

Indamedia Sales rate card

Effective as from 9 March 2022 until withdrawal



QP | Quality Placement®

Indamedia Group's goal is to provide the highest level of service to its partners, both in terms of brand safety and technology. Indamedia Sales will use its advertising zones on the content sites it represents to offer high visibility and brand-safe environments. Quality Placement®* certification.

DESKTOP BANNER: BILLBOARD

RATE CARD OF BANNERS (DAY)

| Site | Billboard ¹ |
|-----------------------------|------------------------|
| | 970x250 px |
| Index front page | 3 900 000 HUF |
| Index Belföld | 1 500 000 HUF |
| Index Külföld | 590 000 HUF |
| Index Gazdaság | 950 000 HUF |
| Index Tech-Tud | 500 000 HUF |
| Index Kult | 300 000 HUF |
| Index Mindeközben | 400 000 HUF |
| Index Sport | 850 000 HUF |
| Totalcar² | 740 000 HUF |
| Velvet | 450 000 HUF |
| SóBors | 450 000 HUF/week |
| Indavideó | 400 000 HUF |
| Napi.hu | 700 000 HUF |
| PORT.hu | 1 200 000 HUF |
| Blog.hu front page! | 500 000 HUF |

An advertisement that appears below the headline on every page of a publication/column, except on the front page of Index, Velvet, Totalcar and Femina, where it appears above the fold. The creative can be submitted at 970x90 px (super leaderboard). Banners will not appear in longform articles. Billboard and billboard extras cannot be ordered for same day, same publication/column. Atomic banners, 3D banners and rich media cannot be ordered for the same day, same publication/column.

¹ Extra display options can be ordered: slider billboard (2 pcs 970x250 px, still), 3D billboard (4 pcs 970x250 px, still), Atomic billboard (2 pcs 970x250 px, transparent)

² Without a Népitélet.

DESKTOP BANNER: HALF PAGE

RATE CARD OF BANNERS (DAY)

| Site | Half page/ Filmstrip ¹ |
|---|-----------------------------------|
| | 300x600 px |
| Index front page ³ | 3 900 000 HUF ⁵ |
| Index Belföld | 1 500 000 HUF |
| Index Külföld | 590 000 HUF |
| Index Gazdaság | 950 000 HUF |
| Index Gazdaság + Napi.hu ² | 1 400 000 HUF |
| Index Tech-Tud | 500 000 HUF |
| Index Kult | 300 000 HUF |
| Index Kult + PORT.hu címlap, Mozi ² | 880 000 HUF |
| Index Sport | 850 000 HUF |
| Index Mindeközben | 400 000 HUF |
| Totalcar ⁴ | 740 000 HUF |
| Velvet | 450 000 HUF |
| Dívány | 600 000 HUF |
| SóBors | 450 000 HUF/week |
| Femina | 1 100 000 HUF |
| Femina + Dívány ⁵ | 1 350 000 HUF |
| Napi.hu | 700 000 HUF |
| PORT.hu ^{6, 7} | 1 200 000 HUF |
| Blog.hu front page! | 500 000 HUF |
| Blog.hu civil blogs ⁸ | 700 000 HUF |

An advertisement that appears on every page of a given publication/column. Banners are not displayed in longform articles. Half page/filmstrip and half page extras cannot be ordered for the same day, same publication/column. Atomic banner, 3D banner and rich media cannot be ordered for the same day, same publication/column.

¹ Extra display options can be ordered. 3D half page (3 pcs. 300x600 px, still image), except Index Gazdaság+Napi.hu and Index Kult+Port.hu front page, Mozi. Atomic half page (2 pcs 300x600 px, transparent), except Index Gazdaság+Napi.hu and Index Kult+Port.hu front page, Cinema

² Only available with still (not animated) advertisement.

³ Also available with XL Half page solution (350x700 px).

⁴ Without popular judgement.

⁵ Only available with still (not animated) ads.

⁶ XL half page does not appear on the TV column landing page.

⁷ On TV opening page, the variable size is 300x250 px and is displayed in MR zone.

⁸ Without Premium Selection (PS) and editorial blogs.

