

indavideó

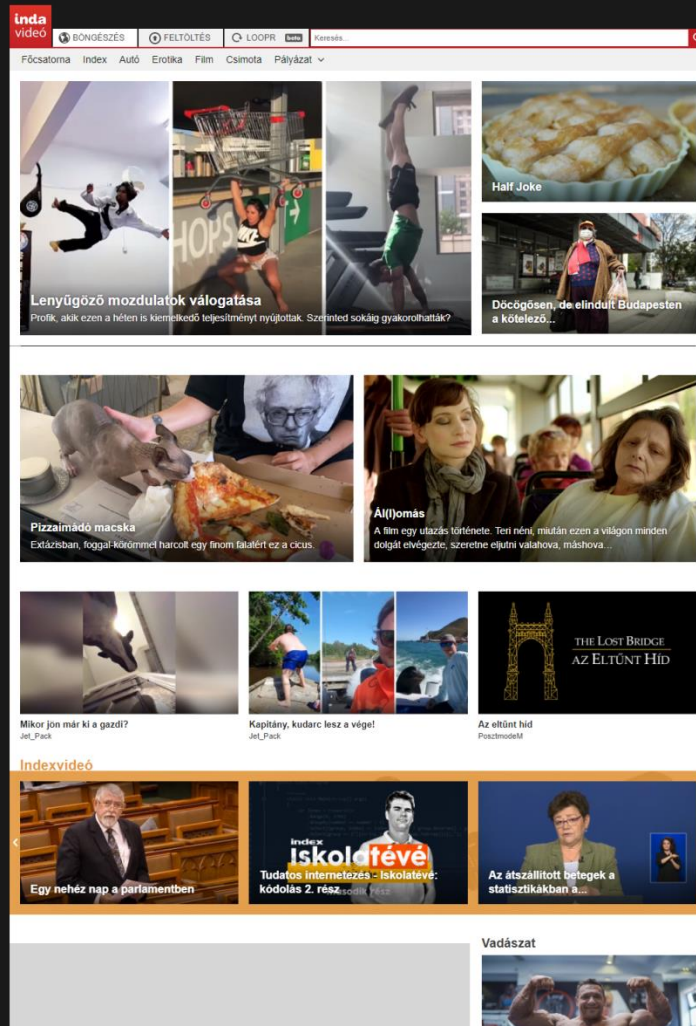
General media offer

Effective as from 8 June 2020 until withdrawal

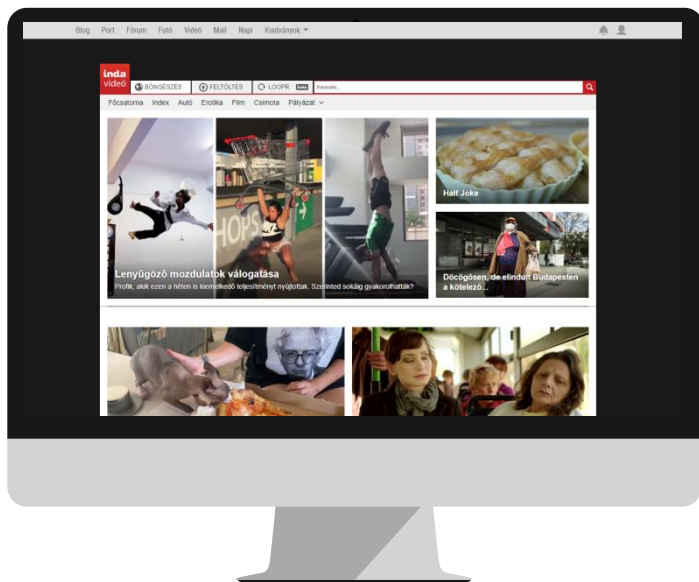


About Indavideó

- ⦿ **Started in June 2006** as the first video distributor in Hungary
- ⦿ The short films **can be commented, searched, interposed** through peer-reviewers, pages are post-edited using the terms of use
- ⦿ In 2009, **Indavideo Film** was released for free feature films, small, documentary and natural films
- ⦿ **Renewal in December 2010:** bigger player and video resolution, customizable profile pages, own statistics, faster and better performance, optimized search engine
- ⦿ 9 June 2016: **front page is responsive**



