



# Indamedia Sales rate card

Effective as from 2 January 2019 until withdrawal



# DESKTOP BANNER: BILLBOARD AND EXTRAS (1)

## RATE CARD OF BANNERS (DAY)

Site	Billboard 970x250 px	Slider billboard <sup>1</sup> 2 pcs of 970x250 px, static	3D billboard <sup>2</sup> 4 pcs of 970x250 px	Atomic billboard <sup>3</sup> 970x250 px
<b>Index front page</b>	3 900 000 HUF	3 900 000 HUF	3 900 000 HUF	4 290 000 HUF
<b>I2</b>	500 000 HUF	500 000 HUF	-	-
<b>Index Belföld</b>	1 500 000 HUF	1 500 000 HUF	1 500 000 HUF	1 650 000 HUF
<b>Index Külföld</b>	590 000 HUF	590 000 HUF	590 000 HUF	650 000 HUF
<b>Index Gazdaság</b>	950 000 HUF	950 000 HUF	950 000 HUF	1 050 000 HUF
<b>Index TechTudomány</b>	590 000 HUF	590 000 HUF	590 000 HUF	650 000 HUF
<b>Index Kult+Cinematrix</b>	450 000 HUF	450 000 HUF	450 000 HUF	490 000 HUF
<b>Index Mindeközben</b>	400 000 HUF	400 000 HUF	400 000 HUF	440 000 HUF
<b>Index Sport</b>	850 000 HUF	850 000 HUF	850 000 HUF	930 000 HUF

It appears on every page of the site/column under the heading, except the front page of Index, Velvet, Totalcar and Femina where it appears above the fold. 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.

<sup>1</sup> 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.

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

<sup>3</sup> 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: BILLBOARD AND EXTRAS (2)

## RATE CARD OF BANNERS (DAY)

Site	Billboard	Slider billboard <sup>1</sup>	3D billboard <sup>2</sup>	Atomic billboard <sup>3</sup>
	970x250 px	2 pcs of 970x250 px, static	4 pcs of 970x250 px	970x250 px
<b>Totalcar<sup>4</sup></b>	740 000 HUF	740 000 HUF	740 000 HUF	810 000 HUF
<b>Velvet</b>	450 000 HUF	450 000 HUF	450 000 HUF	490 000 HUF
<b>Só&amp;Bors</b>	420 000 HUF/week	-	-	-
<b>Indavideó</b>	400 000 HUF	400 000 HUF	400 000 HUF	-
<b>Napi.hu</b>	700 000 HUF	700 000 HUF	700 000 HUF	770 000 HUF
<b>PORT.hu full site</b>	1 500 000 HUF	1 500 000 HUF	1 500 000 HUF	1 650 000 HUF
<b>PORT.hu full site (excl. TV section)</b>	500 000 HUF	500 000 HUF	500 000 HUF	550 000 HUF
<b>PORT.hu TV</b>	1 100 000 HUF	1 100 000 HUF	1 100 000 HUF	1 200 000 HUF

It appears on every page of the site/column under the heading, except the front page of Index, Velvet, Totalcar and Femina where it appears above the fold. 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.

<sup>1</sup> 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.

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

<sup>3</sup> 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.

<sup>4</sup> Without Népitélet.

# DESKTOP BANNER: HALF PAGE AND EXTRAS (1)

## RATE CARD OF BANNERS (DAY)

Site	Half page/ Filmstrip	Slider billboard <sup>1</sup>	XL half page	3D half page <sup>2</sup>	Atomic half page <sup>3</sup>
	300x600 px	2 pcs of 970x250 px, static	350x700 px	3 pcs of 300x600 px	300x600 px
<b>Index front page</b>	3 900 000 HUF	3 900 000 HUF	3 900 000 HUF	3 900 000 HUF	4 290 000 HUF
<b>I2</b>	500 000 HUF	500 000 HUF	-	500 000 HUF	-
<b>Index Belföld</b>	1 500 000 HUF	1 500 000 HUF	-	1 500 000 HUF	1 650 000 HUF
<b>Index Külföld</b>	590 000 HUF	590 000 HUF	-	590 000 HUF	650 000 HUF
<b>Index Gazdaság</b>	950 000 HUF	950 000 HUF	-	950 000 HUF	1 050 000 HUF
<b>Index Gazdaság + Napi.hu<sup>4</sup></b>	1 400 000 HUF	-	-	-	-
<b>Index TechTudomány</b>	590 000 HUF	590 000 HUF	-	590 000 HUF	650 000 HUF
<b>Index Kult+Cinematrix</b>	450 000 HUF	450 000 HUF	-	450 000 HUF	490 000 HUF
<b>Index Kult + PORT.hu front page, Mozi<sup>4</sup></b>	880 000 HUF	-	-	-	-
<b>Index Sport</b>	850 000 HUF	850 000 HUF	-	850 000 HUF	930 000 HUF
<b>Index Mindeközben</b>	400 000 HUF	400 000 HUF	-	400 000 HUF	440 000HUF

It appears on every page of the site/column. Banners do not appear in longform articles. Half page/filmstrip 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.