DESKTOP BANNER: ROADBLOCK

RATE CARD OF BANNERS (DAY)

| Site | Roadblock/Landscape ^{1,2, 4} |
|--------------------------------------|---------------------------------------|
| | 640x360 px |
| Index front page | - |
| Index Belföld | 1 600 000 HUF |
| Index Külföld | 640 000 HUF |
| Index Gazdaság | 1 050 000 HUF |
| Index Tech-Tud | 600 000 HUF |
| Index Kult | 300 000 HUF |
| Index Mindeközben³ | 440 000 HUF |
| Index Sport | 900 000 HUF |
| Totalcar⁵ | 780 000 HUF |
| Velvet | 500 000 HUF |
| Dívány | 550 000 HUF |
| SóBors | 450 000 HUF/week |
| Napi.hu | 750 000 HUF |
| PORT.hu | 1 200 000 HUF |

Advertisements appearing on Index front pages and article pages. Below a screen width of 1245 px, landscape or larger format is not available, instead a 640x360 px roadblock variable size can be used. Banners will not be displayed in longform articles. Roadblock, landscape and adaptive ad and other extras are not available for same day, same publication/column. Atomic banner, 3D banner, curtain and rich media are not available for same day, same publication/column.

¹ Can be ordered with still image (728x410 px), except Index Kult and Meanwhile

² Can be ordered with extra display options: Slider landscape (2 pieces 728x410 px, still) and Adaptive ad (2 pieces 728x410 px, still) except Index Kult and All Meanwhile. 3D landscape (4 pcs 728x410 px, still), Atomic landscape (2 pcs 728x410 px, transparent)

³ Roadblock appears after post 1, Adaptive ad Just-One appears after post 4.

⁴ With the exception of SóBors, 728x410 px, still image version is also available.

⁵ Without a Népitélet.

DESKTOP BANNER: ADAPTIVE AD

RATE CARD OF BANNERS (DAY)

| Site | George ² 748x560 px | Just-One Top 1138x640 px | Just-One ³ 1138x640 px |
|-----------------------------|-----------------------------------|---------------------------------|--------------------------------------|
| Index front page | - | 4 200 000 HUF | 3 900 000 HUF |
| Index Belföld | 1 550 000 HUF | - | - |
| Index Külföld | 630 000 HUF | - | - |
| Index Gazdaság | 1 050 000 HUF | - | - |
| Index Tech-Tud | 630 000 HUF | - | - |
| Index Kult | 350 000 HUF | - | - |
| Index Sport | 900 000 HUF | - | - |
| Totalcar⁴ | 780 000 HUF | 1 800 000 HUF/week ⁵ | - |
| Velvet | 500 000 HUF | - | - |
| Dívány | 550 000 HUF | - | - |
| Napi.hu | 820 000 HUF | - | - |

Advertisement on Index front page and/or article pages. Below a screen width of 1245 px, landscape or larger format is not available, instead a 640x360 px roadblock variable size can be used. Banners will not be displayed in longform articles. Roadblock, landscape and adaptive ad and other extras cannot be ordered for the same day, same publication/column. Atomic banner, 3D banner, curtain and rich media cannot be ordered for the same day, same publication/column.

Adaptive Ad: large size, static (png, jpg) creative. How it works: when scrolled down, the creative stops at the top of the screen and content scrolls over it. Adaptive Ad can be ordered with Just-One parallax or magic solution at no extra charge (except Just-One Top).

² Extrákkal is rendelhető: Lapozható George (9 db 880x1242 px)

³ Large static ad, above the Blog.hu Headline! content block. When the page scrolls, the image does not scroll off the screen, but the content floats over it. Available with Curtain effects (3 350x700 px, still image) Additional extras Just-One Reminder (1920x600 px) and Scrollable Just-One (9 880x1 320 px)

⁴ Without Népitélet.

⁵ The ad only appears on the Totalcar landing page.

