

Indamedia Sales rate card

Effective as from 2 January 2023 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	4 200 000 HUF
Index Belföld	1 600 000 HUF
Index Külföld	700 000 HUF
Index Gazdaság	1 100 000 HUF
Index Tech-Tud	600 000 HUF
Index Kult	400 000 HUF
Index Mindeközben	500 000 HUF
Index Sport	950 000 HUF
Totalcar²	800 000 HUF
Velvet	600 000 HUF
SóBors	500 000 HUF/week
Indavideó	450 000 HUF
Napi.hu	800 000 HUF
PORT.hu	1 300 000 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	4 200 000 HUF ⁵
Index Belföld	1 600 000 HUF
Index Külföld	700 000 HUF
Index Gazdaság	1 100 000 HUF
Index Gazdaság + Napi.hu ²	1 600 000 HUF
Index Tech-Tud	600 000 HUF
Index Kult	400 000 HUF
Index Kult + PORT.hu címlap, Mozi ²	1 000 000 HUF
Index Sport	950 000 HUF
Index Mindeközben	500 000 HUF
Index FOMO	1 300 000 HUF/week
Totalcar ⁴	800 000 HUF
Velvet	600 000 HUF
SóBors	500 000 HUF/week
Femina + Dívány ⁵	1 500 000 HUF
Napi.hu	800 000 HUF
PORT.hu ^{6, 7}	1 300 000 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	3 900 000 HUF ⁶
Index Belföld	1 750 000 HUF
Index Külföld	750 000 HUF
Index Gazdaság	1 200 000 HUF
Index Tech-Tud	700 000 HUF
Index Kult	450 000 HUF
Index Mindeközben³	500 000 HUF
Index Sport	1 000 000 HUF
Totalcar⁵	900 000 HUF
Velvet	600 000 HUF
Dívány	630 000 HUF
SóBors	500 000 HUF/week
Napi.hu	950 000 HUF
PORT.hu	1 400 000 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.

⁶ Landscape only available in still format (728x410 px, static) , for weekdays only

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	-	4 500 000 HUF	4 200 000 HUF
Index Belföld	1 750 000 HUF	-	-
Index Külföld	750 000 HUF	-	-
Index Gazdaság	1 200 000 HUF	-	-
Index Tech-Tud	700 000 HUF	-	-
Index Kult	450 000 HUF	-	-
Index Sport	1 000 000 HUF	-	-
Totalcar⁴	900 000 HUF	2 100 000 HUF/week ⁵	-
Velvet	600 000 HUF	-	-
Dívány	630 000 HUF	-	-
Napi.hu	950 000 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	6 000 000 HUF	6 000 000 HUF
Index Belföld	2 700 000 HUF	2 700 000 HUF
Index Külföld	1 200 000 HUF	1 200 000 HUF
Index Gazdaság	1 700 000 HUF	1 700 000 HUF
Index Tech-Tud	1 200 000 HUF	1 200 000 HUF
Index Kult	900 000 HUF	900 000 HUF
Index Sport	1 400 000 HUF	1 400 000 HUF

RATE CARD OF RICH MEDIA SOLUTIONS (DAY)

Site	XL Layer ¹	Interstitial ¹
	max. 970x550 px, 8 mp	970x550 px, 8 mp
Totalcar	1 300 000 HUF	1 200 000 HUF
Velvet	1 000 000 HUF	1 000 000 HUF
Dívány	1 000 000 HUF	1 000 000 HUF
Napi.hu	1 200 000 HUF	1 200 000 HUF
PORT.hu	1 700 000 HUF	1 700 000 HUF

INDEX.HU MOBILE BANNER

RATE CARD OF MOBILE BANNERS

Site	Unit	Banner top ¹ 300x250 px	Banner middle ¹ 300x250 px
Index front page	day	2 300 000 HUF	1 500 000 HUF
Index Belföld	day	1 250 000 HUF	800 000 HUF
Index Külföld	day	800 000 HUF	500 000 HUF
Index Gazdaság	day	500 000 HUF	300 000 HUF
Index Tech-Tud	day	500 000 HUF	400 000 HUF
Index Kult	day	400 000 HUF	300 000 HUF
Index Sport	day	500 000 HUF	300 000 HUF
Index FOMO	week	1 400 000 HUF	-
Full Index application²	day	2 300 000 HUF	2 200 000 HUF
Index mobile and Index app Index pages	CPM ³	3 500 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.

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	900 000 HUF	450 000 HUF
Napi.hu + Index Gazdaság	day	1 100 000 HUF	-
Totalcar	day	700 000 HUF	450 000 HUF
Velvet	day	400 000 HUF	300 000 HUF
Dívány	day	550 000 HUF	450 000 HUF
SóBors	week	1 200 000 HUF	750 000 HUF
Femina	day	1 400 000 HUF	900 000 HUF
Femina + Dívány	day	1 600 000 HUF	-
PORT.hu	day	1 200 000 HUF	700 000 HUF
Mobile male mix²	CPM ⁴		3 000 HUF
Mobile female mix³	CPM ⁴		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. 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			2 300 000 HUF				2 500 000 HUF
Index Belföld	day			1 250 000 HUF				-
Index Külföld	day			800 000 HUF				-
Index Gazdaság	day			500 000 HUF				-
Index Tech-Tud	day			500 000 HUF				-
Index Kult	day			400 000 HUF				-
Index Sport	day			500 000 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			900 000 HUF				-
Totalcar	day			700 000 HUF				-
Velvet	day			400 000 HUF				-
Dívány	day			550 000 HUF				-
Femina	day			1 400 000 HUF				1 400 000 HUF
Femina+Dívány				1 600 000 HUF				
PORT.hu	day			1 200 000 HUF				-
SóBors	week			1 200 000 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

2 300 000 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.

