideo multiscreen fullscreen ad.....	23

7.9 Index homepage block ad (for special features).....	23
7.10 Index homepage block ad for Dívány/Femina/Totalcar/Napi/Velvet	24
7.11 Index column-/online broadcast-/minute by minute headline block ad (for special features)	24
7.12 Totalcar homepage block ad (for special features)	25
7.13 Port.hu program searcher block ad	25
• materials we need: static jpg 170x40px 247x40px 378x32px.....	25
Sample: Desktop, Mobile.....	25
VIII. PR ARTICLE.....	25
IX. OTHER	29

I. GENERAL KNOWLEDGE AND INFORMATIONS

Last update: april 17th, 2024

Indamedia Sales uses the adserver service of Gemius - AdOcean.

Guide to creating banners:

[>>ENG>>](#)

Some Gemius ad types cannot be ordered on Indamedia Sales's sites. If you have any questions about our currently available types, please ask your Indamedia Sales contact, or look up our current offers and prices at our website: <https://indamediasales.hu/>. You can also find demos of various banners in the [Showroom](#) at our blog.

Please note that INDAMEDIA SALES doesn't provide hosting service. If you need this sort of service, contact Gemius Helpdesk or another service provider.

1.1 Specifications of Port.hu

- [Port.hu custom advertisements](#)

1.2 HTTP changes to HTTPS

The sites sold by INDAMEDIA SALES switch from http:// to using https:// (eg. <https://port.hu>). For this reason, creative materials should not contain http:// references. In 3rd party adserver codes and html banners please make sure to use https:// references.

1.3 [Google AMP](#) – Accelerated Mobile Pages

Campaigns running on INDAMEDIA SALES-sold sites may run on AMP type mobile sites. Therefore, AMP HTML standards must be taken into account. INDAMEDIA SALES can not take responsibility for the proper functioning of creatives that have been created differently.

1.4 Flash creatives

Unfortunately we can't accept flash (.swf) format banners any longer.

1.5 Video banner

In cases of video banners placing a play/pause and sound on/off button is a must. The maximum size of the banner's video file loading in is 50 Mbyte. Hosting the video is the advertiser's job. The banner's size limit is important, because it strongly effects the loading time of the users' browser.

HTML5 video banner for mobile devices can not be played automatically, only the user can launch it!

On Indavideo we serve only preroll, midroll and postroll banners, on these sites we don't serve video banners.

1.6 Sound of banners

By default banners have to be silent. They can play sound only when the users turn this feature on.

1.7 Deadlines of sending materials:

- in case of basic banners (section III): 3 workdays before booked appearance
- richmedia, video formats, PR articles: 3 to 5 days before booked appearance - depending on the banner type.
- full screen materials: 5 workdays before booked date

Address to send materials to: rendeles@indamedia.hu.

Please also copy your Indamedia Sales contact on the email.

When sending materials, please reference the name of the advertiser and of the campaign in the subject of the letter. (ie: Advertiser Company / Campaign name or job number)

Maximum banner size - this applies to the banner as a whole, including its every files in use (i.e. HTML5):

Desktop, mobile: 300 KB

II. HTML, HTML 5

IMPORTANT: Indamedia Sales uses Gmail as corporate mailing system which blocks incoming and outgoing .js files as attachments from the 13th of February 2017, and this rule could strongly effect your sending of html5 banners. To avoid this please send the html files with embedded Javascript codes, not referencing them as separate files. (In Adobe Animate you can find this option under Advanced/Include javascript in HTML). If there was no way to embed the .js, then please use a file sender service, like Wetransfer.

[Technical Specifications for Preparing HTML5 Creatives >>>](#)

General Information

Creatives are embedded in a webpage inside the <iframe> tag. All parameters are passed to the creative via the URI fragment (URI fragment is the part of the URI string after the # symbol.) in the source of the <iframe> tag. They take the following form: key=value, and are separated by the ampersand symbol ('&').

Important: *Parameters are attached to the URI of the creative automatically by the emitter server. The URI fragment should not be used in the creative code in any other way than described in this document.*

In order to have access to the parameters (including access to the redirect variable), the following code has to be implemented at the beginning of the <body> of the creative:

```
<script>
var parsed = (document.location.href.split('#')[1] || '').split('&');
var params = parsed.reduce(function (params, param) {
var param = param.split('=');
params[param[0]] = decodeURIComponent(param.slice(1).join('='));
return params;
}, {});
</script>
```

Creative Assets

An HTML creative should be built with as few elements as possible. The fewer creative assets, the

faster the creative loads and is visible for the user.

Relative paths should be used for all requests for elements (excluding elements hosted on external servers).

CSS and JavaScript can be included inside the main HTML file, which will decrease the number of elements in the creative.

Graphic elements can also be included in the HTML file (by encoding with Base64 algorithm). It will increase the size of the HTML file, but it will not be necessary to load image files. It will also ensure that all elements are available in the creative at the same time.

If a campaign is delivered on an HTTPS website, all requests going from the creative to the HTTP content will be blocked by modern browsers. This can cause a failure to deliver the creative. Thus, it needs to be ensured that an HTML creative can be also delivered on an HTTPS website and that all links to external assets are working correctly.

Uploading Creatives

There are two ways to upload an HTML5 creative into our systems. You can inline the whole creative into one HTML file or you can upload a .zip file.

a) single file creative

To upload an HTML5 creative as a single file, you need to embed all CSS and JS files into an HTML file. You should also inline images using the Base64 algorithm or host images on an external server and link them inside the HTML file.

b) zip file creative

It is also possible to upload a .zip file containing all assets. All relative paths will be preserved. The whole creative will be uploaded to the same folder on our emitter server. In order to upload a creative in the .zip format, the file must meet the following requirements:

- must contain at least one HTML file,
- should contain the index.html file (it is especially important if inside the .zip file there is more than one HTML file),
- main HTML file must be at the top level or in a root folder,
- can have root folder,
- must not have multiple root folders,
- can contain multiple HTML files.

