

index

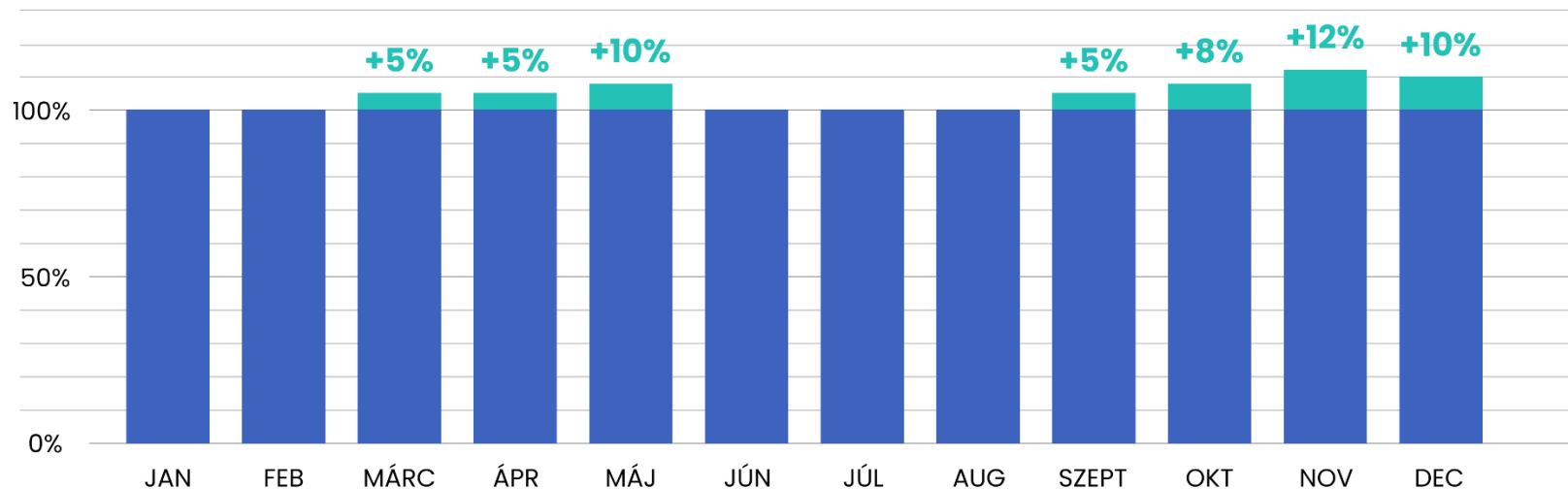
General media offer

Effective as from 6 January 2025 until withdrawal

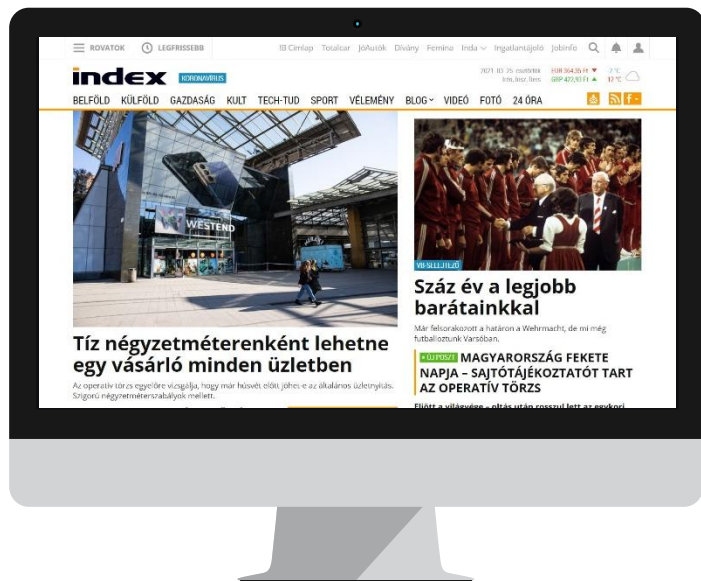


SEASONAL INDEX 2025

The seasonal index is valid for the following appearances:
ads of Index front page, Index application, Femina mobile ads, IndaSpot,
Quality Placement™ mix



index : for more than 20 years¹ on the market

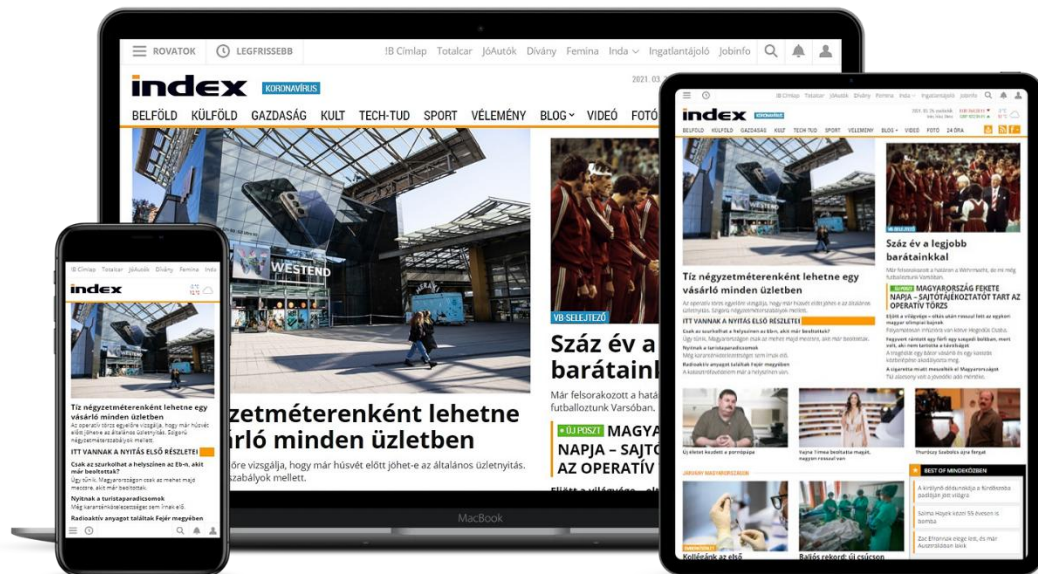


- ⊙ Independent news site
- ⊙ Index's cover page is the most valuable because of its informative feature
- ⊙ Live report from Hungary and abroad
- ⊙ Strong, own brands: Ma is tanultam valamit, Degusztátor, Zöld Index, Fehér ház, Pénz beszél, ChartGéza, Godmode, Hoaxkábel, Stenk
- ⊙ 710.800 users per day¹

¹ Since May 1999.

² Source: DKT/e.gemius (16+ domestic audience), 2025/04, Index full site, daily real user (RU), multiplatform brand data.

