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I. GENERAL KNOWLEDGE AND INFORMATIONS

Last update: 27 of November, 2018

CEMP SH uses the adserver service of Adverticum.

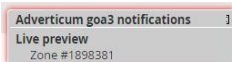
Guide to creating banners for Adverticum:

[>>ENG>>](#)

Some Adverticum ad types cannot be ordered on CEMP Sales House's sites. If you have any questions about our currently available types, please ask your CEMP Sales contact, or look up our current [offers](#) and prices at our website: <http://cempsh.blog.hu>. You can also find demos of various banners in the [Showroom](#) at our blog. Within some of the descriptions you will find live preview links as well.

Please open the links in incognito mode, or after watching it please delete the cookies from your browser, otherwise the previewed ad will keep appearing in your browser.

After opening them in the browser, a grey box will appear in the upper right corner:



Please click on the line starts with „Zone #” (this is the ID of the previewed ad), and you will be scrolled automatically where the particular ad can be seen, thus you can avoid unnecessary searching.

Please note that CSH doesn't provide hosting service. If you need this sort of service, contact [Adverticum](#) Helpdesk or another service provider.

1.1 Specifications of Port, and Indamail EDM.

- Port.hu custom advertisements, full screen/skin banners: please enquire at your CEMP Sales contact
- [Indamail eDirect Marketing specification](#)

1.2 HTTP changes to HTTPS

The sites sold by CSH 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 CSH-sold sites may run on AMP type mobile sites. Therefore, AMP HTML standards must be taken into account. CSH 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 1 Mbyte. 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 and Indexvideo we serve only preroll 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): 2 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@cempsh.hu.

Please also copy your Cemp 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: 300 KB

Mobile, tablet: 120 KB

II. HTML, HTML 5

To effectively serve HTML5 banners, we routinely use EasyHTML template to upload and run them, thus we need the creatives created in accordance with the [guide](#) to creating banners to EasyHTML.

You can read the [advantages](#) of using EasyHTML template.

IMPORTANT: CEMP SH 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.

Restrictions:

- For all banners all files please use unique names in order to prevent them from being overwritten within the same campaign. For example in the case of a banner 640x360px: 640x360_filename.html, 640x360_image.jpg, etc.
- The files cannot be organised in library structure, all files have to be on the same structural (root) level.

These are the requirements to meet, if an HTML5 creative is NOT made according to EasyHTML guide:

(Here you can read Adverticum's general [specification](#) of creating HTML, HTML5 banners.)

- The .css or .js file code cannot contain any relative reference to other files (mostly to image files). All references need to be contained by the HTML code.
- The files cannot be organised in library structure, all files have to be on the same structural (root) level.
- In the HTML file please place only the contents of <body> section. (No <head> section please.)

- HTML files are to be limited to 65.535 character.
- All reference's name in the html have to follow this example: [file:name.jpg]
- In the code line that handles the clicks, [cthref] tag has to be used instead of [link], and [target] for target. The system will use this as target, plus the URL you send.
- All tags has to be closed, i.e.:

- please place the scripts in [CDATA] tag to avoid character changing
- The size of the whole banner (including its every file in use) cannot be more than 300KB
- In every case of using JQuery and Javascript please use compressed ones instead of uncompressed
- Beside these points mentioned above, all **responsive banner** need to meet the requirements of [xhtml](#) and [markup](#) banners as well (**exactly at this passage in the text:** Markup banner Example using onclick attribute [please use CTRL+F to find it]). Otherwise they will be serviced in <iframe> tags which limit the banner's functions and visual appearance.

HTML5 banners for mobile browser and CEMP Index application:

- please don't use inline style tags within the HTML code
- set the outer wrapper to 100%, and the height should be calculated accordingly
- recalculate the resize event
- if the HTML5 is not responsive, the maximum width of the banner is 300px (300x50, 300x150, 300x250px)

Only the following mobil products are compatible with HTML5: Banner Top, Banner Middle. For all the rest of the mobile products we accept only images. Please find it from 6.3 Fullscreen (Index App)

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 (IAB Hungarian Advertising Package)

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

3.2 Half Page (IAB Hungarian Advertising Package)

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

3.3. Roadblock

640x360 px, embedded in articles (Index, Totalcar, Totalbike, Dívány, Velvet, Napi Gazdaság, Inforádió). 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 (IAB Hungarian Advertising Package)

970x90 px, generally under the menubar (columns) of the homepage. On Index's and Velvet's homepage, it's under the leading article's titles on the particular day.