Example of a .zip file structure with a root folder:

```
+ creative.zip
+-+ /rootfolder
  +-+ index.html
    + image.png
    + style.css
```

Example of a .zip file structure without a root folder:

```
+ creative.zip
+-+ index.html
```

```
+ image.png
+ style.css
```

Example of an invalid .zip file structure with multiple root folders:

```
+ creative.zip
+--+ /rootfolder1
| +--+ index.html
| + image.png
| + style.css
|
+--+ /rootfolder2
+--+ index.html
+ image2.png
+ style2.css
```

Click Tags

a) creative with a click placeholder

This type of a creative should include a variable to which the redirect link can be assigned.

After the code described in the General Information part is executed, the click tag will become available in the `params.clickTag` variable.

Below is an example with a variable to measure clicks in the creative, which in the code is referred to as `click`, and in the interface as `clickTag`.

```
<script>
...
//click='http://www.gemius.pl'; // constant URL without tracking
click=params.clickTag; // assign redirect variable read from parameters
...
</script>
```

If you set a different name for a click tag in the gDE interface or you use multiple click tags, you have to use appropriate variable names, for example:

```
params.clickthrough;
params.clickTAG;
params.clickTag0;
params.clickTag1;
```

b) creative without a click placeholder

If a creative does not include a click variable and you do not have a place to assign an appropriate parameter, you can try to figure out which element in the creative should be clickable and surround it with `<a>` tags. For instance, if you have an HTML5 creative containing an image only, then the `` tag should be surrounded with `<a>` tags. If there are `<div>` tags, you should choose the most outer one.

You can set the “`href`” attribute of the `<a>` tag using this script. Remember that this script has to be executed after the measured element.

```

<script>
// setting href of an <A> tag with ID: "ID_OF_AN_<A>_TAG"
// with redirect link.
var creativeLink = document.getElementById("ID_OF_AN_<A>_TAG");
creativeLink.href = params.clickTag;
</script>

```

Example of the full code:

Pure creative without codes

```

<!DOCTYPE html> <!-- EXAMPLE CREATIVE -->
<html>
<head>
</head>
<body>

</body>
</html>

```

To properly measure clicks for this type of a creative, you need to make changes as in the example below:

Creative with added tracking codes

```

<!DOCTYPE html> <!-- EXAMPLE CREATIVE -->
<html>
<head>
</head>
<body>
<script>
var parsed = (document.location.href.split('#')[1] || "").split('&');
var params = parsed.reduce(function (params, param) {
var param = param.split('=');
params[param[0]] = decodeURIComponent(param.slice(1).join('='));
return params;
}, {});
</script>
<a id='creativelink' target='_blank'>
<img src='...'>
</a>
<script>
var creativeLink = document.getElementById('creativelink');
creativeLink.href = params.clickTag;
</script>
</body>
</html>

```

Important: Please note that before the *params* variable is called, the code from the General Information part has to be executed. There will be an error if a redirect link is assigned before that code is executed.

III. BASIC BANNER TYPES

In most cases we accept banner materials in these formats: .jpg, .png., .gif, HTML5, adserver code, but in some cases these options are narrowed down, as with certain banner types, external adserver code or HTML5 cannot be applied. Please see the descriptions:

3.1 Medium Rectangle

300x250 px, it appears generally in the right column of the site

3.2 Half Page

300x600 px, it appears generally in the right column of the site

3.3. Roadblock

640x360 px, embedded in articles.

Considering it's embedded display, if the creative has similar text format as the article (especially in font size, line width), please place a border around it to divide it from the sites' content.

3.4 Roadblock_B

640x360 px, under the articles

3.5 Super Leaderboard

970x90 px, generally under the menubar (columns) of the homepage.

3.6 Billboard

970x250 px, generally under the headline of the homepage.

3.7 Curtain

- Index homepage

Sample: https://index.hu/?showroom_curtain

3 pieces of 350x700px image. (We accept 300x600px images as well, but due to scaling, the images can become distorted.) The 3 images together can't be more than 300KB.

- Index subpages, Totalcar, Velvet, Femina, Port, Economx, Dívány

Sample: https://index.hu/belfold/?showroom_curtain

3.8 3D Half page

3 pieces of 300x600px static image. The 3 images together can't be more than 300KB.

Sample: https://index.hu/?showroom_3d_hp

3.9 3D Billboard, Roadblock

BB: 970x250 px, RB: 728x410 px or 640x360 px

4 pieces of 970x250, 728x410 or 640x360 px static image (jpg, png, gif), we can place 1 URL per image.

Initially the ad makes a 450° turn automatically to show all four image and returns to the first one. After that the visitor can roll it by clicking.

Max. banner size: 300KB (the total size of the 4 images can't exceed 300KB)

3 workdays before booked appearance

Sample:

https://index.hu/?showroom_3d_billboard

https://divany.hu/vilagom/2018/08/17/m7-dugo-torlodos-hogyan-alakul-ki/?showroom_3d_roadblock

https://index.hu/belfold/2018/08/20/iden_elmaradhat_az_osz/?showroom_3d_landscape

3.10 Atomic

300x250, 640x360, 300x600, 970x250

Materials to send:

- Background color (default: white)
- 2 .png transparent images with the same size
 - **Image 1** „animation”: static .png image with transparent background
Important: the rate of the graphics on the image cannot be more than 50%, the rest has to be transparent background. We can only ensure the ad's smooth running by this restriction. For the same reason please choose as simple graphics as possible. It shouldn't contain much and complex element as it is going to slow the browser and limit the visual impact.
sample: <http://assets.index.hu/mediaajanlathoz/animation.png>
 - **Image 2** „message”: static .png image with transparent background
sample: <http://assets.index.hu/mediaajanlathoz/message.png>

The position of image 1 and 2 (which is the front and which is the background image) is optional and sometimes might not be clear, so please inform us during the preparatory process.