<sup>1</sup> 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.

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

<sup>3</sup> 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.

<sup>4</sup> It can be ordered exclusively with still (not animated) creative.

# DESKTOP BANNER: HALF PAGE AND EXTRAS (2)

## RATE CARD OF BANNERS (DAY)

Site	Half page/ Filmstrip 300x600 px	Slider billboard <sup>1</sup> 2 pcs of 970x250 px, static	XL half page 350x700 px	3D half page <sup>2</sup> 3 pcs of 300x600 px	Atomic half page <sup>3</sup> 300x600 px
<b>Totalcar<sup>4</sup></b>	740 000 HUF	740 000 HUF	-	740 000 HUF	810 000 HUF
<b>Velvet</b>	450 000 HUF	450 000 HUF	-	450 000 HUF	490 000 HUF
<b>Dívány</b>	600 000 HUF	600 000 HUF	600 000 HUF	600 000 HUF	660 000 HUF
<b>Só&amp;Bors</b>	420 000 HUF/week	-	-	-	-
<b>Femina<sup>5</sup></b>	1 100 000 HUF	1 100 000 HUF	1 100 000 HUF	1 100 000 HUF	1 210 000 HUF
<b>Femina + Dívány<sup>5, 6</sup></b>	1 350 000 HUF	-	1 350 000 HUF	-	-
<b>Napi.hu</b>	700 000 HUF	700 000 HUF	700 000 HUF	700 000 HUF	770 000 HUF
<b>PORT.hu full site <sup>7</sup></b>	1 200 000 HUF	1 200 000 HUF	1 200 000 HUF	1 200 000 HUF	1 320 000 HUF
<b>PORT.hu full site (excl. TV section)</b>	500 000 HUF	500 000 HUF	500 000 HUF	500 000 HUF	550 000 HUF

It appears on every page of the site/column. Banners do not appear in longform articles. Half page/filmstrip 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.

<sup>1</sup> 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.

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

<sup>3</sup> 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.

<sup>4</sup> Without Népitélet.

<sup>5</sup> It appears also on Retikül.h, exc. slider billboard.

<sup>6</sup> It can be ordered exclusively with still (not animated) creative.

<sup>7</sup> It can not appear on the front page of TV section.

# DESKTOP BANNER: ROADBLOCK AND EXTRAS (1)

## RATE CARD OF BANNERS (DAY)

Site	Roadblock 640x360 px	Landscape, still creative 728x410 px, static (still)	Landscape 728x410 px	Slider landscape <sup>1</sup> 2 pcs of 728x410 px, static	3D landscape <sup>2</sup> 4 pcs of 728x410 px
<b>Index front page</b>	-	3 900 000 HUF <sup>3</sup>	-	3 900 000 HUF <sup>3</sup>	-
<b>Index Belföld</b>	1 600 000 HUF	1 600 000 HUF	1 600 000 HUF	1 600 000 HUF	1 600 000 HUF
<b>Index Külföld</b>	640 000 HUF	640 000 HUF	640 000 HUF	640 000 HUF	640 000 HUF
<b>Index Gazdaság</b>	1 080 000 HUF	1 080 000 HUF	1 080 000 HUF	1 080 000 HUF	1 080 000 HUF
<b>Index TechTudomány</b>	640 000 HUF	640 000 HUF	640 000 HUF	640 000 HUF	640 000 HUF
<b>Index Kult+Cinematix</b>	500 000 HUF	500 000 HUF	500 000 HUF	500 000 HUF	500 000 HUF
<b>Index Mindeközben<sup>4</sup></b>	440 000 HUF	440 000 HUF	440 000 HUF	440 000 HUF	-
<b>Index Sport</b>	900 000 HUF	900 000 HUF	900 000 HUF	900 000 HUF	900 000 HUF

It appears on Index front page and article pages. 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, 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.

<sup>1</sup> 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.

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

<sup>3</sup> Only available for weekdays. It also can be ordered with adaptive function.

<sup>4</sup> Roadblock appears under the first post, landscape, adaptive ad (george, just-one), dragon appears under the fourth post.

# DESKTOP BANNER: ROADBLOCK AND EXTRAS (2)

## RATE CARD OF BANNERS (DAY)

Site	Atomic landscape <sup>1</sup>		Adaptive ad <sup>2</sup>		Curtain <sup>4</sup>
	728x410 px	George 748x560 px	Just-One 1138x640 px	Just-One Reminder <sup>3</sup> 1138x640 px	3 pcs of 350x700 px
<b>Index front page</b>	-	-	3 900 000 HUF	4 500 000 HUF	4 500 000 HUF
<b>Index Belföld</b>	1 700 000 HUF	1 700 000 HUF	-	-	1 700 000 HUF
<b>Index Külföld</b>	700 000 HUF	700 000 HUF	-	-	700 000 HUF
<b>Index Gazdaság</b>	1 150 000 HUF	1 150 000 HUF	-	-	1 150 000 HUF
<b>Index TechTudomány</b>	700 000 HUF	700 000 HUF	-	-	700 000 HUF
<b>Index Kult+Cinematrix</b>	550 000 HUF	550 000 HUF	-	-	550 000 HUF
<b>Index Mindeközben<sup>5</sup></b>	-	480 000 HUF	480 000 Ft	-	-
<b>Index Sport</b>	1 000 000 HUF	1 000 000 HUF	-	-	1 000 000 HUF

It appears on Index front page and /or article pages. 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, 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.

