Technical specifications

Gemius AdOcean · updated 10 November 2026

Machine-translated from Hungarian. The Hungarian version is authoritative.

Material delivery	rendeles@indamedia.hu + your account manager adserving@indanext.hu + your account manager
Max. banner size	**300 KB** desktop and mobile
Deadlines	**3** working days for standard banners **3–5** working days for rich media, video, advertorials **5** working days for sponsorships
Required	**https://** links only. We do not accept Flash creatives.

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1 General information

1.1 The ad server used by Indamedia Sales

Indamedia Sales uses the Gemius AdOcean ad server.

General banner production guide for the AdOcean ad server:

Hungarian >>, English >>

Not every ad format listed on the AdOcean site can be booked on the sites sold by Indamedia Sales. For questions about the formats currently available, contact your account manager or check our website. The Showroom menu also has illustrations of the different formats.

Indamedia Sales does not store large files and does not provide hosting. If you need this, we recommend requesting a quote from Gemius or another specialised provider.

We accept no responsibility for the effect of device default settings or user settings on ad delivery.

Guide to creating a live preview

1.2 HTTP replaced by HTTPS!

> **The sites sold by INDAMEDIA SALES are switching from http:// to https:// (e.g.** https://port.hu**). Creatives therefore must not contain http:// links. 3rd-party ad server tags and HTML banners must use https:// links.**

1.4 Video banner

A **video banner** must include play/pause and sound on/off buttons on the creative.

The video banner loader can load a video of at most **50 MB** during playback. The advertiser is responsible for hosting the video.

Video banners cannot be booked on Indavideo or Indexvideo player pages (except pre-roll and post-roll**)!**

> **HTML5 video banners for mobile devices must not autoplay; only the user may start them!** Otherwise, on some configurations the video starts in fullscreen mode and makes the site unusable.

Max. file size	50 MB (video loaded by the video banner loader)

1.5 Banners with sound

Banners may play sound only on user action (click).

1.6 Material deadlines, size limits

- standard banners: 3 working days before going live

- rich media, video formats, advertorials: 3 or 5 working days before going live, depending on the format

- sponsorship materials: 5 working days before going live

Send materials to: rendeles@indamedia.hu (+ the email address of your account manager).

When sending materials, please include the advertiser's name and the campaign in the subject line, e.g. Advertiser company / Campaign name or another unambiguous identifier.

> **Desktop, mobile: 300 KB**

2 HTML5

2 HTML5

DELIVERABLE	SIZE	FORMAT	NOTE
HTML5 creative		HTML5, ZIP	single HTML file or .zip with index.html

AdOcean general specification for producing HTML and HTML5 banners >>>

> **Since 13 February 2017, the Gmail client used by Indamedia Sales blocks sending .js files and receiving emails with .js attachments.**

> **We therefore recommend writing the HTML banner so that it contains the JavaScript instead of referencing it as a separate file (**e.g. Adobe Animate: "advanced/include javascript in HTML" **).**

If this is not possible for some reason, the advertiser must either host the banner's .js file and reference it accordingly, or make it available to Indamedia Sales through a file transfer or FTP service instead of email.

> **Important:** The ad server automatically appends the parameters to the ad's URI. The URI fragment must not be used in the ad code in any way other than described in this document. For the creative to access the parameters (including the redirect variables), the following code must run after the <body>

tag:

```
<script>
var parsed = (document.location.href.split('#')[1] || '').split('&');
var params = parsed.reduce(function(params, param) {
var param = param.split('=');
```

params[param[0]] = decodeURIComponent(param.slice(1).join('='));

```
return params;
```

}, {});

```
</script>
```

Creative components:

Build an HTML ad from as few elements as possible. The fewer the components, the faster the creative loads and becomes visible to the user.

Use relative paths for all elements (except elements stored on external servers).

CSS and JavaScript can be inlined in the main HTML file, which reduces the number of creative elements.

Graphic elements can also be included in the HTML file (Base64-encoded). This increases the

size of the HTML file, but the image files no longer need to be loaded. It also ensures that all elements

are available in the ad at the same time.

> The creative must be HTTPS compatible, because modern browsers block all requests for HTTP content on pages served over HTTPS. Every link must therefore be HTTPS, or use a method that lets the browser decide which protocol to call the link with.

Uploading ads:

An HTML5 ad can be uploaded to our system in two ways. The whole ad can be put into one

HTML file, or you can upload a .zip file.

1. **single-file creative**

To upload an HTML5 ad as a single file, embed all CSS and JS files in one HTML file. Images must be Base64-encoded, or hosted on an external server and referenced from the HTML file.

1. **zip file creative**

You can also upload a .zip file containing all elements. All relative paths are kept. The whole ad is uploaded into the same folder on the ad server. To upload an ad as a .zip, the file must meet these requirements:

- it must contain at least one HTML file,
- it must contain an index.html file (especially important if the .zip contains several HTML files),
- the main HTML file must be at the top level or in the root folder,
- it may have a root folder,
- it must not have more than one root folder,
- it may contain several HTML files.

Example .zip structure with a root folder:

+ creative.zip

+ - + / root folder

+ - + index.html

+ image.png

+ style.css

Example .zip structure without a root folder:

+ creative.zip

+ - + index.html

+ image.png

+ style.css

Example of an invalid .zip structure with several root folders:

+ creative.zip

+ - + / rootfolder1

| + - + index.html

| + image.png

| + style.css

|

+ - + / rootfolder2

+ - + index.html

+ image2.png

+ style2.css

Click tags

1. **creative with a click variable**

This type of ad must contain a variable that the redirect link can be assigned to. Once the code described in the General information section has run, the landing page

(together with any other click tracking) will be available in the params.clickTag variable.

Below is an example with a variable for tracking clicks in the ad, called click in the code and clickTag in the interface:

```
<script>
```

...