DESKTOP RICH MEDIA

RATE CARD OF RICH MEDIA SOLUTIONS (DAY)

| Site | XL Layer ¹ | Interstitial ¹ |
|-------------------------|-----------------------|---------------------------|
| | max. 970x550 px, 8 mp | 970x550 px, 8 mp |
| Index front page | 5 500 000 HUF | 5 500 000 HUF |
| Index Belföld | 2 500 000 HUF | 2 500 000 HUF |
| Index Külföld | 1 100 000 HUF | 1 100 000 HUF |
| Index Gazdaság | 1 500 000 HUF | 1 500 000 HUF |
| Index Tech-Tud | 1 100 000 HUF | 1 100 000 HUF |
| Index Kult | 840 000 HUF | 840 000 HUF |
| Index Sport | 1 250 000 HUF | 1 250 000 HUF |

RATE CARD OF RICH MEDIA SOLUTIONS (DAY)

| Site | XL Layer ¹ | Interstitial ¹ |
|-----------------|-----------------------|---------------------------|
| | max. 970x550 px, 8 mp | 970x550 px, 8 mp |
| Totalcar | 1 100 000 HUF | 1 100 000 HUF |
| Velvet | 900 000 HUF | 900 000 HUF |
| Dívány | 990 000 HUF | 990 000 HUF |
| Napi.hu | 1 000 000 HUF | 1 000 000 HUF |
| PORT.hu | 1 500 000 HUF | 1 500 000 HUF |

INDEX.HU MOBILE BANNER

RATE CARD OF MOBILE BANNERS

| Site | Unit | Banner top ¹ | Banner middle ¹ |
|---|------------------|-------------------------|----------------------------|
| | | 300x250 px | 300x250 px |
| Index front page | day | 1 950 000 HUF | 1 300 000 HUF |
| Index Belföld | day | 1 100 000 HUF | 650 000 HUF |
| Index Külföld | day | 700 000 HUF | 450 000 HUF |
| Index Gazdaság | day | 330 000 HUF | 180 000 HUF |
| Index Tech-Tud | day | 450 000 HUF | 320 000 HUF |
| Index Kult | day | 330 000 HUF | 190 000 HUF |
| Index Sport | day | 420 000 HUF | 230 000 HUF |
| Full Index application² | day | 2 250 000 HUF | 1 950 000 HUF |
| Index mobile and Index app Index pages | CPM ³ | | 3 000 HUF |

¹ Available formats: static or animated images (.jpg, .png, .gif) or HTML, HTML5 format creative, and similar format creative behind ad code that calls an external ad server. You can also submit a 480x480 or 480x240 px creative in banner top zone.

² Available on iOS, Android and Windows Phone. Index, Index Video, Blog.hu Headline!, Totalcar, Velvet, Couch, Napi.hu. In the Index app, the landing page is the landing page of each publication.

³ List price per thousand advertising impressions (AV).

Creatives do not appear in thematic supplements.

MOBILE BANNER

RATE CARD OF MOBILE BANNERS

| Site | Unit | Banner top ¹ | Banner middle ¹ |
|--------------------------------------|------------------|-------------------------|----------------------------|
| | | 300x250 px | 300x250 px |
| Napi.hu | day | 750 000 HUF | 400 000 HUF |
| Napi.hu + Index Gazdaság | day | 950 000 HUF | - |
| Totalcar | day | 580 000 HUF | 380 000 HUF |
| Velvet | day | 300 000 HUF | 200 000 HUF |
| Dívány | day | 330 000 HUF | 200 000 HUF |
| SóBors | week | 1 000 000 HUF | 650 000 HUF |
| Femina | day | 1 200 000 HUF | 800 000 HUF |
| Femina + Dívány | day | 1 400 000 HUF | - |
| PORT.hu | day | 1 000 000 HUF | 600 000 HUF |
| Mobile male mix² | CPM ⁴ | | 2 500 HUF |
| Mobile female mix³ | CPM ⁴ | | 2 500 HUF |

¹ Available formats: static or animated images (.jpg, .png, .gif) or HTML, HTML5 format creative, and similar format creative behind ad code that calls an external ad server. You can also submit a 480x480 or 480x240 px creative in banner top zone. Banner top, slider and cube appear in the same zone, cannot be ordered for the same day, same publication/column.

² Publications: mobile Index Sport column, Totalcar, Velvet, Napi.hu + Index application Totalcar, Velvet and Napi.hu pages. In the Index app, the landing page of each publication is considered the landing page.