About Indavideó



- ⌚ Daily 136 000 real users (RU)
- ⌚ Daily 960 000 page views (PI)
- ⌚ Daily 51 minutes time spent per user

Audience of Indavideó

59% man (aff 126)

42% 18-35 year-old (aff 119)

Desktop banner: fix banners

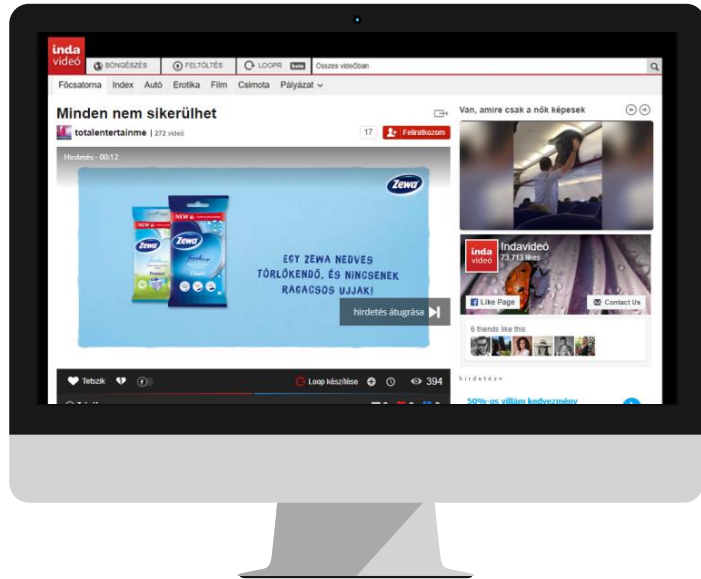
Ad format	Indavideó full site	Indavideó front page
Billboard 970x250 px	400 000 HUF / day	-
Slider billboard ¹ 2 pcs of 970x250 px, static	400 000 HUF / day	-
Medium rectangle 300x250 px	400 000 HUF / day	-
Roadblock 640x360 px	-	350.000 HUF / day



Video banner can not be ordered on Indavideó player pages.

¹ Two static pictures appear in a swiping way to present the creatives. The two pictures cover each other and there is a vertical line between them that can be moved in a horizontal way to make the pictures entirely visible.

In-stream video ad: Pre-roll spot



Site: Indavideó (excl. editorial videos and Eroticism channel)

Ad format:

- ⌚ Max. 30 sec advertiser message before videos that can be skipped after 5/10/15 sec
- ⌚ Frequency capping: 1/user/day¹

Daily avg. ad view: 500.000 AV²

Rate cards:

- ⌚ Skip after 5 sec: 4.000 HUF/CPM³
- ⌚ Skip after 10 sec: 6.000 HUF/CPM³
- ⌚ Skip after 15 sec: 9.000 HUF/CPM³

All in-stream video ad (pre-roll, mid-roll, post-roll, overlay) can be targeted to the content by labels or channels.

Pre-roll spot can be ordered with Extra or Stronger features.

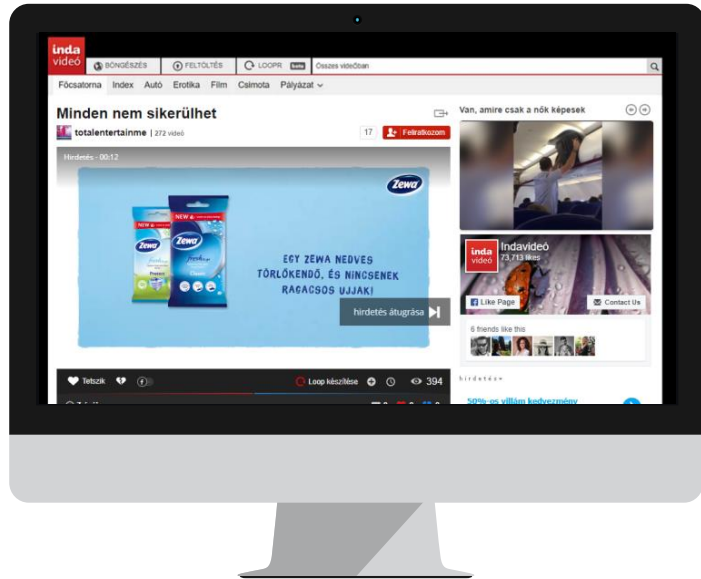
¹ It can be run more, non-time-based ads in the zone. Pre-roll ad appears only in every second watching. There is no pre-roll ad below 1 minute.