//click='https://www.gemius.pl\'; // fixed URL, without tracking

```
click=params.clickTag; // read the redirect variable from the parameters
```

...

```
</script>
```

If you give the click variable a different name in gDE or AdOcean, or use several click tags, use the matching variable names, for example:

params.clickthrough;

```
params.clickTAG;
params.clickTag0;
params.clickTag1;
```

1. **creative without a click variable**

If an ad has no click variable and there is nowhere to assign the parameter, decide which element should be clickable and wrap it in an <a> tag. For example, if an HTML5 ad contains only an image,

```
put an <a> tag around the <img> tag. If there are <div> tags, choose the
```

widest one.

You can set the "href" attribute of the <a> tag with the following script. Remember that this script must run after the tracked element:

```
<script>
```

// set the href of the <A> tag with the id "ID_OF_AN_ <A> _TAG"

// to the redirect link.

```
var creativeLink = document.getElementById ("ID_OF_AN_ <A> _TAG");
creativeLink.href = params.clickTag;
```

</ script>

Full code example:

Plain creative, without code

<!DOCTYPE html> <!-- EXAMPLE CREATIVE -->

<html>

<head>

</head>

```
<body>
```

<img src="...">

</body>

</html>

To track clicks correctly on this type of ad, make the following changes, as in the example below:

Ad with the tracking code added:

<!DOCTYPE html> <!-- EXAMPLE CREATIVE -->

<html>

<head>

</head>

```
<body>
<script>
var parsed = (document.location.href.split('#')[1]||'').split('&');
var params = parsed.reduce(function (params, param) {
var param = param.split('=');
```

params[param[0]] = decodeURIComponent(param.slice(1).join('='));

```
return params;
```

}, {});

```
</script>
<a id='creativelink' target='_blank'>
```

<img src='...'>


```
<script>
var creativeLink = document.getElementById('creativelink');
creativeLink.href = params.clickTag;
</script>
```

</body>

</html>

> Important: the code in the "General information" section must run before the params variable is used. If the redirect link is assigned before that code runs, you get an error.

AdOcean general specification for producing HTML and HTML5 banners >>>

[Size requirements:

> - **the total banner size (js, css, images) must not exceed 300 KB!**

- use minified jQuery, not the unminified version (the same for all other js)

Of our mobile products, the following support HTML banners:

Banner Top, Banner Middle.

For all other mobile products, deliver the creative as a static image.

Max. file size	300 KB (js, css and images together)

3 Banner formats

Accepted materials: .JPG, .PNG., .GIF, HTML5, ad server code. Where a format has different requirements, this is noted for that format.

3.1 Medium Rectangle

DELIVERABLE	SIZE	FORMAT	NOTE
Banner	300×250 px	JPG, PNG, GIF, HTML5	

300x250 px, usually in the right-hand column of the sites.

Max. file size	300 KB
Material deadline	3 working days before going live
Sample	https://indamedia.hu/showroom/medium-rectangle

3.2 Half page

DELIVERABLE	SIZE	FORMAT	NOTE
Banner	300×600 px	JPG, PNG, GIF, HTML5	

300x600 px, usually in the right-hand column of the sites.

Max. file size	300 KB
Material deadline	3 working days before going live
Sample	https://indamedia.hu/showroom/half-page

3.3 Roadblock

DELIVERABLE	SIZE	FORMAT	NOTE
Banner	640×360 px	JPG, PNG, GIF, HTML5	

640x360 px, usually embedded in the article.

Because the ad sits inside the article, if it contains text close to the article's body text in size (line width and font size), please separate it from the content with a border.

Max. file size	300 KB
Material deadline	3 working days before going live
Sample	https://indamedia.hu/showroom/roadblock

3.4 Roadblock_B

DELIVERABLE	SIZE	FORMAT	NOTE
Banner	640×360 px	JPG, PNG, GIF, HTML5	

640x360 px, below articles

Max. file size	300 KB
Material deadline	3 working days before going live

3.5 Super Leaderboard

DELIVERABLE	SIZE	FORMAT	NOTE
Banner	970×90 px	JPG, PNG, GIF, HTML5	

970x90 px, usually below the site header; on the homepage, below the lead stories.

Max. file size	300 KB
Material deadline	3 working days before going live
Sample	https://indamedia.hu/showroom/super-leaderboard

3.6 Billboard

DELIVERABLE	SIZE	FORMAT	NOTE
Banner	970×250 px	JPG, PNG, GIF, HTML5	

970x250 px, usually below the site header; on the homepage, below the lead stories.

Max. file size	300 KB
Material deadline	3 working days before going live
Sample	https://indamedia.hu/showroom/billboard

3.7 Curtain

DELIVERABLE	SIZE	FORMAT	NOTE
3 × Static image (Index homepage)	350×700 px	JPG, PNG	300x600 is acceptable, but quality may suffer when enlarged

- Index homepage

To deliver: 3 static images of 350x700 px (we also accept 300x600, but quality may suffer when enlarged). The 3 images together must not exceed 300 KB.

- Index subpages, Totalcar, Velvet, Femina, Port, Economx.hu, Dívány

Max. file size	300 KB (all 3 images together)
Material deadline	3 working days before going live
Sample	https://index.hu/?showroom_curtain
Sample	https://index.hu/belfold/?showroom_curtain

3.8 3D Billboard, Halfpage, Roadblock, Landscape

DELIVERABLE	SIZE	FORMAT	NOTE
4 × Billboard version	970×250 px	JPG, PNG, GIF	
4 × Halfpage version	300×600 px	JPG, PNG, GIF	

DELIVERABLE	SIZE	FORMAT	NOTE
4 × Roadblock version	640×360 px	JPG, PNG, GIF	
4 × Landscape version	728×410 px	JPG, PNG, GIF	

970x250, 300x600, 640x360, 728x410 pixels

4 static images of 970x250, 300x600, 640x360 or 728x410 pixels (jpg, png, gif) + URL

The 4 images can have 4 different URLs.