<sup>1</sup> 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.

<sup>2</sup> 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. In Index Mindeközben column, the Dragon is also available (static ad in 1138x640 px).

<sup>3</sup> Big sized, static creative above the I2 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.

<sup>4</sup> 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.

<sup>5</sup> A roadblock az 1.poszt után, a landscape, adaptive ad (george, just-one), dragon a 4. poszt után jelenik meg.

# DESKTOP BANNER: ROADBLOCK AND EXTRAS (3)

## RATE CARD OF BANNERS (DAY)

Site	Roadblock	Landscape, still creative	Landscape	3D landscape <sup>1</sup>	Slider landscape <sup>2</sup>	Atomic landscape <sup>3</sup>	Adaptive ad <sup>4</sup>		Curtain <sup>5</sup>
	640x360 px	728x410 px, static	728x410 px	4 pcs of 728x410 px	2 pcs of 728x410 px	728x410 px	George 748x560 px	Just-One 1138x640 px	3 pcs 350x700 px
<b>Totalcar<sup>6</sup></b>	780 000 HUF	780 000 HUF	780 000 HUF	780 000 HUF	780 000 HUF	850 000 HUF	850 000 HUF	-	850 000 HUF
<b>Velvet</b>	500 000 HUF	500 000 HUF	500 000 HUF	500 000 HUF	500 000 HUF	550 000 HUF	550 000 HUF	-	550 000 HUF
<b>Dívány</b>	550 000 HUF	550 000 HUF	550 000 HUF	550 000 HUF	550 000 HUF	600 000 HUF	600 000 HUF	-	-
<b>Só&amp;Bors</b>	420 000 HUF/week	420 000 HUF/week	460 000 HUF/week	-	-	-	-	-	-
<b>Napi.hu</b>	750 000 HUF	750 000 HUF	750 000 HUF	750 000 HUF	750 000 HUF	820 000 HUF	820 000 HUF	-	820 000 HUF
<b>PORT.hu full site (excl. TV section)</b>	550 000 HUF	-	-	-	-	-	-	-	-
<b>PORT.hu TV</b>	1 200 000 HUF	1 200 000 HUF	1 200 000 HUF	-	1 200 000 HUF	1 320 000 HUF	-	1 200 000 HUF <sup>7</sup>	-

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, 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.

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

<sup>2</sup> 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.

<sup>3</sup> 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.

<sup>4</sup> 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. In Index Mindeközben column, the Dragon is also available (static ad in 1138x640 px).

<sup>5</sup> 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.

<sup>6</sup> Without Népitélet.

<sup>7</sup> It appears only on the front page of PORT.hu TV section.



# DESKTOP RICH MEDIA

## RATE CARD OF RICH MEDIA SOLUTIONS (DAY)

Site	XL Layer <sup>1</sup>	Interstitial <sup>1</sup>
	max. 970x550 px, 8 sec	970x550 px, 8 sec
<b>Index front page</b>	5 500 000 HUF	5 500 000 HUF
<b>Index Belföld</b>	2 500 000 HUF	2 500 000 HUF
<b>Index Külföld</b>	1 100 000 HUF	1 100 000 HUF
<b>Index Gazdaság</b>	1 500 000 HUF	1 500 000 HUF
<b>Index TechTudomány</b>	1 100 000 HUF	1 100 000 HUF
<b>Index Kult+Cinematrix</b>	840 000 HUF	840 000 HUF
<b>Index Sport</b>	1 250 000 HUF	1 250 000 HUF

## RATE CARD OF RICH MEDIA SOLUTIONS (DAY)

Site	XL Layer <sup>1</sup>	Interstitial <sup>1</sup>
	max. 970x550 px, 8 sec	970x550 px, 8 sec
<b>Totalcar</b>	1 100 000 HUF	1 100 000 HUF
<b>Velvet</b>	900 000 HUF	900 000 HUF
<b>Dívány</b>	990 000 HUF	990 000 HUF
<b>Napi.hu</b>	1 000 000 HUF	1 000 000 HUF
<b>PORT.hu front page</b>	900 000 HUF	900 000 HUF
<b>PORT.hu Mozi</b>	1 000 000 HUF	1 000 000 HUF
<b>PORT.hu TV</b>	1 640 000 HUF	1 640 000 HUF

