

Indamedia Sales changed ad server from 1 February 2021. From now, we will serve the campaigns via the Gemius AdOcean adserver.

Our current technical specification is available at the following link:

[https://ajanlat.indamediasales.hu/ad/Indamedia Sales AdOcean techspec eng.pdf](https://ajanlat.indamediasales.hu/ad/Indamedia_Sales_AdOcean_techspec_eng.pdf)

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I. GENERAL KNOWLEDGE AND INFORMATIONS

Last update: 14 of October, 2020

Indamedia Sales uses the adserver service of Adverticum.

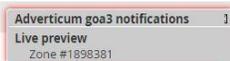
Guide to creating banners for Adverticum:

[>>ENG>>](#)

Some Adverticum 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. 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 INDAMEDIA SALES 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 / VDM

- [Port.hu custom advertisements](#)
- [Indamail eDirect Marketing specification](#)

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 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@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: 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.

<http://dev.adverticum.com/start>

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.

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 Indamedia 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

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/?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, Dívány

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/?showroom_3d_hp

3.9 3D Billboard, Roadblock

970x250 px, 728x410 px or 640x360 px

4 pieces of 970x250, 728x410 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.

Sample: https://index.hu/?showroom_3d_billboard

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.

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

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 Flyer

- 880x1242px static image (.jpg, .png)

- Index column sites, Totalcar, Velvet, Dívány

- One image should be submitted per page, max. 9 pages

- AV/CT measurement per page (right and left images, respectively)

- Pages can be magnified

- The color of the scroll arrow can be specified individually

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

3.11.3 Just-One

- 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/?justott_600

3.11.5 Just-One Flyer

- 880x1320px static image (.jpg, .png) Index homepage

One image should be submitted per page, max. 9 pages

AV/CT measurement per page (right and left images, respectively)

Pages can be magnified

The color of the scroll arrow can be specified individually

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

3.11.6 Just-One Motion (Index premier multiscreen)

- 1140x640px static image (.jpg, .png) – Index homepage desktop background
 - 320x62px logo static image (transparent .png)
 - 787x1180px static image (.jpg, .png) – Index mobile homepage background
 - Max. 30 characters – slogan
 - Max. 15 characters – button 1.
 - Max. 15 characters – button 2.
 - 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

/the Indamedia Premier logo at the bottom left will appear on all appearances/

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

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.

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

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.

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

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

Sample: 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 Landscape

728x410 px

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

3.18 Portrait

300x1050 px, in the right side column

3.19 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.

3.20 Index cover gallery sponsorship

Format: cover gallery sponsorship, in place of the 3rd picture ([sample](#))

Platform: multiscreen

Index all cover galleries

900x600 px, static jpeg (appearance: image ratio 3: 2, min. Height 485 px)

3.21 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!

3.22 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

IV. RICH MEDIA CREATIVES

4.1 Filmstrip

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!

Sample: https://totalcar.hu/?showroom_filmstrip

4.2 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, 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!

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

4.3 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!

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

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

Sample: https://indamediasales.hu/2014/12/04/full_page_flex

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 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!

6.3 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: statikus.jpg, png, gif

Size limit: up to 120KB!

6.4 Swipe Gallery – Mobile browser

Creative size: 480x480 px

Required material: max. 8 db 480x480 pixels statikus kép (jpg, png)

Different click URLs can be submitted to the images.

Size limit: up to 300KB!

6.5 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!

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

6.6 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://assets.index.hu/minta/mweb_slider.mp4

6.7 Fullscreen - Index App

Required material: .jpg, .gif

Creative size: 480x654 px

Size limit: up to 120 Kbyte!

6.8 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!

6.9 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 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 \(video\)](#)

6.10 Motion - Mobile browser

320x62 px logo static image (transparent png)

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

Max. 30 characters slogan

Max. 15 characters - button 1

Max. 15 characters - button 2

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

- optional third party adserver AV/CT tracking url

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

Illustration:

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

/the Indamedia Premier logo at the bottom left will appear on all appearances/

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

6.11 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 \(video\)](#)

6.12 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!

[DEMO video](#)

6.13 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!

[DEMO video](#)

6.14 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

6.15 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!

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

6.16 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!

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

6.17 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!

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

6.18 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.

[DEMO video](#)

6.19 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.

[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, 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.**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, 3.0, 4.0 (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

Deadline for materials to be sent: 5 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 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.

8.1 Custom full screen/skin 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.

8.2 Fullscreen/skin banners on Dívány

Platform: multiscreen

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.

Tablet:

970x90px or 970x160px static image

Mobile:

300x150px 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

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.

Sample: https://totalcar.hu/?showroom_kapu

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

Platform: multiscreen

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.

Sample: https://femina.hu/utazas/?showroom_kapu

Tablet:

970x90px or 970x160px static image

Mobile:

300x150px 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 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!

8.5 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

8.6 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!

8.7 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](#)

https://ajanlat.indamediasales.hu/showroom/index_cimlap_cobranded_totalcar_doboz_szponzoracio_multi_screen.jpg

The banner will be created by INDAMEDIA SALES

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

8.8 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!

8.9 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_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**

- Title: maximum 75 characters including spaces
- Lead: maximum 120 characters including spaces
- Lead image: 348x196 px static, without text (16:9, max. 100 KB)
- Cover in the article: static image, without text, min. 1108px wide (11:5),
The background can't be white or gray and can't include text, promotion, advertising, brand name.

- **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)

- **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)

- **Napi.hu:**

- Title: maximum 35 characters including spaces
- Lead: maximum 120 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.

- **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

- **Sóbors:**

PR lead

title: max. 90 characters including spaces

lead: max. 150 characters including spaces

PR article

max. 3000 characters, .word doc.

2 images, min. width 1280px

X. OTHER

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