How it works: once on screen, it rotates automatically like a prism. After that, the user can rotate/flip it.
Samples:

https://index.hu/?showroom_3d_billboard
https://divany.hu/vilagom/2018/08/17/m7-dugo-torlodas-hogyan-alakul-ki/?showroom_3d_roadblock
https://index.hu/belfold/2018/08/20/iden_elmaradhat_az_osz/?showroom_3d_landscape

Max. file size	300 KB (all 4 images together)
Material deadline	3 working days before going live

3.9 Reveal, Halfpage, Roadblock, Adaptive Ad, Mobile

DELIVERABLE	SIZE	FORMAT	NOTE
2 × Adaptive Ad version	1138×640 px	JPG, PNG	
2 × Roadblock version	640×360 px	JPG, PNG	
2 × Halfpage version	300×600 px	JPG, PNG	
2 × Mobile version	480×480 px	JPG, PNG	

1138x640, 640x360, 300x600, 480x480 pixels

2 static images of 1138x640, 640x360, 300x600 or 480x480 pixels (jpg, png) + URL

How it works: the banner consists of two image layers of the same size, placed on top of each other.

On mouseover, the top layer can be "scratched off", revealing the bottom layer.

- Bottom layer: static image (jpg)
- Top layer: jpg or transparent png

(a full-size file is needed even if it only partly contains graphics)

Note:

The top layer can be fully filled or partly transparent. Through the transparent areas, the bottom layer is visible even in the banner's initial state.

https://index.hu/?showroom_ScratchOff https://index.hu/belfold/?showroom_RBScratchOff
https://index.hu/belfold/?showroom_HPScratchOff https://index.hu/belfold/?showroom_RichMScratchOff

Max. file size	300 KB
Material deadline	3 working days before going live

3.10 Atomic

DELIVERABLE	SIZE	FORMAT	NOTE
Effect image (transparent)		PNG	at most 50% may be graphics
Background image (transparent)		PNG	same size as the effect image
Background colour		HEX	default #FFFFFF

Deliverables:

- **Background colour** behind the creative (default: #FFFFFF (white)).
- **Two transparent .PNG images of the same size**

Image 1:

Static, transparent "effect" image (this is the one that gets broken up and animated)

Format: PNG

> **Important:** At most 50% of the effect image may be graphics; the other 50% must be transparent background.

Only this way can we ensure the effect feels smooth.

Choose the simplest possible image. Avoid many very large elements: the more complex an image, the more parts it is broken into and the more it slows down the browser, which can stop the creative and the website from working as expected.

https://assets.index.hu/mediaajanlathoz/atomic_transparent.png

Image 2:

Static, transparent background image

Format: PNG

The effect can be in front of or behind the image; please state which when delivering the materials.

The two images together must not exceed 300 KB!

https://index.hu/belfold?showroom_atomic_bb https://index.hu/techtud?showroom_atomic_rb

Max. file size	300 KB (both images together)
Material deadline	3 working days before going live

3.11 Adaptive Ad

When scrolling down, the creative stops at the top of the screen and the content scrolls over it.

We cannot accept third-party ad server tags for this format; please deliver the creative and the tracking code instead.

Max. file size	300 KB
Material deadline	3 working days before going live

3.11.1 Just-One

DELIVERABLE	SIZE	FORMAT	NOTE
Static image	1138×640 px	JPG, PNG	

- 1138x640 px, static image (jpg, png)

Max. file size	300 KB
Material deadline	3 working days before going live
Sample	https://index.hu/?showroom_just-one

3.11.2 Just-One Reminder

DELIVERABLE	SIZE	FORMAT	NOTE
Static image	1920×600 px	JPG, PNG	382 px left and 390 px right edge remain

- 1920x600 px, static image (jpg, png). Index homepage
- On the creative, an edge of 382 x 600 px remains on the left and 390 x 600 px on the right.

Max. file size	300 KB
Material deadline	3 working days before going live
Sample	https://index.hu/?showroom_just-one_reminder

3.11.3 Flip-through Just-One

DELIVERABLE	SIZE	FORMAT	NOTE
Page	880×1320 px	JPG, PNG	1 image per page, min. 9, max. 24 pages
Page-turn arrow colour (optional)		HEX	

- 880x1320px per page, static image (jpg, png). Index homepage
- Deliver 1 image per page
- Min. 9 pages, max. 24 pages, 12 page turns
- AV/CT tracking available per page
- Pages can be turned with arrows, with page numbers shown
- Pages can be zoomed
- A custom colour code can be supplied for the page-turn arrow

Max. file size	300 KB
Material deadline	3 working days before going live
Sample	https://indamedia.hu/showroom/adaptive-ad-lapozhato-just-one
Sample	https://index.hu/?lap_just

3.11.4 Just-One Motion (Index Premier multiscreen)

DELIVERABLE	SIZE	FORMAT	NOTE
Desktop background	1140×640 px	JPG	
Mobile background	787×1180 px	JPG	
Thumbnail	640×360 px	JPG, PNG	

DELIVERABLE	SIZE	FORMAT	NOTE
Logo (transparent) (optional)	320×62 px	PNG	
Video	min. 1280×720 px	MP4	max. 30 sec, 16:9, max. 50 MB
Slogan (optional)		Text	max. 30 characters
Button 1, button 2 (optional)		Text	max. 15 characters

- 1140x640 px static image (jpg) - Index homepage desktop background
- 320x62 px logo, static image (transparent png). /optional/
- 787x1180 px static image (jpg) - Index homepage mobile background
- 640x360 thumbnail
- Slogan, max. 30 characters. /optional/
- Button 1, max. 15 characters. /optional/
- Button 2, max. 15 characters. /optional/
- AV/CT tracking available (button1-2-logo CT, desktop-mobile AV/CT)
- The video starts by itself only once.
- Video materials:

Length: max. 30 sec

- Aspect ratio: 16:9
- File size max. 50 MB, minimum 1280x720 px,
- Deliverables:
- Two formats can be used:
- mp4 file,
- optionally, agency AV and CT tracking URLs

Illustrations:

• https://www.figma.com/design/vH4Px2JJvJBXgQajhDD4Bc/AdaptiveAd-JustOneTopMotion?node-id=18-364&p=f

• https://assets.index.hu/adserver/AdaptiveAd-JustOneTopMotion_Sablon.psd

/the Indamedia Premier logo in the bottom left is optional and can be turned off/

On **desktop**, place the main graphic elements, brand message and product of the static image in the 468x640px safe zone measured from the left edge of the full size (1140x640px), because the video content covers the rest. Please always follow the guide when delivering materials.