# INDEX.HU MOBILE BANNER

## RATE CARD OF MOBILE BANNERS

Site	Unit	Banner top <sup>1</sup>	Slider banner top <sup>2</sup>	Banner middle <sup>1</sup>
		300x250 px	2 pcs of 300x250 px	300x250 px
<b>Index front page</b>	day	1 500 000 HUF	1 500 000 HUF	1 000 000 HUF
<b>Index Belföld</b>	day	450 000 HUF	450 000 HUF	250 000 HUF
<b>Index Külföld</b>	day	350 000 HUF	350 000 HUF	200 000 HUF
<b>Index Gazdaság</b>	day	300 000 HUF	300 000 HUF	160 000 HUF
<b>Index TechTudomány</b>	day	350 000 HUF	350 000 HUF	200 000 HUF
<b>Index Kult+Cinematrix</b>	day	300 000 HUF	300 000 HUF	160 000 HUF
<b>Index Sport</b>	day	400 000 HUF	400 000 HUF	220 000 HUF
<b>Full Index application<sup>3</sup></b>	day	2 250 000 HUF	-	1 800 000 HUF
<b>Index mobile and Index pages of Index application</b>	CPM <sup>4</sup>		3 000 HUF	

<sup>1</sup> 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. Banner top, slider banner top and cube appears in same ad zone (exc. on Index front page where it appears in different ad zone), they can not be ordered for same day and site/section.

<sup>2</sup> 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.

<sup>3</sup> It is available on iOS, Android and Windows Phone platform. Publications: Index, Index Video, I2, Totalcar, Velvet, Dívány, Napi.hu.

<sup>4</sup> Cost per mille ad views (AV).

**Banners can not run on customized thematic sections.**

# MOBILE BANNER

## RATE CARD OF MOBILE BANNERS

Site	Unit	Banner top <sup>1</sup>	Slider banner top <sup>2</sup>	Banner middle <sup>1</sup>
		300x250 px	2 pcs 300x250 px	300x250 px
<b>Napi.hu mobile</b> (napi.hu)	day	600 000 HUF	600 000 HUF	-
<b>Totalcar mobile</b> (totalcar.hu)	day	550 000 HUF	550 000 HUF	360 000 HUF
<b>Velvet mobile</b> (velvet.hu)	day	300 000 HUF	300 000 HUF	200 000 HUF
<b>Dívány mobile</b> (divany.hu)	day	300 000 HUF	300 000 HUF	200 000 HUF
<b>Só&amp;Bors mobile</b> (sobors.hu)	week	380 000 HUF	-	-
<b>Femina mobile</b> (femina.hu)	day	850 000 HUF <sup>3</sup>	850 000 HUF <sup>3</sup>	540 000 HUF
<b>Femina mobile + Dívány mobile</b>	day	1 050 000 HUF <sup>3</sup>	-	-
<b>PORT.hu mobile</b> (port.hu)	day	350 000 HUF	350 000 HUF	300 000 HUF
<b>Mobile male mix<sup>4</sup></b>	CPM <sup>6</sup>		2 500 HUF	
<b>Mobile female mix<sup>5</sup></b>	CPM <sup>6</sup>		2 500 HUF	

<sup>1</sup> 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. Banner top, slider banner top and cube appears in same ad zone, they can not be ordered for same day and site/section.

<sup>2</sup> 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.

<sup>3</sup> Fix banner top appears also on Retikül.hu, exc. slider banner top.

<sup>4</sup> Publications: mobile Index Sport section, Totalcar, Velvet, Napi.hu + Totalcar, Velvet and Napi.hu pages of Index application.

<sup>5</sup> Publications: mobile Dívány, Só&Bors, Femina, PORT.hu + Dívány pages of Index application.

<sup>6</sup> Cost per mille ad views (AV).

**Banners can not run on customized thematic sections.**

# MOBILE RICH MEDIA (1)

## RATE CARD OF MOBILE RICH MEDIA SOLUTIONS

Site	Unit	Cube <sup>1</sup>	Interstitial <sup>2</sup>
		480x480 px	480x654 px, 5 sec
<b>Index front page</b>	day	2 000 000 HUF	2 200 000 HUF
<b>Index Belföld</b>	day	490 000 HUF	-
<b>Index Külföld</b>	day	380 000 HUF	-
<b>Index Gazdaság</b>	day	330 000 HUF	-
<b>Index TechTudomány</b>	day	380 000 HUF	-
<b>Index Kult+Cinematrix</b>	day	330 000 HUF	-
<b>Index Sport</b>	day	440 000 HUF	-
<b>Femina mobile</b> (femina.hu)	day	1 000 000 HUF	650 000 HUF

<sup>1</sup> A static cube which appears with 4 static pictures, even with 4 landing pages. It can be available on iOS and Android new (4) versions. It can not be available on Windows Phone platform. Supported formats: static image (.jpg, .png). Banner top, slider banner top and cube appears in same ad zone (exc. on Index front page where it appears in different ad zone), they can not be ordered for same day and site/section.

<sup>2</sup> Frequency capping: 1 user/day. Supported formats: static image (.jpg, .png).