As you could see on the demo above, the visual link between the images is essential.

Both images' width and height have to be the identical.

The 2 image together can't be more than 300KB.

Sample:

https://index.hu/?showroom_atomic_bb

https://index.hu/techtud?showroom_atomic_rb

3.11 Adaptive Ad

While scrolling down, the creative reaches the top of the screen, it sticks there and the rest of the content gradually covers it up. For this banner type we cannot accept third party adserver code or HTML5, please send image and tracking code.

3.11.1 George

- 748x560 px, static image (.jpg, .png), Index column sites, Totalcar, Velvet, Napi, Dívány, Femina
Sample: https://index.hu/techtud/2018/08/22/a_facebook_titokban_pontoz/?showroom_george

3.11.2 George Turnover

880x1242px per page, static pictures (jpg, png)
Index sections, Velvet, Dívány, Totalcar, Femina
1 picture per page
Min. 9 pages, max. 24 pages, 12 opportunities to turn the page
AV/CT tracking per page
Turning over with arrows and the page number is visible
The pages can be zoomed in
The arrows can be customized with color code
Max. banner size: 300KB per picture
Sample: https://index.hu/belfold/?george_lap

3.11.3 Just-One, Just-One Top

- 1138x640 px, static image (.jpg, .png) Index homepage
Sample: https://index.hu/?showroom_just-one

3.11.4 Just-One Reminder

- 1920x600px static image (.jpg, .png) Index homepage
- 382x600px on the left and 390x600px on the right remains on the edge.
Sample: https://index.hu/?showroom_just-one_reminder

3.11.5 Just-One Turnover

- 880x1320px per page (static .jpg, .png), Index frontpage
- 1 picture per page
- Min. 9 pages, max. 24 pages, 12 opportunities to turn the page
- AV/CT tracking per page
- Turning over with arrows and the page number is visible
- The pages can be zoomed in
- The arrows can be customized with color code

Max. banner size: 300KB per picture
Sample: https://index.hu/?lap_just

3.11.6 Just-One Motion (Index premier multiscreen)

- 1138x640px static image (.jpg, .png) – Index homepage desktop background
- 320x62px logo static image (transparent .png) /not obligatory/
- 787x1180px static image (.jpg, .png) – Index mobile homepage background
- Max. 30 characters – slogan /not obligatory/
- Max. 15 characters – button 1. /not obligatory/

- Max. 15 characters – button 2. /not obligatory/
- AV/CT measurement (button 1./2./logo CT, desktop/mobile AV-CT)
- The requirements for the video are the same as the preroll:

Maximum duration: 30 seconds

Ratio: 16:9

Max. file size 50 MByte, resolution: 1280x720 px

Required materials:

- .flv or h264 coded .mp4 file with a bitrate of 500/600kbs
- landing url
- optional third party adserver AV/CT tracking url

Sample: <https://index.hu/?motion1>

Illustration:

- http://assets.index.hu/desktop_sizes.jpg
- http://assets.index.hu/mobile_sizes.jpg

/Indamedia Premier logo on the left side at the bottom is optional and it can be turned off/

Deadline for materials to be sent: 5 workdays before the booked date!

3.12 Dragon

1138x640 px, static image (.jpg, .png)

Index 'Mindeközben' section, image galleries of Index, Dívány, Totalcar and Velvet.

Sample: https://index.hu/mindekozben?showroom_dragon

3.13 Just One Parallax

Index homepage

Two images are required:

- image 1 „background”: a 1140x760 px image, (.jpg or .png). This is the fix positioned lower layer of the banner, the background image, generally a photo, without logo or text.

http://assets.index.hu/mediaajanlathoz/parallax_1140x760_background.jpg

- image 2 „message”: a 1140x560 px image in .png extension. This is the upper layer of the banner, logo, text, your campaign message should be placed here, and please set this image’s background to transparent .

Along with scrolling this layer slides up and down above the lower one (text and graphic elements above the fixed image.) http://assets.index.hu/mediaajanlathoz/parallax_1140x560_front.png

The visual link between the images is essential, as you can see on the demo bellow.

Sample: https://index.hu/?showroom_just_parallax

3.14 Slider

Two images are covered in one another, and you can view the two images ("before-after") by moving a vertical slider horizontally. Possible sizes depending on order:

- 970x250 px
- 640x360 px
- 728x410 px
- 300x250 px

Sample:

https://totalcar.hu/magazin/hirek/2019/01/03/a_sofort_figyeli_a_volvo_kovetkezo_extraja/?showroom_slider_roadblock

Two images are required: (.jpg or .png).

The total size of the two images should not exceed 300 KB!

3.15 Joker

Picture-text appearance.