3.6 Billboard

970x250 px, generally under the headline of the homepage. On Index's and Velvet's home page, it's under the titles of the leading articles of the day

3.7 Curtain

- Index homepage

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

3 pieces of 350x700px image. The 3 images together can't be more than 300KB.

- Index subpages, Totalcar, Velvet, Femina, Port, Napi.hu

Sample: https://index.hu/gazdasag/2018/04/16/megfizethetetlenek_lettek_a_nyarialok/?curtain_show

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

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/velemeny/2018/04/14/a_fidesz-szavazo_vedelmeben/?prisma_show

3.9 3D Billboard, Roadblock

970x250 px or 640x360 px

4 pieces of 970x250 or 640x360 px static image, 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.

DEMO: (Please open the link in incognito mode, or after watching it delete cookies from the browser):

<http://cookieset.adverticum.net/?banner=3789750&goal=3789758&zone=1898294&url=http%3A%2F%2Fwww.index.hu>

3.10 Atomic

300x250, 640x360, 300x600, 970x250

materials to send:

- background color (default: white)

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.

DEMO: (Please open the link in incognito mode, or after watching it delete cookies from the browser):

http://cookieset.adverticum.net/?banner=3927796&goal=3976597&zone=1898313&url=http%3A%2F%2Findex.hu%2Fgazdasag%2F2016%2F07%2F20%2Ffelporgott_az_allamilag_tamogatott_penzmosas%2F

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
or

- 640x748 px, static image (.jpg, .png) Port

DEMO: (Please open the link in incognito mode, or after watching it delete cookies from the browser):

http://cookieset.adverticum.net/?banner=3921886&goal=3921898&zone=1898266&url=http%3A%2F%2Findex.hu%2Fbelfold%2F2016%2F06%2F14%2Fkosa_szerint_minimalis_szamu_resztvevoje_volt_a_tanartuntet_esnek%2F

3.11.2 Just-One

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

DEMO: (Please open the link in incognito mode, or after watching it delete cookies from the browser):

<http://cookieset.adverticum.net/?banner=3921890&goal=3921901&zone=2848014&url=http%3A%2F%2Fwww.index.hu>

3.11.3 Just-One Reminder

1920x600px static image (.jpg, .png) Index homepage

DEMO: https://index.hu/?justott_600

3.12 Dragon

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

Index 'Meanwhile', Velvet image gallery

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.

sample: 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.

DEMO: (Please open the link in incognito mode, or after watching it delete cookies from the browser):

<http://cookieset.adverticum.net/?banner=3921927&goal=3921931&zone=2848014&url=http%3A%2F%2Fwww.index.hu>

3.14 Just One Magic

Index home page

Two images are required:

- 2 pieces of 1140x560 px image (.jpg or .png).

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

DEMO: (Please open the link in incognito mode, or after watching it delete cookies from the browser):

<http://cookieset.adverticum.net/?banner=3870665&goal=3921973&zone=2848014&url=http%3A%2F%2Fwww.index.hu>

3.15 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

- 640x360

- 728x410

- 300x250 px

DEMO: https://divany.hu/szuloseg/?slider_roadblock

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

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

3.16 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

3.17 Engage Ad

The ad starts with an animated curtain with the actual site's logo on it (Index, Divany, Velvet, Totalcar), after drawing back the creative appears.

For this format we cannot accept third party adserver code or HTML5, please send image and a tracking code.

- 640x360 px image (.gif, jpg, png). Dívány

- 728x410 px image (.gif, jpg, png) Index columns, Dívány, Velvet, Totalcar

DEMO: (Please open the link in incognito mode, or after watching it delete cookies from the browser):

http://cookieset.adverticum.net/?banner=3922092&goal=3922163&zone=2996216&url=http%3A%2F%2Fvet.hu%2Fgumicukor%2F2016%2F06%2F13%2Fkate_hudson_fia_alighanem_kate_hudson_klonja%2F

- 1138x640 px image (.gif, jpg, png) Index Mindeközben

DEMO: (Please open the link in incognito mode, or after watching it delete cookies from the browser):

http://cookieset.adverticum.net/?banner=3922181&goal=4035456&zone=3945148&url=http%3A%2F%2Findex.hu%2Fmindekozben%2Fposzt%2F2016%2F08%2F29%2Fmelyik_legyen_az_ev_legviccesebb_allatos_fotaja%2F

3.18 Landscape

728x410 px

Index, Velvet, Port/Mozi, Port/TV

The Landscape format – due to limitations of technical type - won't appear on screens under 1245 px width neither in the case of adserver codes nor images. In order to avoid this:

- along with your adserver code please send a 640x360 px substitute image, that is going to be serviced on screens under 1245 px width

- in case of using image, on screens under 1245 px width it will be scaled automatically to 640x360 px, no need for substitute image.