**Banners can not run on customized thematic sections.**

# MOBILE APPLICATION RICH MEDIA (2)

## RATE CARD OF MOBILE APPLICATION RICH MEDIA SOLUTIONS

Ad format	Unit	Full Index application <sup>1</sup>	
<b>Cube<sup>2</sup></b>	4 pcs of 480x480 px	day	2 000 000 HUF
<b>Slider<sup>3</sup></b>	2 pcs of 480x480 px	day	1 800 000 HUF
<b>Magnet<sup>4</sup></b>	480x480 px	day	1 800 000 HUF
<b>Magic<sup>5</sup></b>	480x480 px	day	1 800 000 HUF
<b>„Ablakos” or Peep-Hole<sup>6</sup></b>	480x654 px	day	1 800 000 HUF
<b>Adaptive ad<sup>7</sup></b>	480x654 px	day	1 800 000 HUF
<b>Swipe cards<sup>8</sup></b>	3 pcs 480x654 px	day	1 800 000 HUF
<b>Swipe box<sup>9</sup></b>	3 pcs 480x480 px	day	1 800 000 HUF
<b>Swipe gallery<sup>10</sup></b>	max. 8 pcs, 480x480 px	day	1 800 000 HUF
<b>Tiltorama<sup>11</sup></b>	1200x480 px, static	day	2 000 000 HUF
<b>Holy F360<sup>12</sup></b>	2048x1024 px, static	day	2 000 000 HUF
<b>Full-screen<sup>13</sup></b>	480x654 px	CPM <sup>14</sup>	5 000 HUF

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

<sup>1</sup> Publications: Index, Index Video, I2, Totalcar, Velvet, Divány, Napi.hu.

It can be available on iOS and Android new (4) versions. It can not be available on Windows Phone platform.

<sup>2</sup> A static cube which appears with 4 static pictures, even with 4 landing pages.

<sup>3</sup> 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.

<sup>4</sup> When scrolling down it automatically positions itself to the center of the screen. Service: fix placed advertisement, frequency capping: 1 positioning/user/article page.

<sup>5</sup> A fix, big sized advertising format containing two pictures, which transforms when scrolling. Function: one image will be 100% transparent on scroll, showing the picture at the bottom.

<sup>6</sup> 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.

<sup>7</sup> When scrolling down it automatically positions itself to the center of the screen.

Frequency capping: 1 positioning/user/article page.

<sup>8</sup> Fix rich media solution which makes 3 creatives appear as a fan.

<sup>9</sup> Fix rich media solution which makes 3 creatives appear side by side as a curtain covering each other.

<sup>10</sup> Fix rich media solution which makes even 8 pictures appear side by side like galleries do.

<sup>11</sup> 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.

<sup>12</sup> 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.

<sup>13</sup> It appears between front pages and articles, frequency capping: max 2 times/day/user/advertisement.

<sup>14</sup> Cost per mille ad views (AV).

Banners can not run on customized thematic sections.

Mobile rich media solutions (cube, slider, magnet, magic, peep-hole, adaptive ad, swipe, holy f360, tiltorama) in application can not be ordered for same day and site/column.

# MULTISCREEN MEDIUM RECTANGLE

## RATE CARD OF MULTISCREEN MEDIUM RECTANGLE<sup>1</sup> (300X250)

Site	Unit	Rate card
<b>Index front page</b>	day	4 900 000 HUF
<b>Index Belföld</b>	day	1 750 000 HUF
<b>Index Külföld</b>	day	790 000 HUF
<b>Index Gazdaság</b>	day	1 110 000 HUF
<b>Index TechTudomány</b>	day	790 000 HUF
<b>Index Kult+Cinematrix</b>	day	610 000 HUF
<b>Index Kult + PORT.hu front page, Mozi</b>	day	880 000 HUF

## RATE CARD OF MULTISCREEN MEDIUM RECTANGLE<sup>1</sup> (300X250)

Site	Unit	Rate card
<b>Index Sport</b>	day	1 070 000 HUF
<b>Totalcar</b>	day	1 160 000 HUF
<b>Dívány</b>	day	810 000 HUF
<b>Velvet</b>	day	670 000 HUF
<b>Femina</b>	day	1 750 000 HUF
<b>Napi.hu</b>	day	1 170 000 HUF

<sup>1</sup> Multiscreen medium rectangle appears in half page zone on desktop and tablet, and in banner center zone on mobile web. Multiscreen medium rectangle, fix half page and fix banner center zone can not be ordered for same day and site/column. Supported formats: static or animated image (.jpg., .png., .gif) or HTML, HTML5 creatives, and similar creative formats behind third-party (foreign adserver) display scripts.  
Banners can not run on customized thematic sections.