² Adverticum Adserver 2020.06. , desktop data.

³ Cost per mille ad views (AV)

⁴ Pre-roll Extra appears on the right side of the screen and stays on the right after the Pre-roll ad until the next video is loaded. Pre-roll Stronger ad is a repetition of the Pre-roll ad in the Mid-roll ad place.

In-stream video ad: Mid-roll spot



Site: Indavideo (excl. editorial videos and Eroticism channel)

Ad format:

- ⊙ Max. 30 sec advertiser message shown in the middle of videos. Appears only in videos of a minimum of 10 minutes or longer
- ⊙ User friendly ad, can be skipped after 5 sec
- ⊙ The spot is clickable and pointing to the advertiser's page. Frequency capping: 1/user/day¹

Daily avg. ad view : 250.000 AV²

Rate card:

- ⊙ max. 30 sec, skip after 5 sec: 4.000 HUF/CPM³

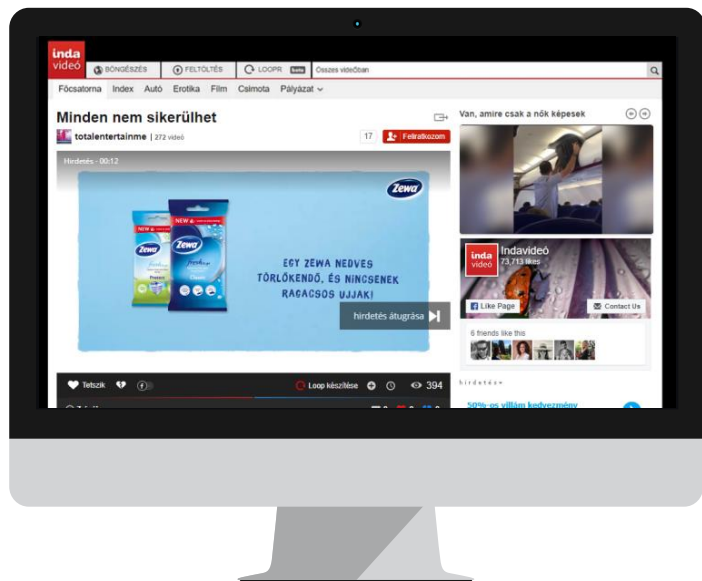
All in-stream video ad (pre-roll, mid-roll, post-roll, overlay) can be targeted to the content by labels or channels.

¹ It can be run more, non-time-based ads in the zone. Pre-roll ad appears only in every second watching. There is no pre-roll ad below 1 minute.

² Adverticum Adserver 2020.06. desktop data.

³ Cost per mille ad views (AV)

In-stream video ad: Post-roll spot



Site: Indavideo (excl. editorial videos and Eroticism channel)

Ad format:

- ⤴ Max. 10 sec advertiser message after videos
- ⤴ Frequency capping: 1/user/day¹

Daily avg. ad view: 80.000 AV²

Rate card: 2.000 HUF/CPM³

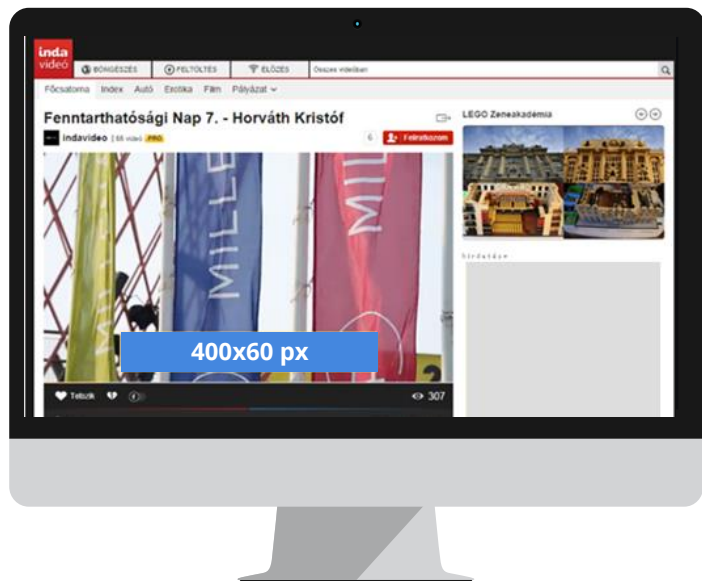
All in-stream video ad (pre-roll, post-roll, overlay) can be targeted to the content by labels or channels.