Daily reach on Index's cover page



total

270.000 RU

desktop

142.300 RU

mobile web

154.600 RU

Audience of Index' cover page

66%	man	aff. 138
75%	18-59 year-old commercial target group	aff. 101
41%	urban ¹	aff. 111
43%	graduated	aff. 166
38%	Esomar AB	aff. 138
68%	main income earner	aff. 124

Source: DKT/e.gemius (16+ domestic audience), 2025/04,
audience composition, all device (excl. app).

¹ Budapest or county seat

Index on social media



654.000
followers



80.400
followers

Thematic Index pages on Facebook:



Ma is tanultam valamit: 82.000 followers



Zöld Index: 25.500 followers



Advertising opportunities

Index's cover page Desktop



Desktop banner on Index's cover page: Adaptive ad: Just-One Top



Site: Index's cover page (after the 1st leading block)

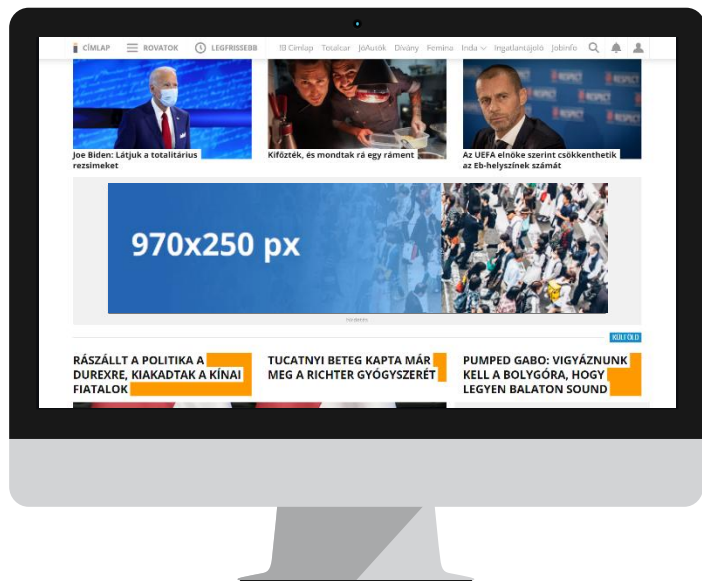
Ad format: Adaptive Ad Just-One Top (1138x640 px, static)

Function: scrolling down the creative stops at the top of the screen and the content scrolls over the ad.

Daily rate card: 5.000.000 HUF

Adaptive Ad Just-One Top can not be ordered with unique solutions.

Desktop banner on Index's cover page: Billboard and extras



Site: Index's cover page (after the 2nd leading block)

Size: 970x250 px

Ad format:

Billboard

Slider billboard¹

3D billboard²

Atomic billboard³

Daily rate card

4.200.000 HUF

4.200.000 HUF

4.200.000 HUF

4.200.000 HUF

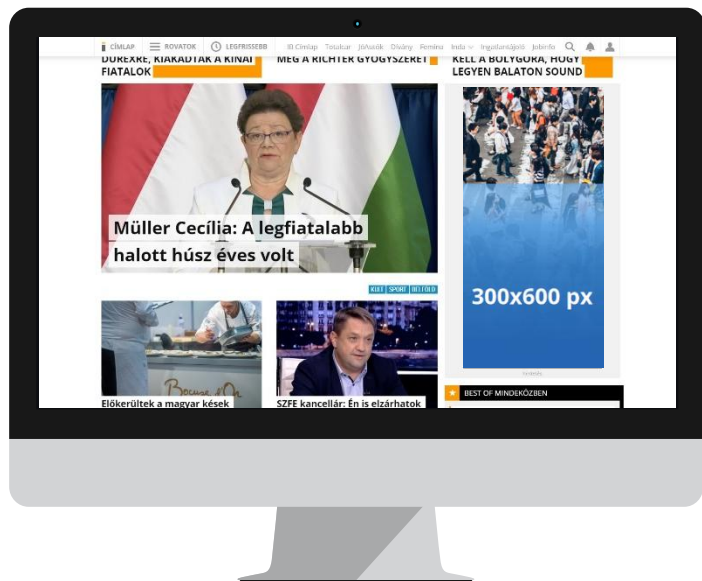
It appears above the fold. 970x90 px sized creative also can appear in this zone (super leaderboard). Billboard and billboard extras can not be ordered for same day. Billboard and billboard extras can not be ordered for same day and site/column. Atomic banner, 3D banner and rich media can not be ordered for same day and site/column.

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.

² It appears with 4 static (still) pictures (it can not be animated gif). Automatically it takes round to call attention to the ad, after it can be taken by user.

³ It appears with unique effect, and two static pictures can be delivered. The pictures are located one above the other, and unique effect is used on the assigned picture. The picture is atomized, after eye-catching collapsing/reforming the user can actuate the assigned elements.

Desktop banner on Index's cover page: Half page and extras



Site: Index's cover page

Size: 300x600 px – XL half page: 350x700 px

Ad format:	Daily rate card
Half page	3.900.000 HUF
XL half page	3.900.000 HUF
Slider half page ¹	3.900.000 HUF
3D half page ²	3.900.000 HUF
Atomic half page ³	3.900.000 HUF

Banners do not appear in longform articles. Half page and half page extras can not be ordered for same day. Atomic banner, 3D banner and rich media can not be ordered for same day.

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.

² It appears with 3 static (still) pictures (it can not be animated gif). Automatically it takes round to call attention to the ad, after it can be taken by user.

³ It appears with unique effect, and two static pictures can be delivered. The pictures are located one above the other, and unique effect is used on the assigned picture. The picture is atomized, after eye-catching collapsing/reforming the user can actuate the assigned elements.

Desktop banner on Index's cover page: Landscape

Site: Index's cover page

Ad formats:

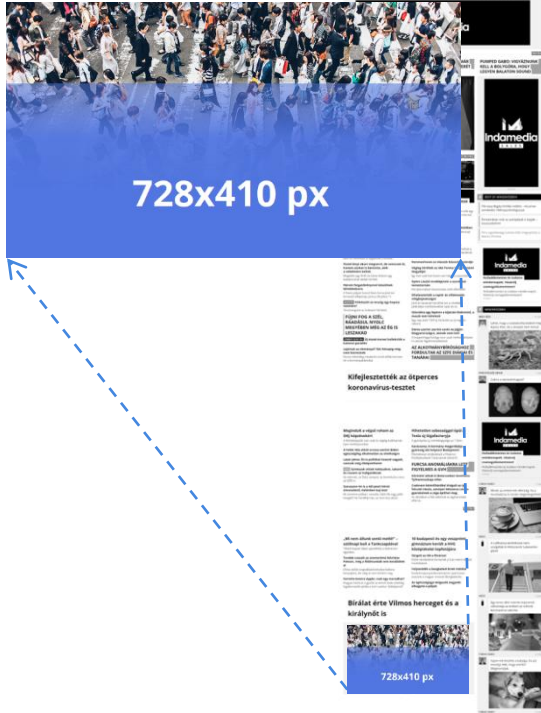
- ① **Landscape static** (728x410 px, static, not animated (.jpg vagy .png)

Operation: scrolling down the creative stops at the top of the screen and the content scrolls over the ad. It is available with adaptive ad function.