# DESKTOP VIDEO

## RATE CARD OF VIDEO IN-STREAM ADVERTISEMENT

Ad format	Ad size	Indavideo <sup>6</sup>	Editorial video <sup>1</sup>
		(excl. editorial videos)	
		CPM <sup>2</sup>	CPM <sup>2</sup>
Pre-roll spot	max. 30 sec, skip after 5 sec	4 000 HUF	9 000 HUF
	max. 30 sec, skip after 10 sec	6 000 HUF	-
	max. 30 sec, skip after 15 sec	9 000 HUF	-
Pre-roll Extra <sup>3</sup>	max. 30 sec, skip after 5 sec + 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	-
Post-roll spot	max. 10 sec	2 000 HUF	5 000 HUF
Ghost <sup>4</sup>	1920x330 px (top or bottom) or 480x1080 px (left or right side)	6 000 HUF	-
Matrica (Overlay) <sup>5</sup>	400x60 px	2 500 HUF	6 000 HUF

<sup>1</sup> These videos are created by Index, Velvet, Totalcar, Dívány, Femina, S6&Bors, Port.hu for these publications and served by Indavideo.

<sup>2</sup> Cost per mille ad views (AV).

<sup>3</sup> Extended pre-roll spot with a reminder image that appears at the starting time of the pre-roll in the right column, and remains in case of skipping or if the pre-roll is over.

<sup>4</sup> 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.

<sup>5</sup> Closable text or static picture advertisement, freq. capping: 1/user/day.

# ADVERTORIAL

## RATE CARD OF ADVERTORIAL<sup>1</sup>

Site	Platform	Rate card / day
<b>Index front page</b> top position (text)	Desktop	1 300 000 HUF
<b>Index front page</b> top position (text+image)	Desktop	1 430 000 HUF
<b>Index front page</b> top position (text)	Multiscreen	1 500 000 HUF
<b>Index front page</b> top position (text+image)	Multiscreen	1 650 000 HUF
<b>Index front page</b> middle position (avatar+text)	Desktop	900 000 HUF
<b>Index front page</b> middle position (avatar+text+image)	Desktop	990 000 HUF
<b>Velvet</b>	Desktop	250 000 HUF
<b>Totalcar</b>	Desktop	300 000 HUF
<b>Napi.hu</b>	Desktop	400 000 HUF
<b>Dívány</b>	Desktop	400 000 HUF

## RATE CARD OF ADVERTORIAL<sup>1</sup>

Site	Platform	Rate card / week
<b>Femina Hazai sztár</b>	Multiscreen <sup>2</sup>	500 000 HUF
<b>Femina Világsztár</b>	Multiscreen <sup>2</sup>	500 000 HUF
<b>Femina Egészség</b>	Multiscreen <sup>2</sup>	500 000 HUF
<b>Femina Szépség</b>	Multiscreen <sup>2</sup>	500 000 HUF
<b>Femina Recept</b>	Multiscreen <sup>2</sup>	500 000 HUF
<b>Femina Otthon</b>	Multiscreen <sup>2</sup>	500 000 HUF
<b>Femina Diéta</b>	Multiscreen <sup>2</sup>	500 000 HUF
<b>Femina Utazás</b>	Multiscreen <sup>2</sup>	500 000 HUF
<b>Femina Terasz</b>	Multiscreen <sup>2</sup>	500 000 HUF
<b>Femina Ezo</b>	Multiscreen <sup>2</sup>	500 000 HUF
<b>Femina Kapcsolat</b>	Multiscreen <sup>2</sup>	500 000 HUF
<b>Femina Gyerek</b>	Multiscreen <sup>2</sup>	500 000 HUF

<sup>1</sup> Advertorial is located between the edited contents with an advertiser's highlighting (title+lead) with advertisement label. It appears in the design of the publication.

In pr top zone on Index: Text: 80+90 characters with spaces. Image: 348x196 px static picture (max. 100 KB).

In pr middle zone on Index: Avatar: 40x40 px static picture or logo. Text: 32+90 characters with spaces. Image: 304x160 px static picture (max. 100 KB).

On Velvet, Totalcar, Napi.hu, Dívány the title can be max. 35 characters, the lead can be max. 200 characters. The length of the article is not limited, but max. one piece Word Doc page is recommended. Doc format can be delivered, photo(s), video can be placed in the article. Please upload the video to [indavideo.hu](http://indavideo.hu) in advance, and the url of the video can be delivered with the article.

<sup>2</sup> Advertorial is highlighted on front page of Femina (on multiscreen) for a day, on front page of the section (on multiscreen) for a week, and on every article page of Femina and in „Ez is érdekelhet” box (only on desktop and table) for a week. For technical information of advertorial on Femina please contact your sales account.