³ Publications: mobile Dívány, Sóbors, Femina, PORT.hu + Index application Dívány pages. In the Index application, all publication landing pages are considered landing pages.

⁴ List price per thousand advertising impressions (AV).

Creatives are not displayed in thematic supplements.

INDEX.HU MOBILE RICH MEDIA

RATE CARD OF MOBILE RICH MEDIA SOLUTIONS

| Site | Unit | Slider ¹ | Cube ² | Magnet ³ | Magic ⁴ | Swipe gallery ⁵ | Swipe box ⁶ | Interstitial ⁷ |
|-------------------------|------|---------------------|-------------------|---------------------|--------------------|----------------------------|------------------------|---------------------------|
| | | 2 db 300x250 px | 4 db 480x480 px | 480x480 px | 480x480 px | max. 8 db 480x480 px | 3 db 480x480 px | 480x654 px, 5 mp |
| Index front page | day | | | 1 950 000 HUF | | | | 2 200 000 HUF |
| Index Belföld | day | | | 1 100 000 HUF | | | | - |
| Index Külföld | day | | | 700 000 HUF | | | | - |
| Index Gazdaság | day | | | 330 000 HUF | | | | - |
| Index Tech-Tud | day | | | 450 000 HUF | | | | - |
| Index Kult | day | | | 330 000 HUF | | | | - |
| Index Sport | day | | | 420 000 HUF | | | | - |

1 Two ad solutions with two static images, showing two different creatives via swipe. The two images are superimposed and can be viewed by moving a vertical line (slider) horizontally.

2 Four advertising frames with four static images, for which up to four landing page URLs can be submitted.

3 Automatically positions itself in the centre when scrolling down. Serving: fixed ad positioning, with one-time operation for one user.

4 Fixed-placement, two-image, large-format ad that fades on the move. On scrolling, one image becomes 100% transparent, showing the image below.

5 Similar to galleries, displays up to 8 images in a row.

6 Displays three creatives side-by-side in a curtain-like overlay.

7 Displayed once per day per user per ad. Available formats: static image (.jpg, .png).

Creatives will not be displayed in thematic attachments. In index, rich media solutions are displayed in the same zone, so cannot be assigned to the same day, same column. In other publications, banner top is also displayed in the same zone.

MOBILE RICH MEDIA

RATE CARD OF MOBILE RICH MEDIA SOLUTIONS

| Site | Unit | Slider ¹ | Cube ² | Magnet ³ | Magic ⁴ | Swipe gallery ⁶ | Swipe box ⁷ | Interstitial ⁸ |
|-----------------|------|---------------------|-------------------|---------------------|--------------------|----------------------------|------------------------|---------------------------|
| | | 2 db 300x250 px | 4 db 480x480 px | 480x480 px | 480x480 px | max. 8 db 480x480 px | 3 db 480x480 px | 480x654 px, 5 mp |
| Napi.hu | day | | | 660 000 HUF | | | | - |
| Totalcar | day | | | 580 000 HUF | | | | - |
| Velvet | day | | | 300 000 HUF | | | | - |
| Dívány | day | | | 330 000 HUF | | | | - |
| Femina | day | | | 1 200 000 HUF | | | | - |
| PORT.hu | day | | | 1 000 000 HUF | | | | - |
| SóBors | week | | | 1 000 000 HUF | | | | - |

1 Two ad solutions with two static images, showing two different creatives via swipe. The two images are superimposed and can be viewed by moving a vertical line (slider) horizontally.

2 Four advertising frames with four static images, for which up to four landing page URLs can be submitted.

3 Automatically positions itself in the centre when scrolling down. Serving: fixed ad positioning, with one-time operation for one user.

4 Fixed-placement, two-image, large-format ad that fades on the move. On scrolling, one image becomes 100% transparent, showing the image below.

5 Multifunctional display format. The format includes a full-page video that starts automatically without sound, with the client's creative in the background. The creative can have 2 buttons with 2 url's.

6 It displays up to 8 images in a row, similar to a gallery.

7 Displays three creatives side by side in a curtain-like overlay.

8 Displayed once per day per user per ad (with cooki). Available formats: static image (.jpg, .png).

Creatives are not displayed in thematic attachments. In index, rich media solutions are displayed in the same zone, so they cannot be assigned to the same day, same column. In other publications, banner top is also displayed in the same zone.