On **mobile**, place the main graphic elements, brand message and product of the static image in the 745x677px safe zone starting 503px from the top of the full size (787x1180px), because the video content covers the rest. Please always follow the guide when delivering materials.

Max. file size	50 MB (video)
Material deadline	5 working days before going live
Sample	https://indamedia.hu/showroom/adaptive-ad-just-one-top-motion
Sample	https://index.hu/?motion1

3.11.5 George

DELIVERABLE	SIZE	FORMAT	NOTE
Static image	748×560 px	JPG, PNG	

- 748x560 px, static image (jpg, png). Index sections, Totalcar, Velvet, Economx.hu, Femina, Dívány

Max. file size	300 KB
Material deadline	3 working days before going live
Sample	https://index.hu/techtud/2018/08/22/a_facebook_titokban_pontoz/?showroom_george

3.11.6 Just One Parallax, Index homepage

DELIVERABLE	SIZE	FORMAT	NOTE
Top cover image (transparent)	1140×560 px	PNG	
Background image (no logo or text)	1140×760 px	JPG, PNG	

- 1 top "cover" image of 1140 x 560 pixels, .PNG. It can carry a logo, text and campaign message. It should be transparent
- 1 background image of 1140 x 760 pixels, .JPG or .PNG. Do not put a logo or text on it, because the image is not always fully visible

Sample: https://index.hu/?showroom_just_parallax

Max. file size	300 KB
Material deadline	3 working days before going live

3.11.7 Flip-through George

DELIVERABLE	SIZE	FORMAT	NOTE
Page	880×1242 px	JPG, PNG	1 image per page, min. 9, max. 24 pages
Page-turn arrow colour (optional)		HEX	

- 880x1242px per page, static image (jpg, png)
- Index sections, Velvet, Dívány, Totalcar, Femina
- Deliver 1 image per page
- Min. 9 pages, max. 24 pages, 12 page turns
- AV/CT tracking available per page
- Pages can be turned with arrows, with page numbers shown
- Pages can be zoomed
- A custom colour code can be supplied for the page-turn arrow

Max. file size	300 KB
Material deadline	3 working days before going live
Sample	https://index.hu/belfold/?george_lap

3.11.8 Adaptive Ad Magic

DELIVERABLE	SIZE	FORMAT	NOTE
2 × Static image	1138×640 px	JPG, PNG	

- 2 static images of 1138x640 px (jpg, png)

How it works: a large ad format made of two images that cross-fade as you move: on scroll, one image becomes 100% transparent, revealing the image underneath.

Max. file size	300 KB
Material deadline	3 working days before going live
Sample	https://index.hu/?showroom_magic

3.11.9 Adaptive Ad Swipe Gallery

DELIVERABLE	SIZE	FORMAT	NOTE
Page	640×360 px	JPG, PNG	min. 3, max. 9 pages
Background image (optional)	640×360 px	JPG, PNG	or RGB colour
Logo (top left) (optional)		SVG	
Page-turn arrow colour (optional)		HEX	default white

- 640x360px per page, static image (jpg, png)
- A background can be supplied: a 640x360 image or an RGB colour (a larger image is possible if it keeps the 640x360 aspect ratio)
- A top-left logo can be supplied, SVG
- Index sections, Velvet, Dívány, Totalcar, Femina, Economx
- Min. 3 pages, max. 9 pages, 7 page turns
- AV/CT tracking available per page
- A custom colour code can be supplied for the page-turn arrows (RGB colour code; white if none is given)

After the first page load, the animation runs once through all the images.

Max. file size	300 KB
Material deadline	3 working days before going live
Sample	https://index.hu/belfold/?showroom_Adaptive_Ad_Swipe

3.12 Dragon

DELIVERABLE	SIZE	FORMAT	NOTE
Static image	1138×640 px	JPG, PNG	

1138x640 px, static image (jpg, png). Index Mindeközben, Velvet, Index, Totalcar, Dívány photo galleries

Max. file size	300 KB
Material deadline	3 working days before going live
Sample	https://index.hu/mindekozben?showroom_dragon

3.13 Slider

DELIVERABLE	SIZE	FORMAT	NOTE
2 × Image (970x250 version)	970×250 px	JPG, PNG	
2 × Image (640x360 version)	640×360 px	JPG, PNG	
2 × Image (728x410 version)	728×410 px	JPG, PNG	

DELIVERABLE	SIZE	FORMAT	NOTE
2 × Image (300x250 version)	300×250 px	JPG, PNG	

Two images overlap, and moving a vertical slider horizontally reveals one or the other ("before-after"). Possible sizes, depending on the booking:

- 970x250 px
- 640x360 px
- 728x410 px
- 300x250 px

To deliver: 2 static images (jpg, png)

The two images together must not exceed 300 KB!

Max. file size	300 KB (both images together)
Material deadline	3 working days before going live
Sample	https://index.hu/kultur/cinematrix/2019/01/04/tiz_film_amit_latni_kell_ev_elejen/?showroom_slider_roadblock

3.14 Subway

DELIVERABLE	SIZE	FORMAT	NOTE
Static image	300×600 px	JPG, PNG	or 300x250
Static image (smaller version)	300×250 px	JPG, PNG	

An ad on article pages at the end of the right-hand column that sticks to the top of the screen.

- 300x600, 300x250

To deliver: 1 static image (jpg, png)

https://totalcar.hu/magazin/kozelet/2021/05/26/miert_dragultak_ekkorat_az_autok/?showsubway

Max. file size	300 KB
Material deadline	3 working days before going live

3.15 Joker

DELIVERABLE	SIZE	FORMAT	NOTE
Static image	640×277 px	JPG, PNG	must also read at 300x130
Title		Text	max. 30 characters
Text		Text	max. 90 characters

Image and text ad.