¹ It can be run more, non-time-based ads in the zone.

² Adverticum Adserver 2020.06. desktop data.

³ Cost per mille ad views (AV)

In-stream video ad: Matrica (video overlay)



Site: Indavideo (excl. editorial videos and Eroticism channel)

Ad format:

- ① It 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
- ② Size: max. 400x60 px^{1/} max. 80KB. Frequency capping: 1/user/day²

Daily avg. ad view: 230.000 AV³

Rate card: 2.500 HUF/CPM⁴

All in-stream video ad (pre-roll, post-roll, overlay) can be targeted to the content by labels or channels.

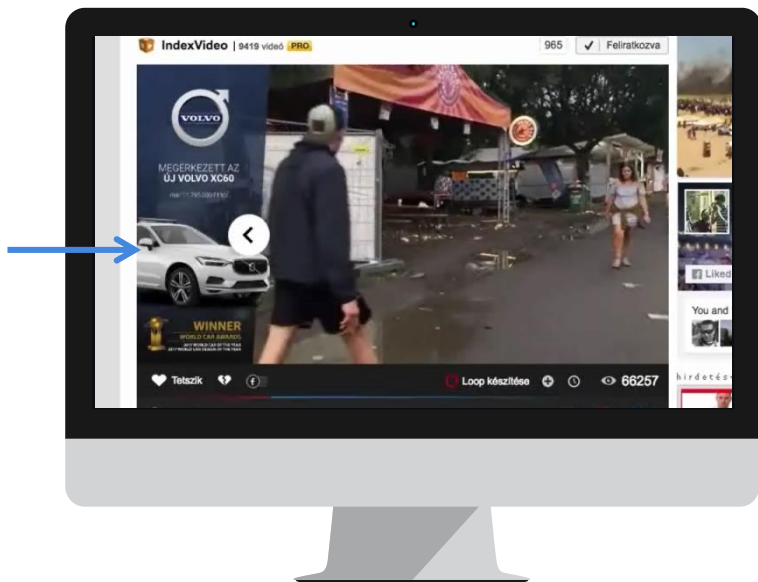
¹ If the embedded player width is less than 400 px, the creative does not appear.

² It can be run more, non-time-based ads in the zone.

³ Adverticum Adserver 2020.03. desktop data.

⁴ Cost per mille ad views (AV)

In-stream video ad: Ghost – the memorable



Site:

In Indavideo player a transparent picture appears in a moving way at the 15th seconds of the video which disappears automatically after 10 seconds. It appears once in every video launching. The direction of the moving is optional, it can be one-sided or randomised.

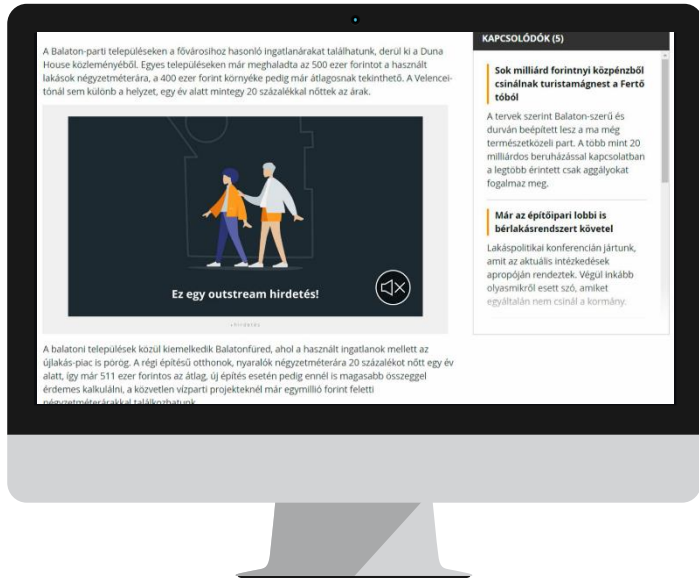
Format:

- ⌚ If it appears on the top or the bottom: 1920x330 px
- ⌚ If it appears on the left or the right side: 480x1080 px

Required material: transparent .png format.