MOBILE APPLICATION RICH MEDIA

RATE CARD OF MOBILE APPLICATION RICH MEDIA SOLUTIONS

| Site | Unit | Full Index application ¹ |
|---|-----------------------|-------------------------------------|
| Cube² | 4 db 480x480 px | day |
| Slider³ | 2 db 480x480 px | day |
| Magnet⁴ | 480x480 px | day |
| Magic⁵ | 480x480 px | day |
| „Ablakos” vagy Peep-Hole⁶ | 480x654 px | day |
| Adaptive ad⁷ | 480x654 px | day |
| Swipe cards⁸ | 3 db 480x654 px | day |
| Swipe gallery⁹ | max. 8 db, 480x480 px | day |
| Tiltorama¹⁰ | 1200x480 px, állókép | day |

2 250 000 HUF

Available formats: static image (.jpg., .png).

¹ Publications. In the Index app, the landing page is considered the landing page of each publication.

² Four ad frames with static images, for which up to four landing page URLs can be submitted.

³ Two static image ad solutions with swipe to show two different creatives. The two images are superimposed and can be viewed by moving a vertical line (slider) horizontally across the two images.

⁴ When scrolling down, it automatically positions itself in the centre. Serving: fixed position ad, with a one-time operation for one user.

⁵ Fixed-placement, two-image, large-format ad that can be moved. On scrolling, one image becomes 100% transparent, showing the image below.

⁶ A 480x654 image fixed behind the article page (= scrolls above it, but the image stays there as if it were the phone's background image), which can be viewed through a 480x240 window.

⁷ When scrolling down, it automatically positions itself in the centre. Fixed positioned ad, with a one-per-user, one-time-play operation.

⁸ Displays 3 different creatives in a linear fashion.

⁹ Displays up to 8 images in a row, similar to galleries.

¹⁰ While reading, the user is presented with an ad (insight window) that fills the entire width of the screen, in which the ad moves at the slightest horizontal movement of the phone. In all cases, the geometric centre of the cast creative is the opening state.

Creatives are not displayed in thematic attachments. In app, mobile rich media solutions are displayed in the same zone, so cannot be assigned to the same day, for the same publication.

MULTISCREEN MEDIUM RECTANGLE

RATE CARD OF MULTISCREEN MEDIUM RECTANGLE¹ (300X250)

| Site | Unit | Rate card |
|---------------------------------------|------|---------------|
| Index front page | day | 4 900 000 HUF |
| Index Belföld | day | 1 750 000 HUF |
| Index Külföld | day | 790 000 HUF |
| Index Gazdaság | day | 1 110 000 HUF |
| Index Tech-Tud | day | 790 000 HUF |
| Index Kult | day | 610 000 HUF |
| Index Kult + PORT.hu full site | day | 880 000 HUF |

RATE CARD OF MULTISCREEN MEDIUM RECTANGLE¹ (300X250)

| Site | Unit | Rate card |
|--|------|---------------|
| Index Sport | day | 1 070 000 HUF |
| Totalcar | day | 1 160 000 HUF |
| Dívány | day | 810 000 HUF |
| Velvet | day | 670 000 HUF |
| Femina | day | 1 750 000 HUF |
| Napi.hu | day | 1 170 000 HUF |
| Port.hu | day | 1 350 000 HUF |
| Blog.hu civil blogs² | day | 1 000 000 HUF |

¹ The multiscreen medium rectangle is displayed in the half page zone on desktop and tablets, and in the banner medium zone on mobile web. The multiscreen medium rectangle mix cannot be ordered for the same day, for the same publication/brochure, as the fixed half page and fixed mobile banner medium zone. Available formats: static or animated image (.jpg, .png, .gif) or HTML, HTML5 format creative, and similar format creative behind ad code calling an external ad server.

² Premium Selection (PS) and editorial blogs excluded.

Creatives do not appear in thematic supplements.