# DESKTOP AND TABLET AV

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

Packages	CPM <sup>1</sup>
<b>Roadblock mix</b> Index, Velvet, Dívány, Só&Bors, Totalcar, PORT.hu (roadblock „B” and photo gallery roadblock), Napi.hu, Femina, Retikül, Női friss, Index editorial blogs, Inda services: Blog.hu, Indamail logout page, Index Forums front page, Indavideo	2 000 HUF
<b>Half page mix</b> Index, I2, Velvet, Dívány, Só&Bors, Totalcar, PORT.hu, Napi.hu, Femina, Retikül, Női friss, Blog.hu, Inda services: Indamail after email sending page, Index Forums	2 000 HUF
<b>Dragon mix<sup>2</sup></b> Index Mindeközben, Index, Velvet, Totalcar photo gallery	6 000 HUF

## RATE CARD OF ADVIEW (AV) BASED ADVERTISEMENT, ON TABLET<sup>3</sup>

Packages	CPM <sup>1</sup>
<b>Tablet Roadblock mix</b> Index, Velvet, Totalcar, PORT.hu (roadblock „A” and photo gallery roadblock), Femina, editorial blogs, Inda services: Blog.hu, Indamail logout page, Indavideo front page, Index Forums front page	5 000 HUF
<b>Tablet Half page mix</b> Index, I2, Velvet, Totalcar, PORT.hu, Femina, Inda services: Blog.hu, Indamail logout page	5 000 HUF

<sup>1</sup> Cost per mille ad views (AV).

<sup>2</sup> Creative: 1138x640 px sized still image.

<sup>3</sup> Tablet advertisement appears on desktop surfaces of publications, for example <http://index.hu>, <http://divany.hu> etc., except adult contents and customized thematic sections.

# MULTISCREEN AV (1)

## RATE CARD OF ADVIEW (AV) BASED MULTISCREEN<sup>1</sup> ADVERTISEMENTS BY THEMATIC GROUPS

Packages	CPM <sup>2</sup>
<b>Premium package</b> Index Gazdaság, Index Belföld, Index editorial blogs, Napi.hu	super leaderboard, medium rectangle, roadblock, mobile banner (300x250 px, image) <sup>3</sup> 3 500 HUF
<b>Index package</b> Index front page + sections (excl. Index Gazdaság), I2	2 500 HUF
<b>Male package</b> Index Sport, Velvet, Totalcar, PORT.hu, Napi.hu, Blog.hu male thematic <sup>3</sup> editorial and civil blogs	2 500 HUF
<b>Female package</b> Dívány, Só&Bors, Femina, Retikül, Női friss, PORT.hu, Blog.hu female thematic <sup>4</sup> editorial and civil blogs	2 500 HUF
<b>Kids package</b> Dívány Szülőség, Femina Gyerek, PORT.hu Gyerek, Blog.hu baba-mama and health thematic editorial and civil blogs	2 500 HUF
<b>Youth package</b> Index Napirajz, Index editorial blogs (Stenk, Cinematrix, Comment:com), Dívány Lájfhekk, Offline and #Életem, Femina Terasz, PORT.hu, Inda services, Penge	2 500HUF
<b>Gastronomy package</b> Dívány Lájfhekk and Offline, Só&Bors, Femina Recept and Diéta, Blog.hu gastronomy and lifestyle/diet thematic civil blogs	2 500 HUF

<sup>1</sup> The campaigns can also appear on desktop, mobile web, mobil applications and tablet surfaces of the publication. Supported formats: static and animated image (.jpg, .png, .gif) or HTML, HTML5 creatives, and similar creative formats behind third-party (foreign adserver) display scripts.

<sup>2</sup> Cost per mille ad views (AV).

<sup>3</sup> At least 2 desktop, 2 tablet and 1 mobile (300x250 px) creative formats are required, the others are optional. 300x250 px is an expected format.

<sup>4</sup> Politics, public life, sport, IT, automobile, etc.

<sup>5</sup> Animal/plant, baby-mama, design/creative/hobby, fashion/lifestyle/diet, personal blogs, gastronomy, environment, culture, female tabloid, travel, etc.

# MULTISCREEN AV (2)

## RATE CARD OF ADVIEW (AV) BASED MULTISCREEN<sup>1</sup> ADVERTISEMENTS BY THEMATIC GROUPS

Packages	CPM <sup>2</sup>
<b>Culture package</b> Index Kult, I2, PORT.hu, Szinhaz.blog.hu, culture thematic editorial and civil blogs	super leaderboard, medium rectangle, roadblock, mobile banner (300x250 px, image) <sup>3</sup> 2 500 HUF
<b>Real estate package</b> Index Gazdaság/Ingatlan, Index Urbanista, Napi.hu Ingatlan, Blog.hu city/county/region thematic editorial and civil blogs	2 500 HUF
<b>Travel package</b> Femina Utazás, Blog.hu travel, city/county/region thematic editorial and civil blogs	2 500 HUF
<b>Leisure package</b> PORT.hu, Velvet Gumicukor, Velvet Móka, Penge, Inda services: Blog.hu, Indavideo, Indamail, Index Forums, Indafoto	1 500 HUF
<b>IDENT package</b> A data-targeted campaign appearing on ad zones of Indamedia Sales	3 500 HUF
<b>IDENT Cinema package</b> Port.hu full site	2 000 HUF

<sup>1</sup> The campaigns can also appear on desktop, mobile web, mobil applications and tablet surfaces of the publication. Supported formats: static and animated image (.jpg, .png, .gif) or HTML, HTML5 creatives, and similar creative formats behind third-party (foreign adserver) display scripts.