Rate card: 6.000 HUF/CPM¹

Outstream video



Site and format:

- ⦿ Video ad appears on Index cover and the pages of our sites in the roadblock and mobile banner zone
- ⦿ The length of the ad is maximum 30 sec but we recommend that you submit a shorter spot.
- ⦿ An additional advertising logo may also be placed on the player

Rate cards:

- ⦿ Index+Napi.hu ROS: 9.000 HUF/CPM¹
- ⦿ Port.hu ROS: 6.000 HUF/CPM¹
- ⦿ Indamedia RON²: 6.000 HUF/CPM¹

¹ Cost per mille ad views (AV).

Multiscreen sponsorship: combined sponsorship



Site and platform: Indavideó full site (excl. Index and Eroticism channel)

- ⊙ Multiscreen appearance in front page of Indavideó
- ⊙ It appears only on desktop platform on subpages of Indavideó

Appearance:

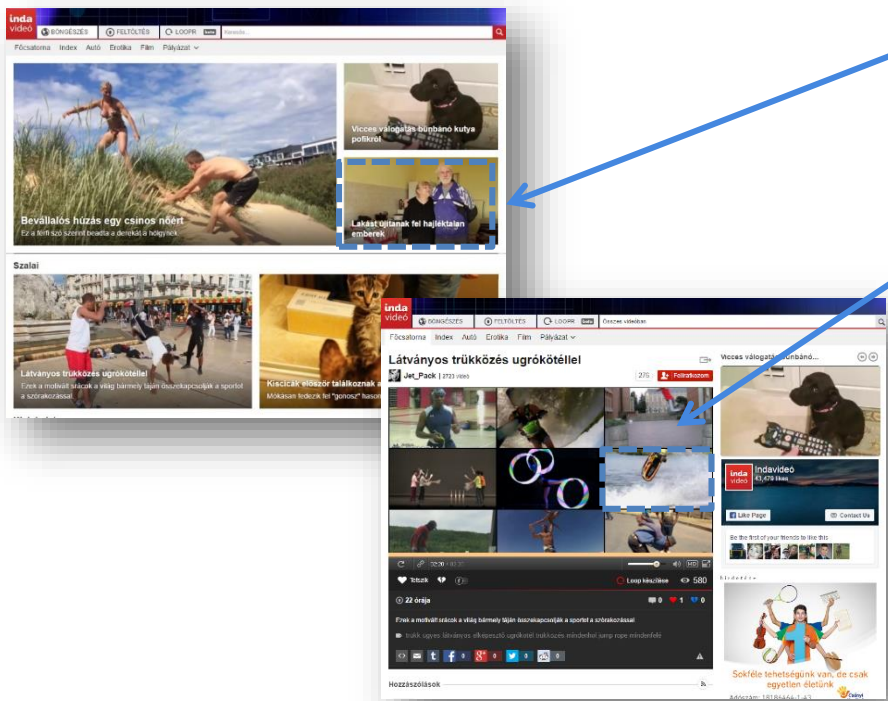
- ⊙ On desktop: sponsorship + billboard
- ⊙ On tablet and mobile web: big sized, full-screen banner, created by Inda
- ⊙ [Video about operation](#)

Rate card: 1.500.000 HUF / 3 days

Technical information:

- ⊙ The sponsorship is created based on the advertiser's advertising material by Indamedia
- ⊙ Deadline for materials to be sent: 5 workdays before the booked date

Multiscreen video highlighting



1) Highlighting of the day

- ⦿ Site: Indavideo front page
- ⦿ Rate card: 420.000 HUF/day

2) Highlighting after videos

- ⦿ Site: Indavideo after videos
- ⦿ Rate card: 350.000 HUF/day

Highlighting can be ordered for a calendar day.

Prices do not include appearance on seasonal sections of publications. VAT not included.

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