DESKTOP VIDEO

RATE CARD OF VIDEO IN-STREAM ADVERTISEMENT

| Ad format | Ad size | Indavideo CPM ¹ |
|--------------------------------------|---|-------------------------------|
| Pre-roll spot | max. 30 sec, skip after 6 sec ² | 4 000 HUF |
| | max. 30 sec, skip after 10 sec | 6 000 HUF |
| | max. 30 sec, skip after 15 sec | 9 000 HUF |
| Pre-roll Extra³ | max. 30 sec, skip after 6 sec ⁴ + 310x40 px static image | 5 000 HUF |
| | max. 30 sec, skip after 10 sec + 310x40 px static image | 7 000 HUF |
| | max. 30 sec, skip after 15 sec + 310x40 px static image | 10 000 HUF |
| Mid-roll spot⁵ | max. 30 sec, skip after 5 sec | 4 000 HUF |
| Post-roll spot | max. 10 sec | 2 000 HUF |
| Matrica (Overlay)⁶ | 400x60 px | 2 500 HUF |

1 List price per thousand advertising impressions (AV).

2 Pre-roll spot with 5 seconds skip time available.

3 As an extra option, a reminder image can be added to the pre-roll, which appears in the right belly when the pre-roll starts and remains there after the pre-roll has run or skipped.

4 An advertising message of max. 30 seconds in the middle of the video, which can be skipped after 5 seconds. Appears only during videos of 10 minutes or more.

5 Closable, text or static image ad, displayed once per user per day.

OUTSTREAM VIDEO¹ AV

RATE CARD OF ADVIEW (AV) BASED MULTISCREEN² OUTSTREAM VIDEO ADVERTISEMENTS

| Packages | CPM ³ Roadblock (640x360 px), mobile banner (300x250 px) ⁴ Max. 30 sec, advertiser's logo |
|--|---|
| Index, Napi.hu | 9 000 HUF |
| Port.hu | 6 000 HUF |
| Indamedia RON Index, Velvet, Totalcar, Dívány, Femina, Napi.hu, Port.hu | 6 000 HUF |

1 Video ads on article pages in roadblock and mobile banner zones. Video length max. 30 seconds. But shorter spots are recommended. An advertiser logo can be placed on the player as an extra.

2 Campaigns can appear on both desktop and mobile web interfaces of publications.

3 List price per thousand ad impressions (AV).

4 Both creative sizes must be submitted for campaigns.

ADVERTORIAL

RATE CARD OF ADVERTORIAL¹

| Site | Platform | Rate card / day |
|--|--------------------------|-----------------|
| Index front page top position (text) | Desktop | 1 300 000 HUF |
| Index front page top position (image+text) | Desktop | 1 430 000 HUF |
| Index front page top position (text) | Multiscreen | 1 500 000 HUF |
| Index front page top position (image+text) | Multiscreen | 1 650 000 HUF |
| Index front page middle position (avatar+text) | Desktop | 900 000 HUF |
| Index front page middle position (avatar+image+text) | Desktop | 990 000 HUF |
| Index front page middle position (avatar+text, avatar is only on) | Multiscreen | 1 150 000 HUF |
| Index front page middle position (avatar+image+text, avatar is only on desktop) | Multiscreen | 1 250 000 HUF |
| Velvet (image+text) | Multiscreen ² | 400 000 HUF |
| Totalcar (image+text) | Multiscreen ² | 600 000 HUF |
| Dívány (image+text) | Multiscreen ² | 450 000 HUF |
| Napi.hu (text) | Multiscreen | 500 000 HUF |
| Port.hu (excl. front page of TV section) (image+text) | Multiscreen | 400 000 HUF |

RATE CARD OF ADVERTORIAL¹

| Site ⁴ | Platform | Rate card / week |
|---------------------------|--------------------------|------------------|
| Femina Hazai sztár | Multiscreen ³ | 1 000 000 HUF |
| Femina Világsztár | Multiscreen ³ | 1 000 000 HUF |
| Femina Egészség | Multiscreen ³ | 1 000 000 HUF |
| Femina Szépség | Multiscreen ³ | 1 000 000 HUF |
| Femina Recept | Multiscreen ³ | 1 000 000 HUF |
| Femina Otthon | Multiscreen ³ | 1 000 000 HUF |
| Femina Diéta | Multiscreen ³ | 1 000 000 HUF |
| Femina Utazás | Multiscreen ³ | 1 000 000 HUF |
| Femina Terasz | Multiscreen ³ | 1 000 000 HUF |
| Femina Ezo | Multiscreen ³ | 1 000 000 HUF |
| Femina Kapcsolat | Multiscreen ³ | 1 000 000 HUF |
| Femina Gyerek | Multiscreen ³ | 1 000 000 HUF |