3.19 Portrait

300x1050 px, in the right side column

image (static or animated), HTML/HTML5 banner

3.20 Listing box on Index homepage

Index homepage above the Dívány content boks, only on desktop.

[Format sample, visual design >>](#)

Its construction must be as follows:

It is also possible to dynamically read the offers from the advertiser's own server.

The data source must be in valid JSON format, it must be available on a URL from which readers' browsers can access. The data source is served from the advertiser / agency server, it is advisable to store it as a static file and, if necessary, to regenerate it.

```

{
  "slogan": "write the slogan here",
  "item_order": " It controls the display of items, it could be "given" or "random", which determines the
order of the elements",
  "items": [
    {
      "title": "The name of the element. In 3x1 ordering max 28 character long with spaces",
      "url": "write the URL here",
      "description": "Only in 3x1-es format. The description of the element. Max 84 character
long with spaces",
      "subtitle": "Only in 3x4 formats, this comes after the title, with different colour.",
    }
  ]
}

```

In items:

- For "random" appearance with 3x4 elements we can receive up to 100 elements. In 3x1 up to 30 elements.
- In case of "given" order we expect exactly the amount of elements that a given layout can display.

IV. RICH MEDIA CREATIVES

4.1 Flipside

Index homepage, Port homepage, Port Mozi opening page, ONLY on desktop

- Index homepage:

Upon first visit, the top news headlines lean back, revealing a clickable video. 15 seconds later the video closes, and a Leaderboard (970x90px) appears. After that the video can be restarted and closed by clicking the leaderboard.

The format requires two files:

a, a video file

- .flv or h264 coded .mp4 with a bitrate of 500/600kbs
- **Size limit: up to 3 Mbyte**
- 1140x560 px
- maximum duration: 30 seconds

b, image or HTML/HTML5 banner (EasyHTML [manual.](#))

- 970x90 px,
- **Max. 300 Kbyte,**

DEMO: (Please open the link in incognito mode, or after watching it delete cookies from the browser):

<http://cookieset.adverticum.net/?banner=3520156&goal=3520164&zone=1898294&url=http%3A%2F%2Findex.hu>

4.3 Filmstrip (IAB Rich Media Branding Units)

An embedded format with a height that's larger than the actual zones' (the width remains the same). The creative in the zone is scrollable on hovering, we recommend you make a clear note about this fact on the banner, in order to draw users' attention.

Viewable size: 300x600 px

Actual, full size: 300x3000 px

Please note that the banner is only allowed to play any kind of music and/or sound, when the user turns it on, by default it has to be silent.

Formats we accept:

a., image (.png, .jpg, static or animated .gif) 300x3000px

b., HTML file, with the size of 300x3000px.

c., HTML5 file. As an HTML5 file – due to its wider technical possibilities – is able to perform scrolling within the banner, in this case a 300x600px size is sufficient.

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

Size limit: up to 300 Kbyte!

DEMO: (Please open the link in incognito mode, or after watching it delete cookies from the browser):

<http://cookieset.adverticum.net/?banner=3962836&goal=3962838&zone=1899887&url=http%3A%2F%2Fwww.totalcar.hu>

4.4 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 CSH 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, adserver code, HTML5 banner

Pixel size: 970x550px.

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

Size limit: up to 300 Kbyte!

DEMO: (Please open the link in incognito mode, or after watching it delete cookies from the browser):

<http://cookieset.adverticum.net/?banner=5027850&goal=5027865&zone=1899890&url=http%3A%2F%2Ftotalcar.hu>

4.4 XL Layer

After loading the site, the creative appears on a layer that partly covers the 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.

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 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!