Required materials:

- static image 640x277 pixels (the creative should be designed to be able to interpret its content at 300x130 pixel size. Due to its responsive appearance, please have a larger size at 640x277px)
- title: max. 30 characters with spaces
- text: max. 90 characters with spaces

Sample: https://sobors.hu/gasztro/vegan-hus-teszt/?showroom_joker

3.16 Landscape

728x410 px

Index, Velvet, Port, Napi.hu, Femina, Dívány, Totalcar

Sample: https://index.hu/belfold/2018/08/20/iden_elmaradhat_az_osz/?showroom_landscape

3.17 Outstream

Maximum duration: 30 seconds

Ratio: 16:9

Max. file size 50 MB, resolution: 1280x720 px

Required materials:

- .flv or h264 coded .mp4 file with a bitrate of 500/600kbs
- landing url
- optional third party adserver AV/CT tracking url

Optional logo: an advertiser logo may be placed in the upper right or left corner of the player

Format: transparent .png

Size: max. width: 96px, max. height: 32px

- optional third party adserver CT tracking url

Deadline for materials to be sent: 4 workdays before the booked date!

Sample: https://index.hu/kultur/2023/07/06/budai-var-palotanegyed-karakas-pasa-tornya-megujult-torok-csikos-udvar/?showroom_outstream_desktop

3.18 Sticky

210x600 px static image on Index homepage.
Only appears on screens with a resolution of 1531 or higher.

Sample: https://index.hu/?showroom_sticky

3.19 Subway

300x250, 300x600

Required materials:

- static image (jpg, png, gif) + URL
- optional third party adserver AV/CT tracking url

Size limit: up to 300KB!

Deadline for materials to be sent: 3 workdays before the booked date!

Sample: <https://index.hu/techtud/2024/03/17/xiaomi-watch-2-okosora-teszt/?showsubway>

3.20 Adaptive Ad Swipe Gallery

- 640x360px per page, static image (jpg, png)
- background picture optional, 640x360 or RGB color code (bigger background picture is possible but keep 640x360px aspect ration)
- Logo on the left upper side is optional (SVG)
- Index sections, Velvet, Dívány, Totalcar, Femina, Economx
- Min. 3 pages, max. 9 pages, 7 swipes
- AV/CT tracking option per picture
- Custom RGB color code for the swiping arrow optional, default is white

After page loading the swiping animation goes all the way to the last page for one time.

Sample: https://index.hu/belfold/?showroom_Adaptive_Ad_Swipe

3.21 Portrait

- 300x1050px, right side of the article

Sample: <https://indamedia.hu/showroom/portrait>

IV. RICH MEDIA CREATIVES

4.1 Interstitial

After loading the site, the creative appears on a layer which covers the whole page. 8 seconds later the user is automatically redirected to the site, within this period it can be closed manually. This ad shows up once a day per user.

The closing function of the banner and the frequency of appearance (cookie) is handled by INDAMEDIA SALES in the adserver, thus the creative must not contain any kind of setting or function regarding these

operations. In case of animation or video, creatives' maximum length is 8 seconds, the creative must not loop.

Required materials: .gif, .jpg, .png

Pixel size: 970x550px

Deadline for materials to be sent: 3 workdays before the booked date!

Size limit: up to 300 Kbyte!

Sample: https://index.hu/?showroom_interstitial

4.2 XL Layer

After loading the site, the creative appears on a layer that partly covers the page. 8 seconds later the ad automatically closes, within this period it can be closed manually too. This ad shows up once a day per user.

Required materials: .html, .gif, .jpg, .png, adserver code. The banner must not include any kind of user tracking which could alter the frequency of the appearance.

Pixel size: 970x550px.

The creative must not apply any kind of automated closing function. When designing the creative please note that we will place a 70x20 pixel „Hirdetés bezárása X” close button in the upper right corner, its colour options are black or white. In order not to ruin the design, please provide a background in the upper right corner that fits with these colour options.

Deadline for materials to be sent: 3 workdays before the booked date!

Size limit: up to 300 Kbyte!

Sample: https://index.hu/?showroom_xl_layer

4.3 IndaSpot

Maximum duration: 30 seconds

Ratio: 16:9

Max. file size 50 MByte

Required materials:

We accept two formats:

- .flv or h264 coded .mp4 file with a bitrate of 500/600kbs
- landing url
- optional third party adserver AV/CT tracking url

Deadline for materials to be sent: 3 workdays before the booked date!

Sample: https://index.hu/?Interstitial_Video_Spot

V. SMARTPHONE ADVERTISING SOLUTIONS

For every mobile format we accept AV and CT tracking URLs.

Size limit: up to 120 Kbyte!

5.1 Banner „Top” and „Middle”

Required material: .jpg, .gif, .png, HTML5

Creative size:

- 300x250px (static jpg, gif, png or HTML5) or 480x480px (only static jpg, gif, png)

Size limit: up to 120 Kbyte!

Sample: https://index.hu/belfold/?showroom_mobilbanner

5.2 Magnet – Mobile browser

When scrolling down in an article in mobile browser, the banner stops in the middle of the screen for a second, regardless of the ongoing scrolling.

Creative size: 480x480 px

Required material: statikus jpg

Size limit: up to 120KB!

Sample: https://index.hu/?showroom_magnet

5.3 Magic – Mobile browser

The format consists of two images. Along with the scrolling the first picture becomes fully transparent, revealing the second picture beneath it.

Creative size: 480x480 px

Required material: static jpg, png, gif

Size limit: up to 120KB!

Sample: https://index.hu/?showroom_magic

5.4 Swipe Gallery – Mobile browser

Creative size: 480x480 px

Required material: max. 8 pieces of 480x480px static picture (jpg, png)

Different click URLs can be submitted to the images.

Size limit: up to 300KB!

Sample: https://index.hu/?showroom_swipegallery

5.5 Swipe Box – Mobile browser

Required material: 3 pieces of 480x480 px static images (.jpg, .gif)

Different click URLs can be submitted to the images.

Relevant information and text cannot be displayed on the right and left (30-30px), because the images overlap

Size limit: up to 150 Kbyte!