- ② **Slider landscape** (2 pcs 728x410 px, static)

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.

Daily rate card: 3.900.000 HUF (Only available for weekdays!)



Desktop banner on Index's cover page: Adaptive ad: Just-One

Site: Index's cover page (above Blog.hu Címlap! box)

Ad format: Adaptive Ad Just-One (1138x640 px, static)

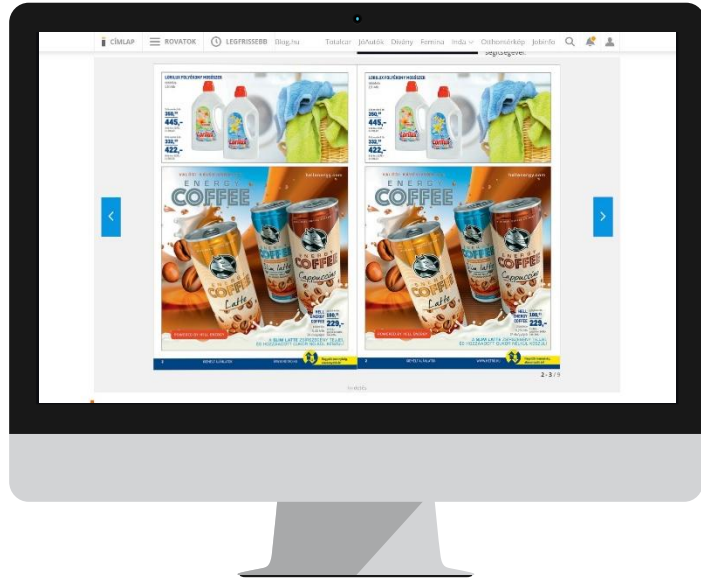
Operation: scrolling down the creative stops at the top of the screen and the content scrolls over the ad.

Adaptive Ad Just-One also can be ordered with unique solution (magic or parallax), without extra charge.

Daily rate card: 4.500.000 HUF



Desktop banner on Index's cover page: Just-One Flyer



Site: Index's cover page (above Blog.hu Címlap! box)
Ad format: Just-One Flyer (9 pcs of 880x1320 px,
static, anim gif is not allowed)

Operating:

- ⌚ A pageable ad format which appears on Index front page in Just-One ad zone
- ⌚ Maximum 9 pages with page numbers
- ⌚ 4 paging which is indicated by arrows, and on the top there is also an extra movement also
- ⌚ The pages can be zoomable
- ⌚ Watch our video in action [here](#)

Daily rate card: 4.500.000 HUF

Desktop banner on Index's cover page: Just-One Reminder



Site: Index's cover page (above Blog.hu Címlap! box)

Ad format: Just-One reminder

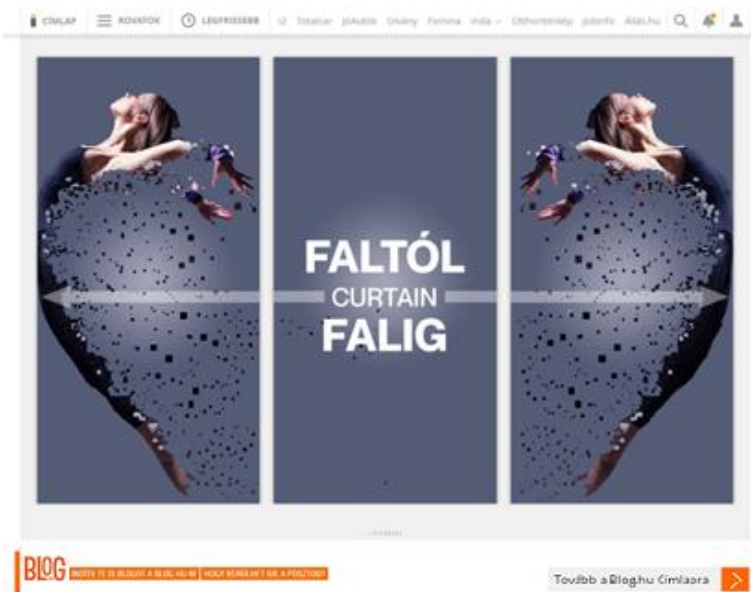
Size: 1920x600 px static picture

Operation:

- ① It appears with static creative above the box of Blog.hu Címlap!.
- ② Big sized, static creative above the Blog.hu content block. While scrolling down the site the picture doesn't roll out of the screen, but the content rolls upon it. The left and right side of the creative remain visible.
- ③ Watch our video [here](#).

Daily rate card: 4.500.000 HUF

Desktop banner on Index's cover page: Curtain



Site: Index's cover page (above Blog.hu Címlap! box)

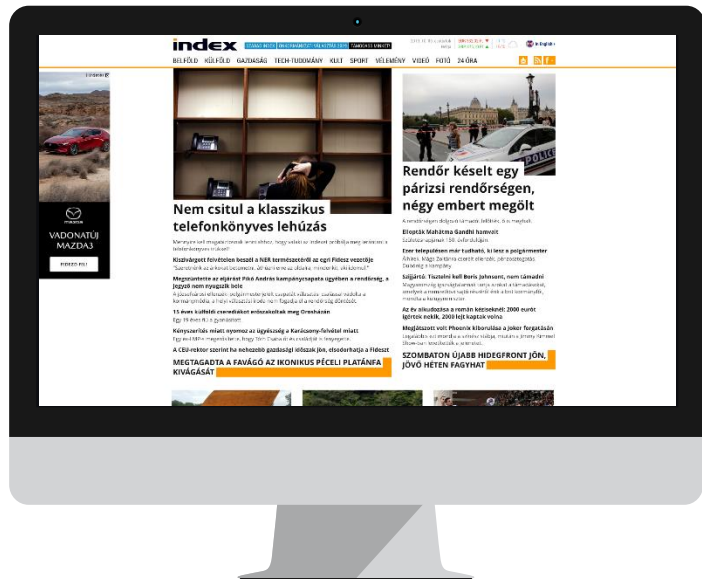
Ad format: curtain (3 pcs 350x700 px, static)

Function:

- ⊙ It appears with 3 static (still) pictures (it can not be animated gif).
- ⊙ Creatives appear as a bunch, and on screen it separates automatically showing all three of creatives.
- ⊙ Watch curtain in action [here](#).