DEMO: (Please open the link in incognito mode, or after watching it delete cookies from the browser):

<http://cookieset.adverticum.net/?banner=2390885&goal=2390948&zone=1898291&url=http%3A%2F%2Findex.dex.hu>

4.5 Pushdown/Pushup (IAB Rich Media Branding Units)

(Its height changes during operation) 970x90px -> 970x415px

The ad opens for the users automatically once a day. After loading the site, the ad pushes the content downwards/covers upwards (see bellow).

8 seconds later the banner collapses to the original leaderboard size, after that it can be reopened and closed by clicking.

Important:

Please note: this ad type opens upwards on Index, Totalcar and Velvet homepages, and downwards on the column sites. Moving downwards it will push the content down, moving upwards it'll cover the area above the ad, below the leaderboard. This is how the creative in all cases can be seen at first glance, without scrolling.

Please keep it in mind while making the creative.

Technical details:

- The creative must contain clearly visible open/close buttons and open and close functions: <http://dev.adverticum.com/creatives:ehhtml-en> (you can find it in the text at this passage: Handling functions: Open, Close).
- The html file has to handle that the creative automatically opens at its first appearance, and at its first appearance only. Please read: <http://dev.adverticum.com/creatives:ehhtml-en>: (at: Checking open start request).
- The animations should start in fully open stage, and should stop before closing.

Required materials:

HTML5, [guide](#)

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

Size limit: up to 300 Kbyte!

DEMO: (Please open the link in incognito mode, or after watching it delete cookies from the browser):

Index homepage:

<http://cookieset.adverticum.net/?banner=4921962&goal=4922009&zone=1898294&url=http%3A%2F%2Findex.dex.hu>

Index article page:

<http://cookieset.adverticum.net/?banner=5028164&goal=5028170&zone=1898369&url=https%3A%2F%2Fin dex.hu%2Ftech%2F2018%2F01%2F10%2F4k+teve+ugyan+kerem+hol+elunk+a+kozepkorban%2F>

4.6 Video Bubble

DEMO: (Please open the link in incognito mode, or after watching it delete cookies from the browser):

<http://cookieset.adverticum.net/?banner=2852231&goal=2852239&zone=1896076&url=http%3A%2F%2Fdi vany.hu>

Half circle

A silent video ad is displayed in a half circle window on the left edge of the screen. This is a short version of the video, its aim is saving user hardware resources.

Circle

The half circle video opens up to a full circle on clicking. This time the full-length, video starts playing with sound turned on. Clicking on any part of the circle, user reaches the advertisers' landing site.

For this phase of the format we welcome:

- a 200x50px static logo image which can be displayed above the videoplayer. The logo's background has to be transparent in order to fit in the background colour.

By default, the circle shaped player has a white background, and the open/close buttons are blue, but after liaising with CSH you can send:

- different background and button colour in hexadecimal color code
- or a 400x400px background image (with the maximum size of 160 Kbyte). The corners of the image will be cropped and the middle area will be covered by the videoplayer, therefore please don't place any kind of text on this image.

In case of the circle shaped stage the player's background color, the background image, and the color of the Open/Close buttons could strongly effect the appearance of the site. Therefore CSH has to approve any of the changes mentioned above, and CSH retains the right to refuse them.

Fullscreen

The circle shaped player can be opened up to a larger fullscreen video window. Clicking on the video takes us to the landing site, play, pause, volume buttons are also available.

Required materials: mp4

Resolution: 1280 x 720px (aspect ratio 16:9)

We do not have file size limit at this format, a few minutes long video should always work. The video is uploaded on Indavideo, and the display code is servicing the ad in cooperation with Indavideo API.

We accept the following tracking URLs for this format:

- VideoBubble 'Appearance'
- VideoBubble 'Clickthrough to the landing'

- VideoBubble 'Opening up to Circle phase'
- VideoBubble 'Opening up to Fullscreen'
- VideoBubble 'Completely closed'

V. TABLET ADVERTISING SOLUTIONS

Here you can read Adverticum's general [specification](#) of creating HTML, HTML5 banners.

5.1 Roadblock mix

Creative size: 640x360px

Required material: .jpg, .gif, .png, or html

Size limit: up to 120 Kbyte!

5.2 Half Page mix

Creative size: 300x600px

Required material: .jpg, .gif, .png, or html

Size limit: up to 120 Kbyte!

5.3 Full page flex

A tablet ad format which covers the screen. 5 seconds later it closes automatically, or sooner it can be closed manually.

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

Size limit: up to 120 Kbyte!