Sample: https://index.hu/?showroom_swipebox

5.6 Slider – Mobile browser

Creative size: 300x250 px

Required material: 2 pieces of 300x250 px static images (.jpg, .gif)

Size limit: up to 120 Kbyte!

Sample: https://index.hu/?showroom_slider_bannertop

5.7 Fullscreen - Index App

Required material: .jpg, .gif

Creative size: 480x654 px

Size limit: up to 120 Kbyte!

5.8 Interstitial - Mobile browser

Required material: .jpg, .gif

Two images are required: a 480x654px and a 654x480px one

This ad type shows up only once a day per user.

Size limit: up to 120 Kbyte!

Sample: https://index.hu/?showroom_mobilinterstitial

5.9 Cube - Mobile browser

Required materials: **ONLY STATIC** .jpg, .gif

A cube shaped format that consists of four static images. We can place one URL per image. Initially the ad makes a 45° turn automatically to show all four images and returns to the first one. After that the user can turn the ad by swiping.

Only available on iOS and later versions of Android (from 4.0).

Creative size: 4x480x480px

Size limit: 300 Kbyte (four images altogether)

Sample: https://index.hu/?showroom_mobilcube

5.10 Motion - Mobile browser

320x62 px logo static image (transparent png) /optional/

787x1180 px static image (jpg, png) - mobile background

Max. 30 characters slogan /optional/

Max. 15 characters - button 1 /optional/

Max. 15 characters - button 2 /optional/

AV/CT tracking (button 1./2./logo CT, desktop/mobile AV-CT)

The requirements for the video are the same as the preroll:

Maximum duration: 30 seconds

Ratio: 16:9

Max. file size 50 MByte, resolution: 1280x720 px

Required materials:

.flv or h264 coded .mp4 file with a bitrate of 500/600kbs

- optional third party adserver AV/CT tracking url

Sample: <https://port.hu/?motion1=>

Illustration:

http://assets.index.hu/mobile_sizes.jpg

without Indamedia Premier logo

Deadline for materials to be sent: 5 workdays before the booked date!

5.11 Magnet - Index App

When scrolling down in an article in the application, the banner stops in the middle of the screen for a second, regardless of the ongoing scrolling. (at 00:06 in the video.)

Required materials: **ONLY STATIC** .jpg, .gif

Creative size: 480x480px

Size limit: up to 120 Kbyte!

[DEMO \(video\)](#)

5.12 Mobil Banner Magic - Index App

Required materials: **ONLY STATIC** .jpg, .gif

The format consists of two images. Along with the scrolling the first picture becomes fully transparent, revealing the second picture beneath it.

Creative size: 480x480px

Size limit: up to 120 Kbyte!

Sample: [https://indavideo.hu/video/Vodafone mobil banner magic Index mobil alkalmazas](https://indavideo.hu/video/Vodafone_mobil_banner_magic_Index_mobil_alkalmazas)

5.13 Peep-hole - Index App

Required materials: **ONLY STATIC** .jpg, .gif

Creative size: 480x654 px

Along with scrolling the visitor discovers the creative bit by bit (end sees never as whole) through a 480x240px peep hole window.

Size limit: up to 120 Kbyte!

Sample: [https://indavideo.hu/video/Sanofi mobil banner ablakos Index mobil alkalmazas](https://indavideo.hu/video/Sanofi_mobil_banner_ablakos_Index_mobil_alkalmazas)

5.14 Slider – Index App

Required material: 2 pieces of 480x480 px **static** images (.jpg, .gif)

Size limit: up to 120 Kbyte!

Sample: https://assets.index.hu/minta/app_slider.mp4

5.15 Swipe Box – Index App

Required material: 3 pieces of 480x480 px **static** images (.jpg, .gif)

Different click URLs can be submitted to the images.

Size limit: up to 120 Kbyte!

Sample: https://ajanlat.indamediasales.hu/showroom/video/swipe_box.mp4

5.16 Swipe Cards – Index App

Required material: 3 pieces of 480x654 px **static** images (.jpg, .gif)

Different click URLs can be submitted to the images.

Size limit: up to 120 Kbyte!

Sample: https://ajanlat.indamediasales.hu/showroom/video/swipe_card.mp4

5.17 Swipe Gallery – Index App

Required material: max. 8 pieces of 480x480 px **static** images (.jpg, .gif)

Different click URLs can be submitted to the images.

Size limit: up to 300 Kbyte!

Sample: https://ajanlat.indamediasales.hu/showroom/video/swipe_gallery.mp4

5.18 Tiltorama – Index App

Creative size: 1200x480 px

Required materials: **ONLY STATIC** .jpg, .gif

Size limit: up to 120 Kbyte!

The first visible part of the banner is the 480x480px geometric middle of it.

Sample: https://indavideo.hu/video/Coca-Cola_Tiltorama_Index_app

5.19 HolyF360 – Index App

Creative size: 2048x1024 px

Required materials: **ONLY STATIC**, .jpg, .png,

IMPORTANT: Images sent for these banners need to be **horizontally flipped**

Size limit: maximum 300 Kbyte!

The first visible part of the banner is the 480x480px geometric middle of it.

Sample: https://indavideo.hu/video/Holy_F360_bemutato_Index_app

5.20 Mobil Sticky - Mobile browser

Creative size: 320x50 px, **ONLY STATIC**, .jpg, .png,

Size limit: up to 120 Kbyte!