Daily rate card: 4.500.000 HUF

Desktop banner on Index's cover page: Sticky



Site: Index's cover page

About the format:

- ⌚ It appears on Index's cover page in 210x600 px size.
- ⌚ It sticks to the screen when scrolling down, does not disappear to landscape zone
- ⌚ It can be closed by user anytime.
- ⌚ Only appears on screens with a resolution of 1680 or higher.
- ⌚ Watch our video [here](#).

Rate card: 3.500 HUF/CPM¹

Desktop rich media on Index's cover page

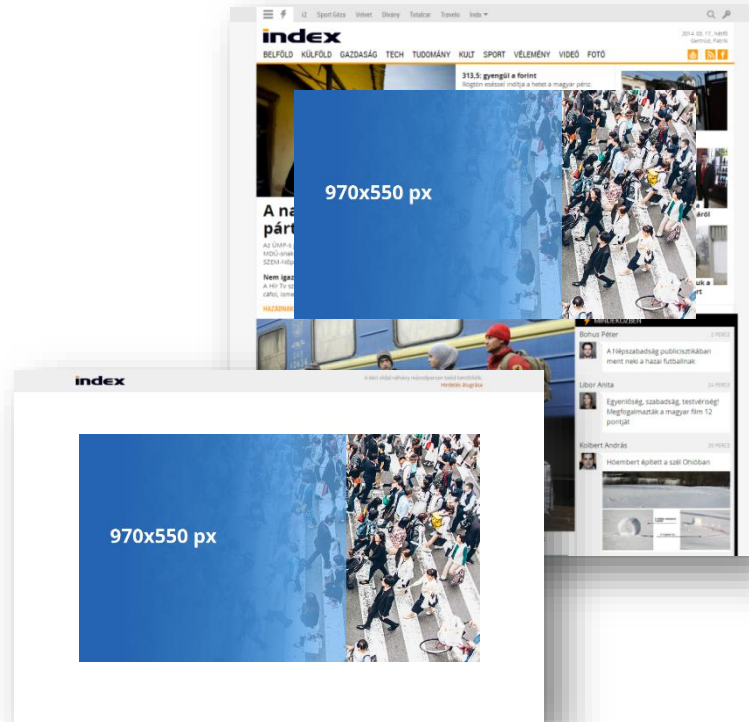
Site: Index's cover page

Size: 970x550 px, 8 sec

Ad format: Daily rate card

XL layer¹ 6.000.000 HUF

Interstitial² 6.000.000 HUF



¹ It appears on a layer above the site. Frequency capping: 1/user/day, up to 8 seconds. The format can be closed manually during the whole appearance.

² After loading the site, the creative appears on a separate layer which covers the whole content. Frequency capping: 1/user/day. After 8 seconds, the user is automatically redirected to the site.

Rich media solutions can not be ordered for same day and site. Atomic banner, 3D banner and rich media solutions can not be ordered for same day and site.

Multiscreen advertorial top on Index's cover page



Ad format: advertorial (lead) appears with ad sign highlighted among the editorial contents, which links to the pr article in the publication's design. The top pr lead appears above Mindeközben box.

Daily rate card of advertorial top:

Multiscreen
PR lead, with text+image

2.600.000 HUF

Technical information: based on technical specification [here](#).

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

The long of the article is not limited, but more than one page is not recommended. Format: .doc. Picture(s), video can be placed in the article. Please upload the video to indavideo.hu, and send us the embedded url.

Multiscreen advertorial middle on Index's cover page



Ad format: advertorial (lead) appears with ad sign highlighted among the editorial contents, which links to the pr article in the publication's design. The middle pr lead appears in Mindeközben box on desktop.

Daily rate card of advertorial middle:

PR lead with avatar+text+image
(avatar is only on desktop and also on advertorial page)

Multiscreen

2.000.000 HUF

Technical information: based on technical specification [here](#).

- ⌚ Desktop and mobile appearance are different, other material delivery is required in case of multiscreen advertorial.

Multiscreen middle advertorial and mobile web rich media appear in the same ad zone, they can not ordered for same day.

The long of the article is not limited, but more than one page is not recommended. Format: .doc. Picture(s), video can be placed in the article. Please upload the video to indavideo.hu, and send us the embedded url.



Advertising opportunities Index's sections Desktop

Desktop banner on Index's sections: Billboard and extras

Site	Billboard 970x250 px	Slider billboard ¹ 2 pcs of 970x250 px, static	3D billboard ² 4 pcs of 970x250 px, static	Atomic billboard ³ 2 pcs of 970x250 px, static
Index Belföld	1 600 000 HUF	1 600 000 HUF	1 600 000 HUF	1 600 000 HUF
Index Külföld	700 000 HUF	700 000 HUF	700 000 HUF	700 000 HUF
Index Gazdaság	1 100 000 HUF	1 100 000 HUF	1 100 000 HUF	1 100 000 HUF
Index TechTudomány	1 300 000 HUF/week	1 300 000 HUF/week	1 300 000 HUF/week	1 300 000 HUF/week
Index Kult	400 000 HUF	400 000 HUF	400 000 HUF	400 000 HUF
Index Sport	900 000 HUF	900 000 HUF	900 000 HUF	900 000 HUF
Index Mindeközben	400 000 HUF	400 000 HUF	400 000 HUF	400 000 HUF

It appears on every page of the site/column under the heading. 970x90 px sized creative also can appear in this zone (super leaderboard). Banners do not appear in longform articles. Billboard and billboard extras can not be ordered for same day and site/column. Atomic banner, 3D banner and rich media can not be ordered for same day and site/column.

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.

² It appears with 4 static (still) pictures (it can not be animated gif). Automatically it takes round to call attention to the ad, after it can be taken by user.

³ It appears with unique effect, and two static pictures can be delivered. The pictures are located one above the other, and unique effect is used on the assigned picture. The picture is atomized, after eye-catching collapsing/reforming the user can actuate the assigned elements.