We require two different images:

1) 768x768px front image that contains the creative's graphic elements and messages. This image will be clickable.

2) 1280x1280px background image

- In landscape view the background image is visible on the both sides of the central 768x768px creative

- In portrait view the background image is visible above and below the central 768x768px creative

DEMO: (Please open the link in incognito mode, or after watching it delete cookies from the browser.

Please open the link on TABLET):

<http://cookieset.adverticum.net/?banner=2487752&goal=2533829&zone=2474611&url=http%3A%2F%2Fin dex.hu>

VI. SMARTPHONE ADVERTISING SOLUTIONS

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

Size limit: up to 120 Kbyte!

6.1 Banner „Top” and „Middle” (mobile browser and Index App)

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

Creative size:

- images and responsive HTML5: 480x120px, 480x240px, 480x480px
- third party asdserver: 300x250

If the HTML5 banner is not responsive, the maximum width of the banner is 300px (300x50, 300x150, 300x250px, 300x300px).

If responsive, it has to meet the requirements of [xhtml](#) and markup banners.

(<http://dev.adverticum.com/creatives/html-en>, at: Markup banner). Otherwise the banner will be serviced in Iframe, which obstructs responsive function.

Additional info: <http://dev.adverticum.com/conversion-eng:start>

Size limit: up to 120 Kbyte!

6.2 Slider – Mobile browser

Creative size: 300x250 px

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

Size limit: up to 120 Kbyte!

DEMO: https://assets.index.hu/minta/mweb_slider.mp4

6.3 Fullscreen - Index App

Required material: .jpg, .gif

Creative size: 480x654 px

Size limit: up to 120 Kbyte!

6.4 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!

6.5 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 450° 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).

This format is not supported on Windows Phone.

Creative size: 4x480x480px

Size limit: 300 Kbyte (four images altogether)

[DEMO \(video\)](#)

6.6 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 \(video\)](#)

6.7 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!

[DEMO video](#)

6.8 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!

[DEMO video](#)

6.9 Slider – Index App

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

Size limit: up to 120 Kbyte!

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

6.10 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!

DEMO: http://ajanlat.cempsh.hu/showroom/video/swipe_box.mp4

6.11 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!

DEMO: http://ajanlat.cempsh.hu/showroom/video/swipe_card.mp4

6.12 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!

DEMO: http://ajanlat.cempsh.hu/showroom/video/swipe_gallery.mp4

6.13 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.

[DEMO video](#)

6.14 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.

[DEMO video](#)

VII. VIDEO PLAYER ADVERTISING SOLUTIONS

7.1 Preroll

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

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

b,

- VAST 2.0 ([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.

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

7.2 Postroll

Maximum duration: 10 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

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

b,

- VAST 2.0 (Digital Video Ad Serving Template) code in url format
- we can handle the following tracking events, if they are coded in xml:
start, midpoint, firstQuartile, thirdQuartile, complete
mute, unmute
pause, resume, fullscreen

Preparatory testing is a must.

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

7.3 Ghost

In Indavideo player, swim in transparent image from selected directions. Horizontal and vertically different creatives are required, or if you want to use all four directions, you should create four different images. The edge to the center of the creative video can fit any shape within the specified size (can be amorphous / tilted).

Dimensions, Requirements:

- transparent (.png)
- Up or Down 1920x330 pixels (the player can be reset to 640x360, but can be opened to fullscreen)
- Left or Right is 480x1080 pixels
- opacity: max. 75%

Deadline for materials to be sent: 2 workdays before the booked date!

7.4 Overlay

The banner appears on a layer on the video player in the 10th second of the footage. It can be closed manually or closes automatically 10 seconds later.

Required material:

- static, 400x60px image, file size up to 120 KByte

optional:

third party adserver AV/CT tracking url

Deadline for materials to be sent: 2 workdays before the booked date!

VIII. FULL SCREEN/SKIN and BLOCK ADVERTISEMENTS

Full screen and block advertisements on:

- Index are created by CSH, 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 CSH 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 CEMP Sales contact

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

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

8.1 Custom full screen/skin banner

Custom full screen banners are made by CSH 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.

8.2 Fullscreen/skin banners on Dívány

For these we require 2 different creatives + landing URL:

- image 1: „background”: 1920x1000px static image. No logo or text on this please, as it may be cut off at lower screen resolution rates. At the center of the image a 1178px wide field may be left empty – please do not place graphical element here, it must be transparent
- image2: „message”1140x max 160px image with logo, text, graphical elements that fit with the background image in terms of visual theme. Format: png with transparent background.