Deliverables:

- static image, 640x277 pixels (design the creative so that its content still reads at 300x130 pixels; we ask for the larger size because the layout is responsive)
- title: max. 30 characters including spaces
- text: max. 90 characters including spaces

Max. file size	300 KB

Material deadline	3 working days before going live
Sample	https://sobors.hu/gasztro/vegan-hus-teszt/?showroom_joker

3.16 Landscape

DELIVERABLE	SIZE	FORMAT	NOTE
Banner	728×410 px	JPG, PNG, GIF, HTML5	

728x410 px, Index, Velvet, Port, Economx.hu, Femina, Dívány, Totalcar

Max. file size	300 KB
Material deadline	3 working days before going live
Sample	https://index.hu/belfold/2018/08/20/iden_elmaradhat_az_osz/?showroom_landscape

3.17 Portrait

DELIVERABLE	SIZE	FORMAT	NOTE
Banner	300×1050 px	JPG, PNG, GIF, HTML5	

300x1050 px, in the right-hand column

Max. file size	300 KB
Material deadline	3 working days before going live
Sample	https://indamedia.hu/showroom/portrait

3.18 Listing box on the Index homepage

DELIVERABLE	SIZE	FORMAT	NOTE
Data source		JSON	https URL, Access-Control-Allow-Origin: *

Placement: Index homepage, above the Dívány content box

Detailed description, format sample, mockup, offer >>

Data source structure for the dynamic version:

The offers can also be read dynamically from the advertiser's own server.

The data source must be valid JSON, available at an https:// URL that readers' browsers can reach. It is served from the advertiser's or agency's server; it is best stored as a static file and regenerated there when needed. Make sure the JSON is served so that it can be loaded cross-site. (Access-Control-Allow-Origin: *)

Its structure must be as follows:

```
{
  "slogan": "the slogan to display goes here",
  "url": "logo ct url",
  "item_order": "Controls how the items are shown: "given" or "random", i.e. shown in random order or in
the order received",
  "items": [
  {
```

```
  "title": "The item's display name. In the 3x1 layout it can be at most 28 characters including spaces",
  "url": "The URL the item links to",
  "description": "Used only in the 3*1 format, where the item's description must appear. At most 84
characters including spaces",
  "subtitle": "Used in the two 3*4 versions: a secondary title shown after the title in a different text
colour.",
  }
  ]
  }
```

In the items array

- for random display, at most 100 items can be sent for 3*4 and 30 items for 3*1.
- For fixed-order display, we expect exactly as many items as the layout can show.

Max. file size	300 KB
Material deadline	3 working days before going live

3.19 Index cover gallery sponsorship

DELIVERABLE	SIZE	FORMAT	NOTE
Static image	900×600 px	JPG	3:2, displayed at min. 485 px high

Format: cover gallery sponsorship, in place of the 3rd image (sample)

Platform: multiscreen

Placement: all Index cover galleries

Delivery size: 900x600 px, static jpeg (display: 3:2 aspect ratio, min. height 485 px)

Max. file size	300 KB
Material deadline	3 working days before going live

3.20 Outstream

DELIVERABLE	SIZE	FORMAT	NOTE
Video	min. 1280×720 px	MP4	max. 30 sec, 16:9, max. 50 MB
Logo (transparent) (optional)	96×32 px	PNG	maximum size
Landing page URL		Text	required

Length: max. 30 sec

Aspect ratio: 16:9

File size max. 50 MB, minimum 1280x720 px,

Deliverables:

- mp4 file

- landing page URL

- optionally, agency AV and CT tracking URLs

Logo on the player: an advertiser logo can be placed in the top right or top left corner of the player

Format: transparent png

Size: max. width: 96px, max. height: 32px

Separate CT tracking available

Material deadline: 4 working days before going live!

Max. file size	50 MB (video)
Material deadline	4 working days before going live
Sample	https://indamedia.hu/showroom/outstream
Sample	https://index.hu/kultur/2023/07/06/budai-var-palotanegyed-karakas-pasa-tornya-megujult-torok-csikos-udvar/?showroom_outstream_desktop

3.21 Sticky

DELIVERABLE	SIZE	FORMAT	NOTE
Static image	210×600 px	JPG	

210x600 px static ad on the Index homepage (jpg, max 300kb).

Shown only on screens 1680 wide or wider.

Max. file size	300 KB
Material deadline	3 working days before going live
Sample	https://index.hu/?showroom_sticky

4 Rich media solutions

4.1 Interstitial

DELIVERABLE	SIZE	FORMAT	NOTE
Creative	970×550 px	GIF, JPG, PNG	animation max. 8 sec

How it works:

Appears after the page opens, in a layer above the page that covers it completely. After 8 seconds, the reader is automatically taken from the Interstitial to the page.

Closing and cookies are handled by Indamedia Sales in the ad server. The creative must not contain any function or setting for this! The animation can be at most 8 seconds long and must not restart!

After viewing the test link, delete your cookies or use an incognito browser window!

Size: 970x550 px.

Accepted formats	gif, jpg, png
Max. file size	300 KB
Material deadline	3 working days before going live
Sample	https://index.hu/?showroom_interstitial

4.2 XL Layer

DELIVERABLE	SIZE	FORMAT	NOTE
Creative	970×550 px	GIF, JPG, PNG	

970x550 px

How it works:

A static creative in a layer above the page. Display time: max. 8 seconds. It can be closed from the moment it appears.

After viewing the test link, delete your cookies or use an incognito browser window!

https://index.hu/?showroom_xl_layer

The creative must not contain user tracking that affects display frequency.

> Do not use an automatic close time in the creative.

Design the creative so that a 70x20 px "Close ad X" button, black or white, can be placed in its top right corner from the ad server.

Accepted formats	gif, jpg, png
Max. file size	300 KB
Material deadline	3 working days before going live

4.3 Indaspot

DELIVERABLE	SIZE	FORMAT	NOTE
Video	min. 1280×720 px	MP4	max. 30 sec, 16:9, max. 50 MB

responsive

How it works:

A creative in a video layer above the page. Display time: max. 30 seconds. It can be closed from the moment it appears.

https://index.hu/?Interstitial_Video_Spot

Length: max. 30 sec

Aspect ratio: 16:9

File size max. 50 MB, minimum 1280x720 px,

Two formats can be used:

- mp4 file
- optionally, agency AV and CT tracking URLs

Max. file size	50 MB (video)
Material deadline	3 working days before going live

5 Mobile ad solutions

AV and CT tracking URLs can be supplied for every format.