Desktop banner on Index's sections: Half page and extras

Site	Half page 300x600 px	Slider half page ² 2 pcs of 300x600 px, static	3D half page ¹ 3 pcs of 300x600 px, static	Atomic half page ² 2 pcs of 300x600 px, static
Index Belföld	1 600 000 HUF	1 600 000 HUF	1 600 000 HUF	1 600 000 HUF
Index Külföld	700 000 HUF	700 000 HUF	700 000 HUF	700 000 HUF
Index Gazdaság	1 100 000 HUF	1 100 000 HUF	1 100 000 HUF	1 100 000 HUF
Index TechTudomány	1 300 000 HUF/week	1 300 000 HUF/week	1 300 000 HUF/week	1 300 000 HUF/week
Index Kult	400 000 HUF	400 000 HUF	400 000 HUF	400 000 HUF
Index Sport	900 000 HUF	900 000 HUF	900 000 HUF	900 000 HUF
Index Mindeközben	400 000 HUF	400 000 HUF	400 000 HUF	400 000 HUF

It appears on every page of the site/column. Banners do not appear in longform articles. Half page and half page extras can not be ordered for same day and site/column. Atomic banner, 3D banner and rich media can not be ordered for same day and site/column.

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.

² It appears with 3 static (still) pictures (it can not be animated gif). Automatically it takes round to call attention to the ad, after it can be taken by user.

³ It appears with unique effect, and two static pictures can be delivered. The pictures are located one above the other, and unique effect is used on the assigned picture. The picture is atomized, after eye-catching collapsing/reforming the user can actuate the assigned elements.

Together is better!

Index Gazdaság + Economx half page

Site: Index Gazdaság + Economx full site

Size: 300x600 px

Platform: desktop

Ad format and daily rate card:

⌚ Half page: 1.700.000 HUF



Together is better!

Index Kult + Port.hu's cover page, Film half page

Site: Index Kult + Port.hu's cover page, Mozi

Size: 300x600 px

Platform: desktop

Ad format and daily rate card:

⊙ Half page: 1.000.000 HUF



Desktop banner on Index's sections: Roadblock and extras (1)

Site	Roadblock 640x360 px	Landscape 728x410 px	Slider landscape ¹ 2 pcs of 728x410 px, static
Index Belföld	1 750 000 HUF	1 750 000 HUF	1 750 000 HUF
Index Külföld	750 000 HUF	750 000 HUF	750 000 HUF
Index Gazdaság	1 200 000 HUF	1 200 000 HUF	1 200 000 HUF
Index TechTudomány	1 300 000 HUF/week	1 300 000 HUF/week	1 300 000 HUF/week
Index Kult	450 000 HUF	450 000 HUF	450 000 HUF
Index Sport	900 000 HUF	900 000 HUF	900 000 HUF
Index Mindeközben	400 000 HUF	400 000 HUF	400 000 HUF

It appears on article pages only. Landscape or bigger ad format does not appear under 1245 px screen width, instead of it 640x360 px can be reached. Banners do not appear in longform articles. Roadblock, landscape and adaptive ad, and other extras can not be ordered for same day and site/column. Atomic banner, 3D banner, curtain and rich media can not be ordered for same day and site/column.

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.

Desktop banner on Index's sections: Roadblock and extras (2)

Site	3D landscape ¹ 4 pcs of 728x410 px, static	Atomic landscape ⁴ 2 pcs of 728x410 px, static	Adaptive ad: George ² 748x560 px, static	George Flyer ³ 9 pcs of 880x1242 px, static	Curtain ⁵ 3 pcs of 350x700 px, static
Index Belföld	1 750 000 HUF	1 750 000 HUF	1 750 000 HUF	1 750 000 HUF	1 750 000 HUF
Index Külföld	750 000 HUF	750 000 HUF	750 000 HUF	750 000 HUF	750 000 HUF
Index Gazdaság	1 200 000 HUF	1 200 000 HUF	1 200 000 HUF	1 200 000 HUF	1 200 000 HUF
Index TechTudomány	1 300 000 HUF/week	1 300 000 HUF/week	1 300 000 HUF/week	1 300 000 HUF/week	1 300 000 HUF/week
Index Kult	450 000 HUF	450 000 HUF	450 000 HUF	450 000 HUF	450 000 HUF
Index Sport	900 000 HUF	900 000 HUF	900 000 HUF	900 000 HUF	900 000 HUF

It appears on article pages only (excl. on Index cover page). Landscape or bigger ad format does not appear under 1245 px screen width, instead of it 640x360 px can be reached. Banners do not appear in longform articles. Roadblock, landscape and adaptive ad, and other extras can not be ordered for same day and site/column. Atomic banner, 3D banner, curtain and rich media can not be ordered for same day and site/column.

¹ It appears with 4 static (still) pictures (it can not be animated gif). Automatically it takes round to call attention to the ad, after it can be taken by user.

² Big sized, static (png, jpg) creative. Operation: scrolling down the creative stops at the top of the screen and the content scrolls over the ad.

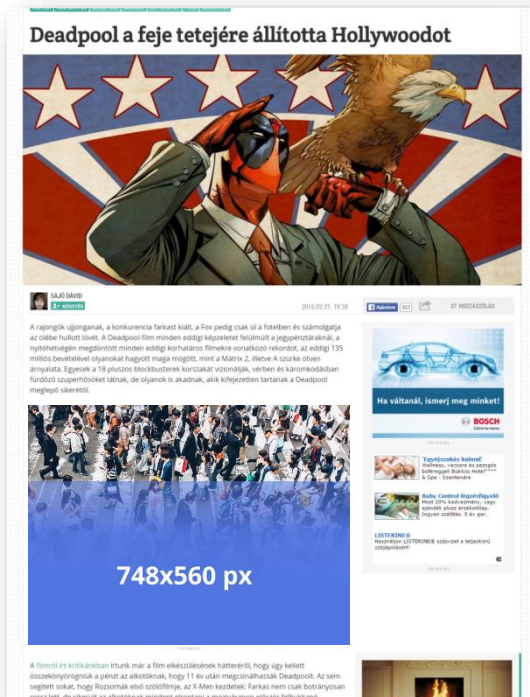
³ It appears as a catalog. 9 pages in total, and the ad can be paged by clicking on arrows. It also can be zoomable.

⁴ It appears with unique effect, and two static pictures can be delivered. The pictures are located one above the other, and unique effect is used on the assigned picture. The picture is atomized, after eye-catching collapsing/reforming the user can actuate the assigned elements.

⁵ It appears with 3 static (still) pictures (it can not be animated gif). Creatives appear as a bunch, and on screen it separates automatically showing all three of creatives.

Sample of banners on Index sections

Platform: desktop



Desktop rich media on Index's sections

Index's section	XL layer ¹ (max. 970x550 px, 8 sec)	Interstitial ¹ (970x550 px, 8 sec)
Index Belföld	2 900 000 HUF	2 900 000 HUF
Index Külföld	1 450 000 HUF	1 450 000 HUF
Index Gazdaság	1 700 000 HUF	1 700 000 HUF

Index's section	XL layer ¹ (max. 970x550 px, 8 sec)	Interstitial ¹ (970x550 px, 8 sec)
Index TechTudomány	600 000 HUF	600 000 HUF
Index Kult	900 000 HUF	900 000 HUF
Index Sport	1 100 000 HUF	1 100 000 HUF

¹ It appears on a layer above the site. Frequency capping: 1/user/day, up to 8 seconds. The format can be closed manually during the whole appearance.