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	5 000 HUF
	max. 30 sec, skip after 10 sec	7 000 HUF
	max. 30 sec, skip after 15 sec	10 000 HUF
Pre-roll Extra³	max. 30 sec, skip after 6 sec ⁴ + 310x40 px static image	6 000 HUF
	max. 30 sec, skip after 10 sec + 310x40 px static image	8 000 HUF
	max. 30 sec, skip after 15 sec + 310x40 px static image	11 000 HUF
Mid-roll spot⁵	max. 30 sec, skip after 5 sec	5 000 HUF
Post-roll spot	max. 10 sec	3 000 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	10 000 HUF
Port.hu	7 000 HUF
Indamedia RON Index, Velvet, Totalcar, Dívány, Femina, Napi.hu, Port.hu	7 000 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 (image+text)	Multiscreen	1 900 000 HUF
Index front page middle position (avatar+image+text, avatar is only on desktop)	Multiscreen	1 400 000 HUF
Velvet (image+text)	Multiscreen ²	500 000 HUF
Totalcar (image+text)	Multiscreen ²	700 000 HUF
Dívány (image+text)	Multiscreen ²	600 000 HUF
Napi.hu (image+text)	Multiscreen	600 000 HUF
Port.hu (excl. front page of TV section) (image+text)	Multiscreen	500 000 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	3 500 HUF
Quality Placement® Roadblock mix Index (excl. front page), Dívány, Femina, Sóbors, Napi.hu, Totalcar	3 500 HUF
Quality Placement® Half page mix Index (excl. front page), Dívány, Femina, Sóbors, Napi.hu, Totalcar	3 500 HUF
Quality Placement® Desktop mix Index (excl. front page), Dívány, Femina, Sóbors, Napi.hu, Totalcar	3 500 HUF (billboard + roadblock + half page)
Quality Placement® Multiscreen mix Index (excl. front page), Dívány, Femina, Sóbors, Totalcar	3 500 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	2 500 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	2 500 HUF
Sticky Subway mix Index article pages, Totalcar article pages	3 500 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	4 000 HUF
Index package Index front page + sections (excl. Index Gazdaság), Index application Index pages	3 500 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	3 500 HUF
Female package Dívány, Index application Dívány pages, Sóbors, Femina, Port.hu, Port.hu application, Blog.hu female thematic ⁵ blogs	3 500 HUF
Kids package Dívány Szülőség, Index application Dívány pages, Femina Gyerek, Port.hu Gyerek, Port.hu application, Blog.hu parenthood and lifestyle thematic blogs	3 500 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	3 500 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	3 500 HUF

* Data surcharge 50%, we currently have 100 interest categories of interest and 16 characters.

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
	super leaderboard, medium rectangle, roadblock, mobil banner (300x250 px, kép) ³
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!	3 500 HUF
Real estate package Index Gazdaság/Ingatlan, Index application Index pages, Napi.hu Ingatlan	3 500 HUF
Travel package Femina Utazás, Blog.hu travelling thematics blogs	3 500 HUF
Leisure package Port.hu, Port.hu application, Velvet, Index application Velvet pages, Inda services: Blog.hu, Indavideo, Indamail, Index Forums, Indafoto	2 500 HUF
IDENT package* A data-targeted campaign appearing on ad zones of Indamedia Sales	4 000 HUF

* Data surcharge 50%, we currently have 100 interest categories of interest and 16 characters.

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

MULTISCREEN CT

RATE CARD OF CLICK THROUGH (CT) BASED MULTISCREEN¹ ADVERTISEMENTS

Packages / Sites	CT
Editorial blogs, Velvet, Totalcar, Port.hu, Port.hu application, Femina, Blog.hu, Indavideo, Indamail, Index Forums, Indafoto	super leaderboard, medium rectangle, roadblock, mobil banner (300x250 px, kép) ³ 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.

index Dívány SÓBORS FEMINA RETIKUL

totalcar Napi.hu PORT.hu Velvet BLOG india videó india foto

AZ EN MACSKÁM AZ EN KUTYÓM WE ♥ BUDAPEST WE ♥ BALATON

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., Index.hu Zrt. 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. Addressee shall undertake that any form of publication, disclosure, or providing access to third parties to such information and/or data is strictly prohibited. Otherwise the recipient of the offer acknowledges the fact that Indamedia Sales Kft. or any member of the Indamedia Group has the right to ask restitution from them or the third party, in case of unauthorizedly sending or using the informations.

Gemius AdOcean is the ad serving partner of Indamedia Sales.