<sup>2</sup> Cost per mille ad views (AV).

<sup>3</sup> At least 2 desktop, 2 tablet and 1 mobile (300x250 px) creative formats are required, the others are optional. 300x250 px is an expected format.

# MULTISCREEN CT

## RATE CARD OF CLICK THROUGH (CT) BASED MULTISCREEN<sup>1</sup> ADVERTISEMENTS

Packages / Sites	CT
Editorial blogs, Velvet, Totalcar, PORT.hu, Femina, Retikül, Női friss, Penge, Blog.hu, Indavideo, Indamail, Index Forums, Indafoto	super leaderboard, medium rectangle, roadblock, mobile banner (300x250 px, image) <sup>3</sup>  825 HUF

<sup>1</sup> The campaigns also can appear on desktop, mobile web, mobile applications and tablet surfaces of the publication. Supported formats: static and animated image (.jpg., .png., .gif) or HTML, HTML5 creatives, and similar creative formats behind third-party (foreign adserver) display scripts.

<sup>2</sup> At least 3 desktop, 2 tablet and 1 mobile creative formats are required, the others are optional. 300x250 px is an expected format.

# ESTIMATED REACH (1)

## ESTIMATED AD VIEW (DAY)

Site	DESKTOP AV		TABLET AV		MOBILE WEB AV	MULTISCREEN AV <sup>1</sup>	MOBILE APP AV
	Roadblock	Billboard	Half page	Roadblock	Banner top	Medium rectangle	Banner top
<b>Index front page</b>	-	1 100 000	95 000	-	1 050 000	2 250 000	-
<b>I2</b>	-	119 000	-	-	-	-	-
<b>Index Belföld</b>	210 000	210 000	-	-	280 000	520 000	-
<b>Index Külföld</b>	118 000	118 000	-	-	166 000	300 000	-
<b>Index Gazdaság</b>	80 000	80 000	-	-	108 000	198 000	-
<b>Index TechTudomány</b>	100 000	100 000	-	-	98 000	209 000	-
<b>Index Kult+Cinematrix</b>	65 000	65 000	-	-	92 000	164 000	-
<b>Index Sport</b>	127 000	127 000	-	-	150 000	365 000	-
<b>Index Mindeközben</b>	95 000	95 000	-	-	-	-	-
<b>Full Index application</b>	-	-	-	-	-	-	1 800 000 <sup>2</sup>

<sup>1</sup> Total number of ad views can be available on the desktop, tablet and mobile web pages of the site (it is in half page zone on desktop and tablet, and in banner center zone on mobile web platform).

<sup>2</sup> Full Index application, it is available on iOS, Android and Windows Phone platform. Publications: Index, Index Video, I2, Totalcar, Velvet, Divány, Napi.hu.

Source (AV): Adverticum AdServer 2018/09 (desktop, tablet, mobile, multiplatform data). Mobile web and multiscreen AV datas does not contain AV datas of AMP pages.

# ESTIMATED REACH (2)

## ESTIMATED AD VIEW (DAY)

Felület	DESKTOP AV		MOBILE WEB AV	MULTISCREEN AV <sup>1</sup>
	Roadblock	Billboard	Banner top	Medium rectangle
<b>Totalcar</b> <sup>2</sup>	105 000	150 000	107 000	206 000
<b>Velvet</b>	100 000	92 000	90 000	283 000
<b>Dívány</b>	70 000	70 000	70 000	152 000
<b>Femina</b> <sup>3</sup>	500 000 <sup>4</sup>	-	300 000	930 000
<b>Indavideó</b>	410 000 <sup>4</sup>	520 000	-	-
<b>Napi.hu</b>	147 000	150 000	138 000	374 000
<b>PORT.hu full site</b>	150 000 - 200 000 <sup>4,5</sup>	360 000 - 570 000 <sup>5</sup>	210 00 - 570 000 <sup>5</sup>	350 000 - 740 000 <sup>5</sup>
<b>PORT.hu TV</b>	270 000 - 460 000 <sup>5</sup>	290 000 - 480 000 <sup>5</sup>	-	-

<sup>1</sup> Total number of ad views can be available on the desktop, tablet and mobile web pages of the site (it is in half page zone on desktop and tablet, and in banner center zone on mobile web platform).

<sup>2</sup> Without Népitélet.

<sup>3</sup> With Retikül.hu.

<sup>4</sup> Roadblock can be replaced with half page, but in case of Indavideó is medium rectangle.

<sup>5</sup> The estimated reach can be defined in interval because of the average number fluctuation of visitors on weekdays (Monday to Friday) and weekends (Saturday to Sunday).

Source (AV): Adverticum AdServer 2018/09 (desktop, mobile web, multiplatform data). Mobile web and multiscreen AV datas does not contain AV datas of AMP pages.

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

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