² Before loading the site, the creative appears on a separate layer which covers the whole content. Frequency capping: 1/user/day. After 8 seconds, the user is automatically redirected to the site.

Rich media solutions can not be ordered for same day and site. Rich media solutions, 3D banners and atomic banners can not be ordered for same day and site.

Desktop text link on Index's sections



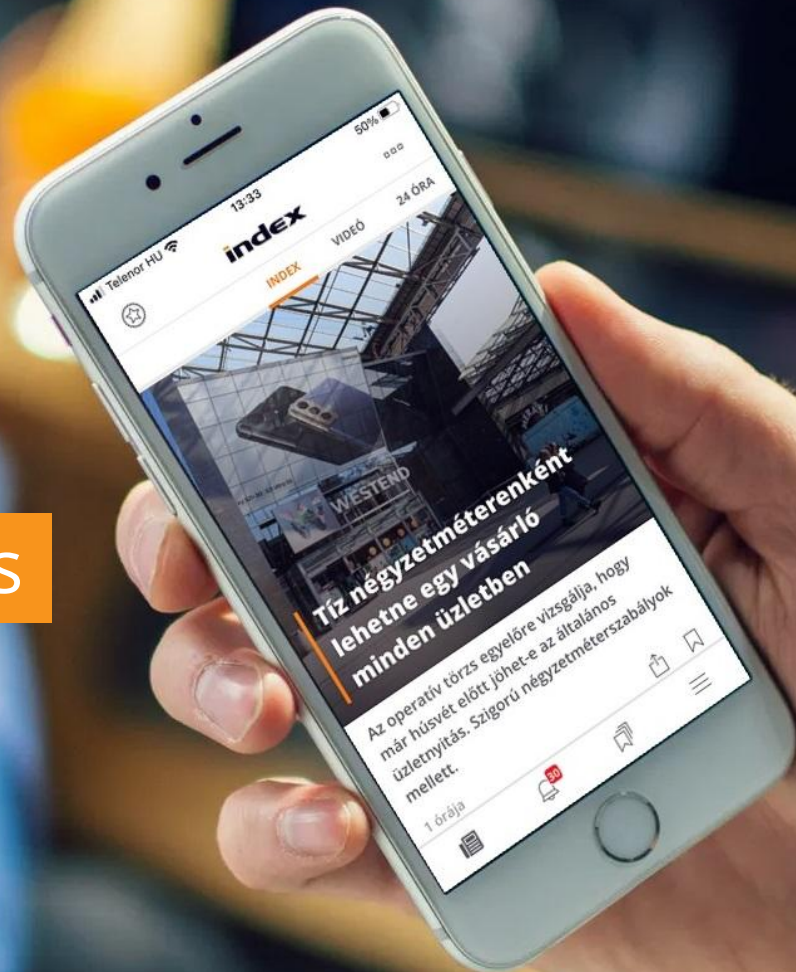
Site: chosen Index section

Ad format: it appears under every article of the chosen column (except of PR article), it is limited in max. 85 characters (with spaces).

Weekly rate card of Index's sections:

- ⌵ Index Belföld: 1.100.000 HUF
- ⌵ Index Külföld: 900.000 HUF
- ⌵ Index Gazdaság: 700.000 HUF
- ⌵ Index TechTudomány: 400.000 HUF
- ⌵ Index Kult: 500.000 HUF
- ⌵ Index Sport: 550.000 HUF

Advertising opportunities Mobile and Multiscreen

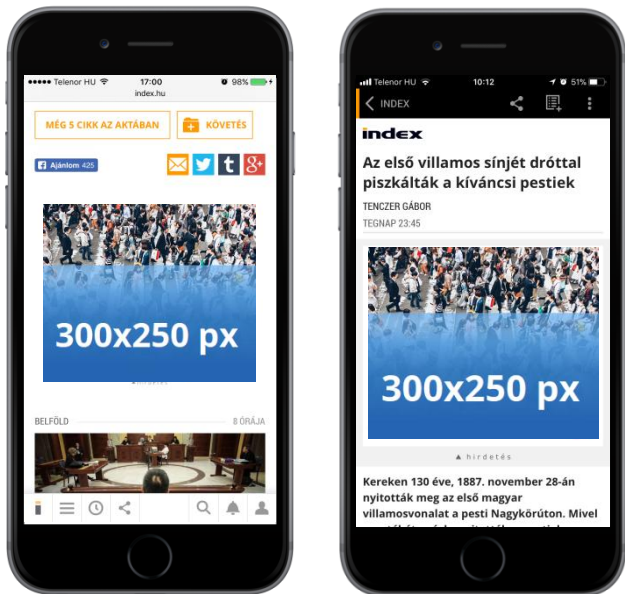


Index's mobile application



- ⌕ Fast loading, minimized data usage
- ⌕ Offline mode: The cover page and articles can be saved
- ⌕ Clear design, convenient news consumption

Banner on mobile web and application



Daily rate card	Banner top 300x250 px	Banner middle 300x250 px
Index's cover page	2 800 000 HUF	1 900 000 HUF
Index Belföld	1 400 000 HUF	950 000 HUF
Index Külföld	900 000 HUF	600 000 HUF
Index Gazdaság	700 000 HUF	450 000 HUF
Index TechTudomány	1 400 000 HUF/week	900 000 HUF/week
Index Kult	400 000 HUF	250 000 HUF
Index Sport	600 000 HUF	400 000 HUF
Full Index application ²	2 800 000 HUF	2 300 000 HUF

Supported formats: static or animated image (.jpg., .png., .gif) or HTML, HTML5 creatives, and similar creative formats behind third-party (foreign adserver) display scripts. 480x480 or 480x240 px sized creative also can be appeared in banner top zone.

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.

² It is available on iOS, Android and Windows Phone platform. Publications: Index, Index Video, Blog.hu Címlap! Totalcar, Velvet, Dívány, Napi.hu. Banners can not run on customized thematic sections.

Rich media on mobile web: Interstitial



Site: Index cover page

Creative:

- ⤵ Size: 480x654 px, 5 sec¹
- ⤵ Frequency capping: 1 user/day.

Daily rate card: 2.800.000 HUF

Rich media on mobile web and application: Slider



Size:

- ⌚ Mobile web: 2 pcs of 300x250 px, static
- ⌚ Mobile app: 2 pcs of 480x480 px, static

Function:

- ⌚ 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.