Sample: <https://indamedia.hu/assets/mobil-sticky.png>

5.21 Adaptive Ad- Index App

Creative size: 480x654 px, **ONLY STATIC**, .jpg, .png,

Minta: https://indavideo.hu/video/Adaptive_ad_Index_alkalmazasban_1

VI. VIDEO PLAYER ADVERTISING SOLUTIONS

6.1 Preroll, Midroll, Postroll

Maximum duration: 30 seconds

Ratio: 16:9

Max. file size 50 MByte, resolution: 1280x720 px

Required materials:

We accept two formats:

a,

- .flv or h264 coded .mp4 file with a bitrate of 500/600kbs

- landing url

- optional third party adserver AV/CT tracking url. When using Doubleclick AV/CT tracking, our Gemius Adocean number will be valid.

Deadline for materials to be sent: 3 workdays before the booked date!

b,

- VAST* 2.0, 3.0, 4.0 ([Digital Video Ad Serving Template](#)) code in url form

- we can handle the following tracking events, if they are coded in xml:

start, midpoint, firstQuartile, thirdQuartile, complete

mute, unmute

pause, resume, fullscreen

In case of format „b” preparatory testing is a must.

***Except Doubleclick VAST.**

Deadline for materials to be sent: 5 workdays before the booked date!

Sample: https://indamediasales.hu/2014/12/02/pre-roll_spot

VII. FULL SCREEN/SKIN and BLOCK ADVERTISEMENTS

Full screen and block advertisements on:

- Index are created by INDAMEDIA SALES, using the materials sent by and liaising with the Advertiser
- Totalcar, Dívány, Velvet and Femina are created by the Advertiser, and are to approved by INDAMEDIA SALES considering the ads’ visual impact on the sites.

Port.hu has their own technical guides in terms of full screen/skin advertisements.

[Port full screen technical guide](#): please enquire about it at your Indamedia Sales contact

Deadline for materials to be sent: 5 workdays before the booked date!

The full screen/skin creatives has to be approved by INDAMEDIA SALES, as they could effect the look of the site in major extent.

7.1 Custom full screen banner

Custom full screen banners are made by INDAMEDIA SALES using the materials provided by the Advertiser. They will be designed in close liaison with the Advertiser, and in accordance with the particular site’s layout.

Required materials:

- Vector logo (.eps, .ai, .pdf)
- Font(s)
- Relevant, high definition images from the ad campaign
- Copy, text, message
- Style Guide (if there is one)

A preview/draft image of the full screen ad is welcome, preferably in .psd format.

7.2 Fullscreen banners on Dívány, Sóbors („gate banner”)

Desktop:

1920x900px image. The top 300px of the image appears fixed above the articles, so you should plan your communication here.

Because of the responsiveness of the page, depending on the width and resolution of the screen, the middle 1140px or 1308px portion of the image is obscured (below 300px), so the image must be designed with this in mind to ensure that each screen displays properly.

At 1920x1080px, 300-300px is available on both the left and right sides of the page.

Mobile:

480x160px static image

Important: In case of a lower resolution rate of the visitors' screen, some elements near the edge of the screen may cut off. For this reason we recommend not placing large amount of text or wider image on the side elements. Please keep that in mind when designing the graphical elements of the banner.

Deadline for incoming materials: 5 workdays before the booked date!

Sample: https://divany.hu/eletem/?showroom_kapu

7.3 Fullscreen banners on Totalcar („gate banner”)

Desktop:

1920x900px image. The top 300px of the image appears fixed above the articles, so you should plan your communication here.

Because of the responsiveness of the page, depending on the width and resolution of the screen, the middle 1140px or 1308px portion of the image is obscured (below 300px), so the image must be designed with this in mind to ensure that each screen displays properly.

At 1920x1080px, 300-300px is available on both the left and right sides of the page.

Mobile:

480x160px static image

Important: In case of a lower resolution rate of the visitors' screen, some elements near the edge of the screen may cut off. For this reason we recommend not placing large amount of text or wider image on the side elements. Please keep that in mind when designing the graphical elements of the banner.

Deadline for incoming materials: 5 workdays before the booked date!

Sample: https://totalcar.hu/magazin/kozelet/2023/01/23/autopiac-modell-egy-darab-kerul-a-maganszemelyekhez/?showroom_kapubanner

7.4 Fullscreen banners on Femina („gate banner”)

Desktop:

For these we require 2 different creatives + landing URL:

1920x900px image. The top 300px of the image appears fixed above the articles, so you should plan your communication here.

Because of the responsiveness of the page, depending on the width and resolution of the screen, the middle 1140px or 1308px portion of the image is obscured (below 300px), so the image must be designed with this in mind to ensure that each screen displays properly.

At 1920x1080px, 300-300px is available on both the left and right sides of the page.

Mobile:

480x160px static image

Sample: https://femina.hu/gyerek/?showroom_kapubanner_desktop

Important: In case of a lower resolution rate of the visitors' screen, some elements near the edge of the screen may cut off. For this reason we recommend not placing large amount of text or wider image on the side elements. Please keep that in mind when designing the graphical elements of the banner.

Deadline for incoming materials: 5 workdays before the booked date!

7.5 Fullscreen banners on AzÉnKutyám, AzÉnMacskám, WeLoveBudapest, WeLoveBalaton („gate banner”)

Desktop:

1920x900px image. The top 300px of the image appears fixed above the articles, so you should plan your communication here.

Because of the responsiveness of the page, depending on the width and resolution of the screen, the middle 1140px or 1308px portion of the image is obscured (below 300px), so the image must be designed with this in mind to ensure that each screen displays properly.

At 1920x1080px, 300-300px is available on both the left and right sides of the page.