1 A PR article is an advertisement title + lead highlighting placed between the edited content of publications, with an advertisement caption, with the results page appearing in the design of the publication. The length of the article is not limited, but no longer than one Word Doc page is recommended. Submit in .doc format. Image(s), video can be placed in the article. Please upload the video embedded in the article page to indavideo.hu in advance and submit the link to the video with the article. Any submission information can be found [HERE](#).

2 Mobile web banner will be displayed in the middle zone, so multiscreen pc article and mobile banner middle zone cannot be ordered for the same day, for the same publication.

3 You can also select for the given column: world star, Health, Beauty, Recipe, Home, Diet, Travel, Terrace, Ezo, Contact, Kids

4 Shown in full site + highlighted in column opener.

QUALITY PLACEMENT®¹ DESKTOP AND MOBILE AV

RATE CARD OF ADVIEW (AV) BASED ADVERTISEMENT, ON DESKTOP AND MOBILE WEB

| Packages | CPM ² |
|--|---|
| Quality Placement® Billboard mix Index (excl. front page), Dívány | 2 500 HUF |
| Quality Placement® Roadblock mix Index (excl. front page), Dívány, Femina, Sóbors, Napi.hu, Totalcar | 2 500 HUF |
| Quality Placement® Half page mix Index (excl. front page), Dívány, Femina, Sóbors, Napi.hu, Totalcar | 2 500 HUF |
| Quality Placement® Desktop mix Index (excl. front page), Dívány, Femina, Sóbors, Napi.hu, Totalcar | 2 500 HUF (billboard + roadblock + half page) |
| Quality Placement® Multiscreen mix Index (excl. front page), Dívány, Femina, Sóbors, Totalcar | 2 500 HUF (billboard + roadblock + half page + mobil banner top) |

Due to changes in quarterly viewability measurements, the range of publications may change.

¹ Quality Placement® is the unique designation used by Indamedia Sales Ltd. Our Quality Placement® Quality Assurance Briefing is available [HERE](#).

² List price per thousand advertising impressions (AV).

DESKTOP AV

RATE CARD OF ADVIEW (AV) BASED ADVERTISEMENT, ON DESKTOP

| Packages | CPM ¹ |
|---|------------------|
| Roadblock mix Index, Velvet, Dívány, Sóbors, Totalcar, Port.hu (roadblock „B” and photo gallery roadblock), Napi.hu, Femina, Női friss, Index editorial blogs, Inda services: Blog.hu, Indamail logout page, Index Forums front page, Indavideo | 2 000 HUF |
| Half page mix Index, Velvet, Dívány, Sóbors, Totalcar, Port.hu, Napi.hu, Femina, Női friss, Blog.hu, Blog.hu front page!, Inda services: Indamail after email sending page, Index Fórumok | 2 000 HUF |
| Sticky Subway mix Index article pages, Totalcar article pages | 2 500 HUF |

MULTISCREEN AV (1)

RATE CARD OF ADVIEW (AV) BASED MULTISCREEN¹ ADVERTISEMENTS BY THEMATIC GROUPS

| Packages | CPM ² super leaderboard, medium rectangle, roadblock, mobile banner (300x250 px, image) ³ |
|---|--|
| Premium package Index Gazdaság and Belföld, Index application Index pages, Napi.hu | 3 500 HUF |
| Index package Index front page + sections (excl. Index Gazdaság), Index application Index pages | 2 500 HUF |
| Male package Index Sport, Velvet, Totalcar, Index application Index, Velvet and Totalcar pages, Port.hu, Port.hu application, Napi.hu, Blog.hu male thematic blogs ⁴ | 2 500 HUF |
| Female package Dívány, Index application Dívány pages, Sóbors, Femina, Port.hu, Port.hu application, Blog.hu female thematic ⁵ blogs | 2 500 HUF |
| Kids package Dívány Szülőség, Index application Dívány pages, Femina Gyerek, Port.hu Gyerek, Port.hu application, Blog.hu parenthood and lifestyle thematic blogs | 2 500 HUF |
| Youth package Index editorial blogs (Stenk, Cinematrix), Dívány Lájfhekk, Offline and #Életem, Index application Index and Dívány pages, Femina Terasz, Port.hu, Port.hu application, Inda services | 2 500 HUF |
| Gastronomy package Index Degusztátor, Dívány Lájfhekk és Offline, Index application Dívány pages, Sóbors, Femina Recept and Diéta, Blog.hu gastronomy and lifestyle thematic blogs | 2 500 HUF |