Site	Daily rate card
Index címlap	2 800 000 HUF
Index Belföld	1 400 000 HUF
Index Külföld	900 000 HUF
Index Gazdaság	700 000 HUF
Index TechTudomány	1 400 000 HUF/week
Index Kult	400 000 HUF
Index Sport	600 000 HUF
Teljes Index alkalmazás ¹	2 800 000 HUF

Supported formats: static image (.jpg., .png). Banners can not run on customized thematic sections. Rich media solutions on mobile web or application can not be ordered for same day and site/column.

¹ Publications: Index, Index Video, Blog.hu Címlap!, Totalcar, Velvet, Dívány, Napi.hu. It can not be available on Windows Phone platform. Ad exclusion does not work in mobile application.

Rich media on mobile web and application: Cube



Size: 4 pcs of 480x480 px, static

Function :

- ① It appears with 4 static pictures, even with 4 landing pages.
- ② Automatically it takes round to call attention to the ad, after it can be taken by user.
- ③ [Watch our video!](#)



Site	Daily rate card
Index címlap	2 800 000 HUF
Index Belföld	1 400 000 HUF
Index Külföld	900 000 HUF
Index Gazdaság	700 000 HUF
Index TechTudomány	1 400 000 HUF/week
Index Kult	400 000 HUF
Index Sport	600 000 HUF
Teljes Index alkalmazás ¹	2 800 000 HUF

Supported formats: static image (.jpg., .png). Banners can not run on customized thematic sections. Rich media solutions on mobile web or application can not be ordered for same day and site/column.

¹ Publications: Index, Index Video, Blog.hu Címlap! , Totalcar, Velvet, Dívány, Napi.hu. It can be available on iOS and Android platform (not be available on Windows Phone). Ad exclusion does not work in mobile application.

Rich media on mobile web and application: Magic



Size: 2 pcs of 480x480 px, static

Function:

- ① Fix, big sized advertising format containing two pictures, which transforms when scrolling.
- ② One image will be 100% transparent on scroll, showing the picture at the bottom.
- ③ [Watch our video!](#)



Site	Daily rate card
Index címlap	2 800 000 HUF
Index Belföld	1 400 000 HUF
Index Külföld	900 000 HUF
Index Gazdaság	700 000 HUF
Index TechTudomány	1 400 000 HUF/week
Index Kult	400 000 HUF
Index Sport	600 000 HUF
Teljes Index alkalmazás ¹	2 800 000 HUF

Supported formats: static image (.jpg., .png). Banners can not run on customized thematic sections. Rich media solutions on mobile web or application can not be ordered for same day and site/column.

¹ Publications: Index, Index Video, Blog.hu Címlap! , Totalcar, Velvet, Dívány, Napi.hu. It can not be available on Windows Phone platform. Ad exclusion does not work in mobile application.

Rich media on mobile web and application: Magnet



Size: 480x480 px, static

Function: When scrolling down it automatically positions itself to the center of the screen.

Service: fix placed advertisement, frequency capping: 1 positioning/user.



Site	Daily rate card
Index címlap	2 800 000 HUF
Index Belföld	1 400 000 HUF
Index Külföld	900 000 HUF
Index Gazdaság	700 000 HUF
Index TechTudomány	1 400 000 HUF/week
Index Kult	400 000 HUF
Index Sport	600 000 HUF
Teljes Index alkalmazás ¹	2 800 000 HUF

Supported formats: static image (.jpg., .png). Banners can not run on customized thematic sections. Rich media solutions on mobile web or application can not be ordered for same day and site/column.

¹ Publications: Index, Index Video, Blog.hu Címlap!, Totalcar, Velvet, Dívány, Napi.hu. It can not be available on Windows Phone platform. Ad exclusion does not work in mobile application.

Rich media on mobile web and application: Swipe Box



Size:

- ① 3 pcs of 480x480 px static picture, max. 150 KB/total. On the 30-30 px of the right and left side there can not be relevant information, text.

Function:

- ① Fix rich media solution which makes 3 creatives appear side by side as a curtain covering each other.
- ② It consists of three contiguous creatives, browsing the Index app. The middle third of every image appears in the default state, but the messages appear by touching or swiping.
- ③ An excellent format for product variations or story telling.
- ④ [Watch our video!](#)



Site	Daily rate card
Index címlap	2 800 000 HUF
Index Belföld	1 400 000 HUF
Index Külföld	900 000 HUF
Index Gazdaság	700 000 HUF
Index TechTudomány	1 400 000 HUF/week
Index Kult	400 000 HUF
Index Sport	600 000 HUF
Teljes Index alkalmazás ¹	2 800 000 HUF

Supported formats: static image (.jpg., .png). Rich media on mobile web or application can not be ordered for same day and site/column. Banners can not run on customized thematic sections.

¹ Publications: Index, Index Video, Blog.hu Címlap!, Totalcar, Velvet, Dívány, Napi.hu. It can not be available on Windows Phone platform. Ad exclusion does not work in mobile application.

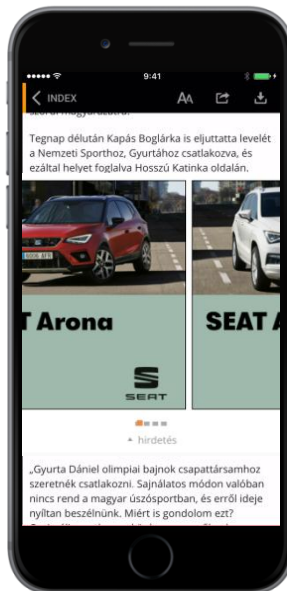
Rich media on mobile web and application: Swipe Gallery



Size: max. 8 pcs of 480x480 px static picture, max. 300 KB/total.

Function:

- ⌚ Fix rich media solution which makes even 8 pictures appear side by side like galleries do.
- ⌚ In this ad format, like the well-known picture galleries, you can scroll through the creatives. We can combine up to 8 images with different landing urls per creative.
- ⌚ [Watch our video!](#)



Site	Daily rate card
Index címlap	2 800 000 HUF
Index Belföld	1 400 000 HUF
Index Külföld	900 000 HUF
Index Gazdaság	700 000 HUF
Index TechTudomány	1 400 000 HUF/week
Index Kult	400 000 HUF
Index Sport	600 000 HUF
Teljes Index alkalmazás ¹	2 800 000 HUF

Supported formats: static image (.jpg, .png). Rich media on mobile web or application can not be ordered for same day and site/column. Banners can not run on customized thematic sections.

¹ Publications: Index, Index Video, Blog.hu Címlap!, Totalcar, Velvet, Dívány, Napi.hu. It can not be available on Windows Phone platform. Ad exclusion does not work in mobile application.