Sample:

https://welovebudapest.com/?showroom_welovekapuszponz

https://welovebalaton.hu/?showroom_welovekapuszponz

https://www.azenkutyam.hu/egeszseg/kutya-kaposzta/?showroom_welovekapuszponz

https://www.azenmacskam.hu/elet/kek-macskafajtak/?showroom_welovekapuszponz

7.6 Fullscreen banners on PORT („gate banner”)

Platform: desktop, mobile

Desktop:

1560x1170px, .jpg

Mobile:

300x150px (on the mobile layout, the middle part of the top of the gate banner is displayed)

Sample:

https://kep.index.hu/1/0/3713/37133/371337/37133713_ab65f0c5036d8e3e12fc2ee38971fe2b_wm.jpg

7.7 Fullscreen banners on Index („gate banner”)

Platform: multiscreen

Desktop background 1920x1080 .jpeg – max. 300kb

An illustrative wallpaper with a specific product on the left. There has to be a neutral background associated with the brand because a lot of it can be cut off at changing aspect ratios. It cannot contain text, “call to action” elements.

Desktop front 1108x100 transparent .png – max. 300kb

The sponsor's logo, slogan / message / key visual may appear in the area above the article container. This is already an area without paddings, the entire surface can be designed with an article body width.

The background and message are on one layer here.

Mobile 640x240 jpeg - max. 300kb

The background and message are on one layer here.

.psd template:

http://ajanlat.indamediasales.hu/tmp/index_kapubanner_template_2019.psd

Sample: https://index.hu/belfold/?show_kapu=

7.8 Indavideo multiscreen fullscreen ad

This ad type appears on all three platforms, and consists of:

- on desktop: two side elements (gate) and a billboard (970x250)
- on tablet and smartphone: a large fullscreen image. On the demo video you can see how the ad's size changes on different devices.

Every creatives are to be created by the Advertiser. Please use this [template](#).

Materials to send:

- Static images: 1920 x 1044, 1280 x 1280, 1536 x 864, 1280 x 720, 1000 x 563 pixel
- Billboard 970x250 pixel (static or animated image or html)

[DEMO video](#)

http://assets.index.hu/mediaajanlathoz/CEMP_SH_Indavideo_altalanos_mediaajanlat_2016.jpg

7.9 Index homepage block ad (for special features)

platforms: desktop, tablet, mobile phone

materials we require:

- background colour (different from #F1F1F1 and #F90)
OR
- block image, 500x42px, it appears aligned to center (on desktop center applies to the width of two columns of the box, not of the homepage), regardless of the screen resolution
- logo, scaled to max 30px height, .png image with transparent background, placed on the block image, aligned to left

- text/message, max 20 character, it appears on the block image, aligned to right, font chosen by INDAMEDIA SALES (Open Sans). The font colour needs to contrast with the block image colours.
- On smartphones the logo and block image appears without text!

The ad links to the advertiser's site. The banner is created by INDAMEDIA SALES, in cooperation with the Advertiser.

DEMO:

http://assets.index.hu/mediaajanlathoz/blokk_szponzoracio_index_cimlap_desktop_tablet_mobilweb_vago_tt.png

Deadline for materials to be sent: 5 workdays before the booked date!

7.10 Index homepage block ad for Dívány/Femina/Totalcar/Napi/Velvet

platforms: desktop, tablet, mobile phone

materials we require:

- logo, scaled to max. 150x34px height, .png image with transparent background, it appears aligned to left
- logo background max. 288x42px .jpg

Sample:

- [Dívány](#)
- [Femina](#)
- [Totalcar](#)

The banner will be created by INDAMEDIA SALES

Deadline for materials to be sent: 5 workdays before the booked date!

7.11 Index column-/online broadcast-/minute by minute headline block ad (for special features)

Platform: desktop, tablet, mobile phone

materials we require:

- logo, scaled to max 150x34px height, .png image with transparent background, it appears aligned to left
- text/message, max. 50 character including spaces, it appears on the block image, aligned to right, font chosen by INDAMEDIA SALES
- text/message color
- text/message background color (different from #F1F1F1 and #F90)

Text colour has to be readable on the block image. On lower screen resolution the text's position on the block image may vary. The banner will be created by INDAMEDIA SALES.

Sample:

http://assets.index.hu/mediaajanlathoz/fejlec_szponzoracio_index_desktop_tablet_mobilweb_vagott.png

Deadline for materials to be sent: 5 workdays before the booked date!

7.12 Totalcar homepage block ad (for special features)

materials we require:

- background colour (hexadecimal code)
- text colour (hexadecimal code)
- logo, .png image with transparent background, scaled to max 28px height

The banner will be created by INDAMEDIA SALES, in cooperation with the Advertiser.

http://assets.index.hu/mediaajanlathoz/melleklet_blokk_szponzoracio_totalcar_cimlap_desktop_tablet_mobile_bilweb_vagott.png

Deadline for materials to be sent: 5 workdays before the booked date!

7.13 Port.hu program searcher block ad

- materials we need: static jpg
170x40px
247x40px
378x32px

Sample: [Desktop](#), [Mobile](#)

VIII. PR ARTICLE

- **Index.hu:**

PR „top” text:

- Title: maximum 80 characters including spaces
- Lead: maximum 90 characters including spaces

PR „top” text+image:

- Title: maximum 80 characters including spaces
- Lead: maximum 90 characters including spaces
- image: 348x196px static (max. 100 KB)

Sample: https://index.hu/?showroom_pr_cikk

PR „middle” avatar+text:

- avatar: 40x40px static image or logo
- text: maximum 90 characters including spaces
- advertiser: maximum 32 characters including spaces

PR „middle” avatar+text+image:

Desktop

- avatar: 40x40px static image or logo
- text: maximum 90 characters including spaces

- advertiser: maximum 32 characters including spaces
- image: 304x160px static image (max. 100KB)