5.1 Banner "Top"

DELIVERABLE	SIZE	FORMAT	NOTE
Banner	300×250 px	JPG, GIF, PNG, HTML5	
Banner	480×480 px	JPG, GIF, PNG	

Size: 300x250 px

Accepted formats: jpg, gif, png, html5

Size: 480x480 px

Accepted formats: jpg, gif, png

Max. file size	120 KB
Material deadline	3 working days before going live
Sample	https://index.hu/?showroom_mobilbanner

5.2 Magnet – Mobile web

DELIVERABLE	SIZE	FORMAT	NOTE
Static image	480×480 px	JPG	

Size: 480x480 px

> Accepted formats: static jpg

Max. file size	120 KB
Material deadline	3 working days before going live
Sample	https://indamedia.hu/showroom/magnet

5.3 Magic – Mobile web

DELIVERABLE	SIZE	FORMAT	NOTE
2 × Static image	480×480 px	JPG, GIF	

How it works: a large ad made of two images that cross-fade on movement; on scroll, one image becomes 100% transparent, revealing the image underneath.

Size: 480x480 px

Accepted formats: static jpg, gif

Max. file size	120 KB
Material deadline	3 working days before going live

Sample	https://indamedia.hu/showroom/magic

5.4 Swipe Gallery – Mobile web

DELIVERABLE	SIZE	FORMAT	NOTE
8 × Static image	480×480 px	JPG, PNG	max. 8, a different URL per image

Size: 480x480 px

Deliverables: max. 8 static images of 480x480 pixels (jpg, png)

A different click URL can be supplied for each image.

Max. file size	300 KB
Material deadline	3 working days before going live
Sample	https://indamedia.hu/showroom/swipe-gallery

5.5 Swipe Box – Mobile web

DELIVERABLE	SIZE	FORMAT	NOTE
3 × Static image	480×480 px	JPG, PNG	no text in the outer 30-30 px

No relevant information or text may appear in the outer 30-30px on the left and right, because the images overlap

> Deliverables: 3 static images of 480x480 pixels (jpg, png)

A different click URL can be supplied for each image.

Max. file size	150 KB
Material deadline	3 working days before going live
Sample	https://indamedia.hu/showroom/swipe-box

5.6 Slider – Mobile web

DELIVERABLE	SIZE	FORMAT	NOTE
2 × Static image	300×250 px	JPG, PNG	the PDF also mentions 480x480

Size: 480x480 px, 300x250 px

> Deliverables: 2 static images of 300x250 pixels (jpg, png)

Max. file size	120 KB
Material deadline	3 working days before going live
Sample	https://indamedia.hu/showroom/slider

5.7 Interstitial - Mobile web

DELIVERABLE	SIZE	FORMAT	NOTE
Creative	480×654 px	JPG, GIF	animation max. 5 sec

Appears after the page opens, in a layer above the page that covers it completely. After 5 seconds, the reader is automatically taken from the Interstitial to the page.

Closing and cookies are handled by Indamedia Sales in the ad server. The creative must not contain any function or setting for this! The animation can be at most 5 seconds long and must not restart!

Size: 480x654

Accepted formats: jpg, gif

Max. file size	120 KB
Material deadline	3 working days before going live
Sample	https://index.hu/?showroom_mobilinterstitial

5.8 Motion - Mobile web

DELIVERABLE	SIZE	FORMAT	NOTE
Mobile background	787×1180 px	JPG, PNG	
Thumbnail	640×360 px	JPG, PNG	
Logo (transparent) (optional)	320×62 px	PNG	
Video	min. 1280×720 px	MP4	max. 30 sec, 16:9, max. 50 MB
Slogan (optional)		Text	max. 30 characters
Button 1, button 2 (optional)		Text	max. 15 characters

- 320x62 px logo, static image (transparent png). /optional/
- 787x1180 px static image (jpg, png) - mobile background
- 640x360 thumbnail
- Slogan, max. 30 characters. /optional/
- Button 1, max. 15 characters. /optional/
- Button 2, max. 15 characters. /optional/
- AV/CT tracking available (button 1-2 / logo CT)
- Video deliverables:

Length: max. 30 sec

Aspect ratio: 16:9

File size max. 50 MB, minimum 1280x720 px,

Deliverables:

Two formats can be used:

- mp4 file

- optionally, agency AV and CT tracking URLs

Illustrations:

• https://www.figma.com/design/vH4Px2JJvJBXgQajhDD4Bc/AdaptiveAd-JustOneTopMotion?node-id=18-364&p=f

• https://assets.index.hu/adserver/AdaptiveAd-JustOneTopMotion_Sablon.psd

/the Indamedia Premier logo in the bottom left is optional and can be switched off/

On **mobile**, because the video covers part of the static image, place the main graphic elements, brand message and product inside the 745x677px safe zone starting 503px from the top of the full image (787x1180px). Please always follow the guide when delivering material.

Max. file size	50 MB (video)
Material deadline	5 working days before going live
Sample	https://indamedia.hu/showroom/mobil-motion
Sample	https://port.hu/?motion1=

5.9 Cube – Mobile web

DELIVERABLE	SIZE	FORMAT	NOTE
4 × Static image	480×480 px	JPG	a separate URL per image
AMP replacement image (optional)	480×480 px	JPG	

An ad cube showing four static images, with a separate landing page URL possible for each image. Once on screen, it turns once automatically to draw attention; after that, the user can rotate it (swipe).

Shown on iOS and Android; not available on Google AMP cached pages or on Windows Phone. For AMP pages, a single static image can be supplied instead.