Rich media on mobile application: „Ablakos” vagy Peep-Hole



Site: full Index application¹

Size: 480x654 px

Function:

- ④ A 480x654 px fix sized image behind the article page (= scroll over the page, the picture remains like it was the background image), it can be seen through a 480x240 px sized window.

- ④ [Watch our video!](#)

Daily rate card: 2.800.000 HUF

Supported formats: static image (.jpg., .png). Rich media on mobile application can not be ordered for same day and site/column. Banners can not run on customized thematic sections.

¹ Publications: Index, Index Video, Blog.hu Címlap!, Totalcar, Velvet, Divány, Napi.hu. It can not be available on Windows Phone platform. Ad exclusion does not work in mobile application.



Rich media on mobile application: Tiltorama

Site: full Index application (excl. Blog.hu Címlap!)¹

Size: 1200x480 px, static

Function:

- ① The ad fills the entire width of the screen as a preview window, in which the ad actuates by the slightest horizontal movement. In any case, the default state is the middle of the still picture.
- ② [Watch our video!](#)

Daily rate card: 2.800.000 HUF



Supported formats: static image (.jpg., .png). Rich media on mobile application can not be ordered for same day and site/column. Banners can not run on customized thematic sections.

¹ Publications: Index, Index Video, Totalcar, Velvet, Divány, Napi.hu. It can not be available on Windows Phone platform. Ad exclusion does not work in mobile application.

Rich media on mobile application: Holy F360



Site: full Index application (excl. Blog.hu Címlap!)¹

Size: 2048x1024 px, static (it can be seen through a 480x480 px sized window)

Function:

- ⌕ Holy F360's creative is panoramic in which a virtual tour can be taken. It can be seen through a 480x480 px sized window.
- ⌕ In any case, the default state is the middle of the still picture.
- ⌕ [Watch our video!](#)

Daily rate card: 2.800.000 HUF

Supported formats: static image (.jpg., .png). Rich media on mobile application can not be ordered for same day and site/column. Banners can not run on customized thematic sections.

¹ Publications: Index, Index Video, Totalcar, Velvet, Divány, Napi.hu. It can not be available on Windows Phone platform. Ad exclusion does not work in mobile application.



Rich media on mobile application: Adaptive ad



Site: full Index application¹

Size: 480x654 px static picture, maximum 120 KB. Fix placed advertisement, frequency capping: 1 positioning/user.

Function:

- It appears elegantly under the text, then at the right moment without being disturbing, it once positions itself to the center. It disappears as elegant as it came out of the text. Moving upward, everything is the same. [Watch our video!](#)

Daily rate card: 2.800.000 HUF

Supported formats: static image (.jpg., .png). Rich media on mobile application can not be ordered for same day and site/column. Banners can not run on customized thematic sections.

¹ Publications: Index, Index Video, Blog.hu Címlap!, Totalcar, Velvet, Dívány, Napi.hu. It can not be available on Windows Phone platform. Ad exclusion does not work in mobile application.

Rich media on mobile application: Swipe Cards



Site: full Index application¹

Size: 3 pcs 480x654 px static picture, max. 150 KB/total.

Function:

- ① Fix rich media solution which makes 3 creatives appear as a fan.
- ② Behind the middle picture, the other two are hidden on both sides, which can be moved by touch or swipe. By clicking the image in the foreground, the advertiser's website will open. There are up to three different urls behind the three images.
- ③ [Watch our video!](#)

Daily rate card: 2.800.000 HUF

Supported formats: static image (.jpg., .png). Rich media on mobile application can not be ordered for same day and site/column. Banners can not run on customized thematic sections.

¹ Publications: Index, Index Video, Blog.hu Címlap! , Totalcar, Velvet, Dívány, Napi.hu. It can not be available on Windows Phone platform. Ad exclusion does not work in mobile application.



Rich media on mobile application: Full-screen

Site: full Index application¹

Size: 480x654 px²

Function:

- ① It appears between cover pages and articles, frequency capping: max 2 times/day/user/advertisement.

Rate card: 5.000 HUF/CPM³

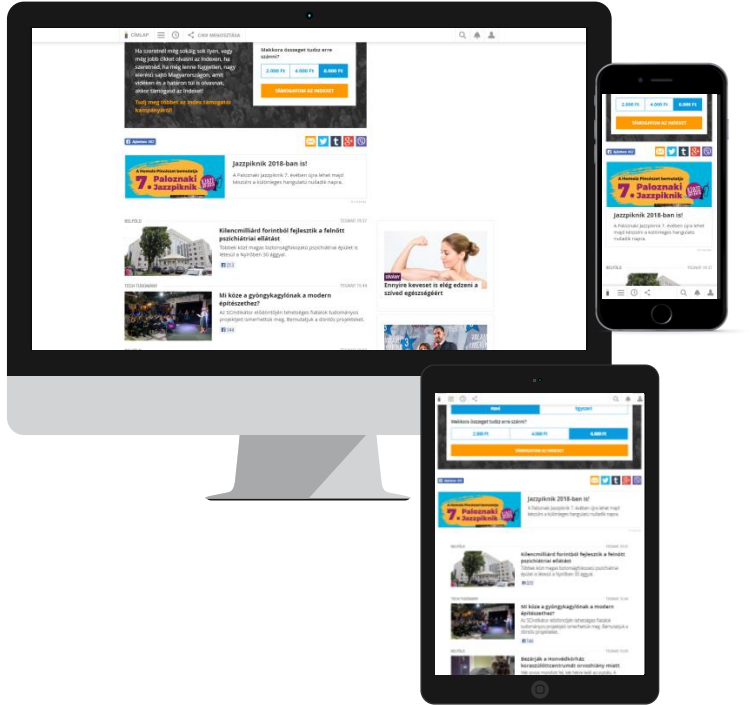


¹ It can be available on iOS, Android and Windows Phone platform. Publications: Index, Index Videó, Blog.hu Címlap!, Totalcar, Velvet, Dívány, Napi.hu.

² Supported formats: static image (.jpg., .png).

³ Cost per mille ad views (AV).

Joker



The Joker will impress by image and text for visitors at the end of the article.

Platform: Index full site (multiscreen)

Rate card: 3.500 HUF/CPM¹

Technical information:

- ⌚ image: 300x130 px, but 640x277 px static image is requested to be submitted due to responsive appearance,
- ⌚ title: max. 30 characters with spaces,
- ⌚ lead: max. 90 characters with spaces.

The picture is illustrated.

Joker appears under article in the text link zone on desktop, on mobile web in banner middle zone.

¹ Cost per mille ad views (AV).



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

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