Mobile

- Title: maximum 80 characters including spaces
- Lead: maximum 90 characters including spaces
- image: 348x196px static (max. 100 KB)

PR article

- Microsoft Word format, long article not recommended
- Pictures in the article: static, 16:9 aspect ratio, min. width 727px
- Cover picture for the article: static, 16:9 aspect ratio, min. width 1108px, no text, promotion, ad, brand name
- Embed video possible: Upload the video to a hosting website (Youtube or Indavideo), and send the video link

- **Totalcar**

PR lead with text:

- title: max. 80 characters with spaces
- lead: max. 90 characters with spaces

PR lead with text+image:

- title: max. 80 characters with spaces
- lead: max. 90 characters with spaces
- image: 348x196 px static picture (max. 100 KB)

Sample: https://divany.hu/?showroom_pr_cikk

PR article:

- Microsoft Word format, long article not recommended
- Pictures in the article: static, 16:9 aspect ratio, min. width 727px
- Cover picture for the article: static, 16:9 aspect ratio, min. width 1920px, no text, promotion, ad, brand name, the background cannot be white or gray
- Embed video possible: Upload the video to a hosting website (Youtube or Indavideo), and send the video link

- **Velvet**

PR lead with text:

- title: max. 80 characters with spaces
- lead: max. 90 characters with spaces

PR lead with text+image:

- title: max. 80 characters with spaces
- lead: max. 90 characters with spaces

- image: 348x196 px static picture (max. 100 KB)

Sample: https://velvet.hu/?showroom_pr_cikk

PR article

- Microsoft Word format, long article not recommended
- Pictures in the article: static, 16:9 aspect ratio, min. width 760px
- Cover picture for the article: static, 16:9 aspect ratio, min. width 1108px, no text, promotion, ad, brand name
- Embed video possible: Upload the video to a hosting website (Youtube or Indavideo), and send the video link

- **Dívány**

PR lead with text:

- title: max. 80 characters with spaces
- lead: max. 90 characters with spaces

PR lead with text+image:

- title: max. 80 characters with spaces
- lead: max. 90 characters with spaces
- image: 348x196 px static picture (max. 100 KB)

Sample: https://divany.hu/?showroom_pr_cikk

PR article

- Microsoft Word format, long article not recommended
- Pictures in the article: static, 16:9 aspect ratio, min. width 851px
- Cover picture for the article: static, 16:9 aspect ratio, min. width 1276px, no text, promotion, ad, brand name, no white or gray background
- Embed video possible: Upload the video to a hosting website (Youtube or Indavideo), and send the video link

- **Economx:**

- Title: maximum 35 characters including spaces
- Lead: maximum 120 characters including spaces
- Article: maximum 2000 character including spaces
- Pictures:
 - Cover: 1200*675px, 16:9
 - In Article: 1200*675px, 16:9

- **Femina:**

- Title: maximum 35 characters including spaces
- Lead: maximum 150 characters including spaces
- 3 images 840x560 px (or 840x1260), they can not have white or gray background

- 1 cover picture 2100 x 1400 px (in which we recommend that promotion/advertising/brand name not be included directly)
- Embed video possible: Upload the video to a hosting website (Youtube or Indavideo), and send the video link

- **Port:**

PR lead

- title: max. 45 characters including spaces
- lead: max. 160 characters including spaces
- lead image: 700x394 px

PR article

- .word.doc
images: 774px recommended width, 16:9 ratio
- **Sample:** https://port.hu/?showroom_port_pr_cikk

Cultural events advertising article

- appears on the cover and sections as well
- title: max. 60 characters, lead max. 200 characters
- article: description of the cultural event in a Microsoft Word document
- pictures: min. 2, 16:9, 774x437px

Samples: [Cultural events advertising article -desktop](#), [Cultural events advertising article -mobil](#),

- **Sóbars:**

PR lead

- title: max. 90 characters including spaces
- lead: max. 150 characters including spaces
- lead picture: 348x196 px statikus kép (max. 100 KB)

PR article

- max. 3000 characters, .word doc.
- 2 images, min. width 1280px
- Embed video possible: Upload the video to a hosting website (Youtube or Indavideo), and send the video link

- **Az Én Kutyám, Az Én Macskám**

PR lead

- title: max. 90 characters including spaces
- lead: max. 150 characters including spaces
- lead picture: 348x196 px statikus kép (max. 100 KB)

PR article

- max. 3000 characters, .word doc.

- 2 images, min. width 1280x800px, 16:9

- **WeLoveBudapest, WeLoveBalaton**

PR lead

- title: max. 90 characters including spaces
- lead: max. 150 characters including spaces
- lead picture: 348x196 px statikus kép (max. 100 KB)

PR article

- max. 4000 characters, .word doc.
- pictures in article: 1920x1080, 16:9
- cover: min. width 1108px, 16:9, in which we recommend that promotion/advertising/brand name not to be included directly
- Embed video possible: Upload the video to a hosting website (Youtube or Indavideo), and send the video link

Sample:

https://welovebudapest.com/?showroom_pr_cikk

https://welovebalaton.hu/?showroom_pr_cikk

- **Retikül**

- title: max. 70 characters including spaces
- lead: max. 120 characters including spaces
- pictures in article: max. 3 pictures, 1200x800px or 1200x1000px, 16:9
- cover: 1200x800px, 16:9, in which we recommend that promotion/advertising/brand name not to be included directly
- Microsoft Word .doc
- length max. 3000 characters
- Embed video possible: Upload the video to a hosting website (Youtube or Indavideo), and send the video link

IX. OTHER

If you are interested in some other custom-made formats, or have something specific in mind, please contact us at sales@indamedia.hu.