Size: 480x480 px

> Accepted formats: static jpg

Max. file size	300 KB (all 4 images together)
Material deadline	3 working days before going live
Sample	https://indamedia.hu/showroom/cube
Sample	https://index.hu/?showroom_mobilcube

5.10 "Window" (peep-hole) video - Mobile web

DELIVERABLE	SIZE	FORMAT	NOTE
Video (loopable)	960×1308 px	MP4	max. 8 sec
Background colour		HEX	

Size: 960x1308 px

> Accepted formats: loopable MP4 video, maximum 8 sec

Note: the video stays fixed behind the article page: the page content keeps scrolling, but the creative stays still in the background.

The banner is seen through a "window", as if peeking behind the screen.

Specific animation requirement:

In the top and bottom 20–30 px bands of the video, full transparency must fade gradually into a given fixed colour (e.g. #FFFFFF or a HEX code supplied by the client)

Please supply the colour code with the material; it becomes the page background colour.

> **Important:** The format must be loopable!

Max. file size	20 MB
Material deadline	3 working days before going live
Sample	https://index.hu/?showroom_peepholevideo

5.11 Fullscreen – Index App

DELIVERABLE	SIZE	FORMAT	NOTE
Static image	480×654 px	JPG	

Size: 480x654 px

Accepted formats: jpg

Max. file size	120 KB
Material deadline	3 working days before going live
Sample	https://indamedia.hu/showroom/full-screen

5.12 Magnet - Index App

DELIVERABLE	SIZE	FORMAT	NOTE
Static image	480×480 px	JPG	

Size: 480x480 px

> Accepted formats: static jpg

Max. file size	120 KB
Material deadline	3 working days before going live
Sample	https://indamedia.hu/showroom/magnet
Sample	https://indavideo.hu/video/MUPA_Magnet_Index_app

5.13 Magic – Index App

DELIVERABLE	SIZE	FORMAT	NOTE
2 × Static image	480×480 px	JPG, PNG, GIF	

How it works: a large ad made of two images that cross-fade on movement; on scroll, one image becomes 100% transparent, revealing the image underneath.

Size: 480x480 px

> Accepted formats: static jpg, png, gif

Max. file size	120 KB
Material deadline	3 working days before going live
Sample	https://indamedia.hu/showroom/magic
Sample	https://indavideo.hu/video/Mobil_banner_magic_Index_mobil_alkalmazas

5.14 "Window" (peep-hole) - Index App

DELIVERABLE	SIZE	FORMAT	NOTE
Static image	480×654 px	JPG, PNG	seen through a 480x240 px window

Size: 480x654 px

The creative is seen through a 480x240 px window, so its full area is never visible at once.

> Accepted formats: static jpg, png

Max. file size	120 KB
Material deadline	3 working days before going live
Sample	https://indamedia.hu/showroom/ablakos-peep-hole
Sample	https://indavideo.hu/video/Mobil_banner_ablakos_Index_mobil_alkalmazas

5.15 "Window" (peep-hole) video - Index App

DELIVERABLE	SIZE	FORMAT	NOTE
Video (loopable)	960×1308 px	MP4	max. 8 sec
Background colour		HEX	

Size: 960x1308 px

> Accepted formats: loopable MP4 video, maximum 8 sec

Note: the video stays fixed behind the article page: the page content keeps scrolling, but the creative stays still in the background.

The banner is seen through a "window", as if peeking behind the screen.

Specific animation requirement:

In the top and bottom 20–30 px bands of the video, full transparency must fade gradually into a given fixed colour (e.g. #FFFFFF or a HEX code supplied by the client)

Please supply the colour code with the material; it becomes the page background colour.

> **Important:** The format must be loopable!

Max. file size	20 MB
Material deadline	3 working days before going live

5.16 Slider – Index App

DELIVERABLE	SIZE	FORMAT	NOTE
2 × Static image	480×480 px	JPG, PNG	

> Deliverables: 2 static images of 480x480 pixels (jpg, png)

Max. file size	120 KB
Material deadline	3 working days before going live
Sample	https://indamedia.hu/showroom/slider
Sample	https://assets.index.hu/minta/app_slider.mp4

5.17 Swipe Box – Index App

DELIVERABLE	SIZE	FORMAT	NOTE
3 × Static image	480×480 px	JPG, PNG	a different URL per image

> Deliverables: 3 static images of 480x480 pixels (jpg, png)

A different click URL can be supplied for each image.

Max. file size	150 KB
Material deadline	3 working days before going live
Sample	https://indamedia.hu/showroom/swipe-box
Sample	https://ajanlat.indamediasales.hu/showroom/video/swipe_box.mp4

5.18 Swipe Cards – Index App

DELIVERABLE	SIZE	FORMAT	NOTE
3 × Static image	480×654 px	JPG, PNG	a different URL per image

> Deliverables: 3 static images of 480x654 pixels (jpg, png)

A different click URL can be supplied for each image.

Max. file size	150 KB
Material deadline	3 working days before going live
Sample	https://indamedia.hu/showroom/swipe-cards
Sample	https://ajanlat.indamediasales.hu/showroom/video/swipe_card.mp4

5.19 Swipe Gallery – Index App

DELIVERABLE	SIZE	FORMAT	NOTE
8 × Static image	480×480 px	JPG, PNG	a different URL per image

> Deliverables: 8 static images of 480x480 pixels (jpg, png)

A different click URL can be supplied for each image.

Max. file size	300 KB
Material deadline	3 working days before going live
Sample	https://indamedia.hu/showroom/swipe-gallery
Sample	https://ajanlat.indamediasales.hu/showroom/video/swipe_gallery.mp4

5.20 Tiltorama – Index App

DELIVERABLE	SIZE	FORMAT	NOTE
Static image	1200×480 px	JPG, PNG	the central 480x480 is the opening state

Size: 1200x480 px

> Accepted formats: static jpg, png

Note: the opening state is always the exact 480x480 pixel centre of the supplied creative.