Important: In case of a lower resolution rate of the visitors’ screen, some elements near the edge of the screen may cut off. For the 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!

DEMO: (Please open the link in incognito mode, or after watching it delete cookies from the browser.):

<http://cookieset.adverticum.net/?banner=5028768&goal=5028769&zone=4493354&url=http%3A%2F%2Fdivany.hu%2Foffline>

8.3 Fullscreen/skin banners on Totalcar and Velvet („gate banner”)

For these we require 2 different creatives + landing URL:

- image 1: „background”: 1920x1000px static image. No logo or text on this please, as it may be cut off at lower screen resolution rates. At the center of the image a 1008px wide field may be left empty (the site’s content box is 1140px wide at 1245px screenwidth, on narrower screens it is 1008px)
- image2: „message”1140x max 160px image with logo, text, graphical elements that fit with the background image in terms of visual theme. Format: png with transparent background.

DEMO: (Please open the link in incognito mode, or after watching it delete cookies from the browser.):

http://cookieset.adverticum.net/?banner=3682381&goal=3682391&zone=1899924&url=https%3A%2F%2Ftotalcar.hu%2Fmagazin%2Fkozelet%2F2018%2F01%2F03%2Fhasznaltauto-vasarlas_norvegiaban%2F

8.3 Fullscreen/skin banners on Femina („gate banner”)

For these we require 2 different creatives + landing URL:

- image 1: „background”: 1920x800px static image. No logo or text on this please, as it may be cut off at lower screen resolution rates. Up to a resolution of 1366x768px, the Femina content is 1140px wide. With higher resolution than 1366x768px, the content on the opening pages are 1340px wide, on the articles page 1308px wide.
- image2: „message”: max 1140 x 160px static image with logo, text, graphical elements that fit with the background image in terms of visual theme. Format: png with transparent background.

Important: In case of a lower resolution rate of the visitors’ screen, some elements near the edge of the screen may cut off. For the 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!

You can see the differences below between wallpaper and content on the 17-inch and 22-inch screens.

http://assets.index.hu/mediaajanlathoz/17_coll_cikk.jpg

http://assets.index.hu/mediaajanlathoz/17_coll_rovatnyito.jpg

http://assets.index.hu/mediaajanlathoz/22_coll_cikk.jpg

http://assets.index.hu/mediaajanlathoz/22_coll_rovatnyitp.jpg

DEMO: (Please open the link in incognito mode, or after watching it delete cookies from the browser.):

Homepage:

<http://cookieset.adverticum.net/?banner=5028785&goal=5028964&zone=4432339&url=https%3A%2F%2Femina.hu%2Frecept%2F>

Articles:

<http://cookieset.adverticum.net/?banner=5028789&goal=5028991&zone=79853&url=https%3A%2F%2Femina.hu%2Frecept%2Fszalonnas-kelbimbo%2F>

8.4 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

8.5 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 CSH (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 CSH, in cooperation with the Advertiser.

DEMO:

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

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

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

materials we require:

- background color (different from #F1F1F1 and #F90)
- block image 1140x42px, it appears aligned to left, on lower screen resolution the right edge may cut off
- logo, scaled to max 30px height, .png image with transparent background, it appears aligned to left
- text/message, max. 60 character including spaces, it appears on the block image, aligned to right, font chosen by CSH

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 CSH, in cooperation with the Advertiser.

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!

8.7 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 CSH, in cooperation with the Advertiser.

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

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

IX. 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)

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:

- avatar: 40x40px static image or logo
- text: maximum 90 characters including spaces
- advertiser: maximum 32 characters including spaces
- image: 304x160px static image (max. 100KB)

- **Totalcar, Velvet, Dívány, Napi.hu**

- Title: maximum 35 characters including spaces
- Lead: maximum 200 characters including spaces

- **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 (it can not have white or gray background, and may not contain any logo or products)

We do not limit the length of the article, but we strongly suggest a text that is not longer than 1 page in MS Word.

Required material: .doc

Images and videos can be placed in the article.

In case of videos, please upload them to Youtube or [Indavideo.hu](http://indavideo.hu) and send us the video's url when sending us materials.

X. OTHER

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