¹ Campaigns can appear on the desktop, mobile web, mobile app, tablet interfaces of publications. Available formats: static or animated images (.jpg., .png., .gif) or HTML, HTML5 creative, and creative in similar formats behind ad code that calls an external ad server.

² List price per thousand ad impressions (AV).

³ Campaigns require a minimum of 2 desktop, 2 tablet and 1 mobile (300x250 px) creative sizes, the rest are optional. Submission of 300x250 px is mandatory.

⁴ Men's blog categories: car, film, offcuts, SME, politics, sports, tech, science, green

⁵ Women's blog categories: fashion, lifestyle, gastro, kikapcs, pet, cult, home, parenting, travel, green

MULTISCREEN AV (2)

RATE CARD OF ADVIEW (AV) BASED MULTISCREEN¹ ADVERTISEMENTS BY THEMATIC GROUPS

| Packages | CPM ² |
|---|--|
| Culture package Index Kult+Cinematix, Index application Index and Blog.hu front page! pages, Port.hu, Port.hu application, Blog.hu culture thematics blogs, Blog.hu front page! | super leaderboard, medium rectangle, roadblock, mobil banner (300x250 px, kép) ³ 2 500 HUF |
| Real estate package Index Gazdaság/Ingatlan, Index application Index pages, Napi.hu Ingatlan | 2 500 HUF |
| Travel package Femina Utazás, Blog.hu travelling thematics blogs | 2 500 HUF |
| Leisure package Port.hu, Port.hu application, Velvet, Index application Velvet pages, Inda services: Blog.hu, Indavideo, Indamail, Index Forums, Indafoto | 1 500 HUF |
| IDENT package* A data-targeted campaign appearing on ad zones of Indamedia Sales | 3 500 HUF |

¹ Campaigns can appear on the desktop, mobile web, mobile app, tablet interfaces of publications. Available formats: static or animated images (.jpg, .png, .gif) or HTML, HTML5 creative, and creative in similar formats behind ad code that calls an external ad server.

² List price per thousand ad impressions (AV).

³ Campaigns require a minimum of 2 desktop, 2 tablet and 1 mobile (300x250 px) creative sizes, the rest are optional. The 300x250 px size is mandatory

*We have 63 interest categories

MULTISCREEN CT

RATE CARD OF CLICK THROUGH (CT) BASED MULTISCREEN¹ ADVERTISEMENTS

Packages / Sites

CT

super leaderboard, medium rectangle, roadblock,
mobil banner (300x250 px, kép)³

Editorial blogs, Velvet, Totalcar, Port.hu, Port.hu application, Femina, Blog.hu, Indavideo, Indamail, Index
Forums, Indafoto

net-net 500 HUF

¹ Campaigns can appear on the desktop, mobile web, mobile app, tablet interfaces of publications. Available formats: static or animated images (.jpg, .png, .gif) or HTML, HTML5 creative, and creative in similar formats behind ad code that calls an external ad server.

² Campaigns require a minimum of 3 desktop, 2 tablet and 1 mobile creative sizes, the rest are optional. 300x250 px size submission is mandatory.

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

Indamedia Sales reserves the right of changing rate cards. The pictures in the offer are illustrated. The estimated datas in this offer was determined by results of DKT/e.gemius and Gemius AdOcean. The informations included in the offer are the property of Indamedia Sales Kft. and Indamedia Network Zrt. This offer may contain strictly confidential and/or privileged information and/or data which was delivered to the addressee only in order to make an offer.

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