Max. file size	120 KB
Material deadline	3 working days before going live
Sample	https://indamedia.hu/showroom/tiltorama
Sample	https://indavideo.hu/video/Coca-Cola_Tiltorama_Index_app

5.21 Adaptive Ad – Index App

DELIVERABLE	SIZE	FORMAT	NOTE
Static image	480×654 px	JPG, PNG	

Size: 480x654 px

> Accepted formats: static jpg, png

Max. file size	120 KB
Material deadline	3 working days before going live
Sample	https://indavideo.hu/video/Adaptive_ad_Index_alkalmazasban_1

5.22 Holy F360 - Index App

DELIVERABLE	SIZE	FORMAT	NOTE
Static image (horizontally mirrored)	2048×1024 px	JPG, PNG	the central 480x480 is the opening state

Size: 2048x1024 px

> Accepted formats: static, horizontally mirrored jpg, png

Note: the opening state is always the exact 480x480 pixel centre of the supplied creative.

Max. file size	300 KB
Material deadline	3 working days before going live
Sample	https://indavideo.hu/video/Holy_F360_bemutato_Index_app

6 Ads in the video player

6.1 Preroll, Midroll, Postroll, Bumper

DELIVERABLE	SIZE	FORMAT	NOTE
Video	min. 1280×720 px	MP4	max. 30 sec, 16:9
Vertical video	min. 720×1280 px	MP4	max. 6 sec, 9:16
VAST 2.0 / 3.0 / 4.0 URL (optional)		VAST	no Doubleclick VAST; a test beforehand is required
Landing page URL		Text	when delivering MP4

Length: max. 30 sec, vertical max. 6 sec

Aspect ratio: 16:9, vertical 9:16

File size max. 50 MB, minimum 1280x720 px, vertical 720x1280 px

Two formats can be used:

a,

- mp4 file

- landing page URL

- optionally, agency AV and CT tracking URLs /except Doubleclick/

b,

VAST* 2.0, 3.0, 4.0 (Digital Video Ad Serving Template) code supplied as a URL. We can handle the following tracking events defined in the VAST, if they are present in the XML:

start, midpoint, firstQuartile, thirdQuartile, complete, mute, unmute, pause, resume, fullscreen

A test beforehand is required!

The video "Skip" must be set up behind the VAST code, in the client-side system, according to the number of seconds agreed in advance.

/Except Pre-roll Extra! We cannot upload VAST code for this placement!/

> *Important: except Doubleclick VAST!

Even if Doubleclick AV/CT tracking codes are supplied and uploaded despite the above, AdOcean's data will be authoritative!

Max. file size	50 MB
Material deadline	3 working days before going live (5 working days for VAST code)
Sample	https://indamedia.hu/showroom/pre-roll-spot
Sample	https://indamedia.hu/showroom/post-roll-spot

7 Sponsorships

The sponsorship placement is produced either by Indamedia Sales or by the Advertiser, as agreed.

> **Because the sponsorship elements strongly affect how the site looks, they must also be approved by Indamedia Sales!**

> **On the IMS side we have no control over the monitor resolution set by the user, so we cannot guarantee the previously approved appearance under every setting.**

7.1 Custom placement sponsorship

DELIVERABLE	SIZE	FORMAT	NOTE
Vector logo		EPS, AI, PDF	
Font(s)		Font	
Photos, high resolution		JPG, PNG	
Text, message, copy		Text	
Brand guidelines (optional)		PDF	
Design (optional)		PSD	

The custom sponsorship placement is produced by Indamedia Sales from the Advertiser's brand materials, in harmony with its own look, in agreement with the Advertiser.

Deliverables:

- vector logo (.eps, .ai, .pdf)
- font(s)
- relevant, high-resolution photos related to the campaign
- text, message, copy
- if available: brand guidelines
- a design for the sponsorship placement can also be supplied in psd format; even then, Indamedia Sales produces the final material in agreement with the Advertiser.

Material deadline 5 working days before going live

7.2 Fullscreen sponsorship

Material deadline 5 working days before going live

7.2.1 Femina, Dívány, SóBors, Totalcar multiscreen section sponsorship ("gateway banner")

DELIVERABLE	SIZE	FORMAT	NOTE
Desktop image	1920×900 px	JPG	top 300 px is always visible
Mobile image	480×160 px	JPG	

- **Desktop**: 1920x900px image. The top 300px of the image is shown fixed above the articles; plan the message for this area.

- Because the page is responsive, depending on screen width and resolution the central 1140px or 1308px of the image is covered (the part below the top 300px); design the image with this in mind so that it displays properly at every screen width. At 1920x1080px resolution, 300-300px is available on both the left and right of the page.
- **Mobile:** 480x160 pixels, static image

Material deadline	5 working days before going live
Sample	https://divany.hu/szuloseg/?showroom_kapubanner
Sample	https://femina.hu/gyerek/?showroom_feminakapuszponz
Sample	https://sobors.hu/gasztro/?showroom_kapubanner
Sample	https://totalcar.hu/?showroom_kapubanner

7.2.2 WeLove Dogz, WeLove Catz, WeLove Budapest, WeLove Balaton sponsorship ("gateway banner")

DELIVERABLE	SIZE	FORMAT	NOTE
Desktop image	1920×800 px	JPG	top 300 px is always visible
Mobile image	480×160 px	JPG	

- **Desktop** 1920x800px image. The top 300px of the image is shown fixed above the articles; plan the message for this area. Because the page is responsive, depending on screen width and resolution the central ≥1200px of the image is covered (the part below the top 300px); design the image with this in mind so that it displays properly at every screen width. At 1920x1080px resolution, 337-337px is available on both the left and right of the page.

https://assets.index.hu/adserver/WeLoveDogz&WeLoveCatz_KapubannerSablon_1920x800px.jpg

- **Mobile:** 480x160 pixels, static image

https://www.welovecatz.hu/elet/kek-macskafajtak/?showroom_welovekapuszponz
https://welovebudapest.com/?showroom_welovekapuszponz
https://welovebalaton.hu/?showroom_welovekapuszponz

Material deadline	5 working days before going live
Sample	https://welovedogz.hu/egeszseg/kutya-kaposzta/?showroom_welovekapuszponz

7.2.3 Indavideo combined multiscreen sponsorship

DELIVERABLE	SIZE	FORMAT	NOTE
Billboard	970×250 px	JPG, PNG, HTML5	or agency ad server code
Desktop gateway	1920×1044 px	JPG	
Mobile	1280×1280 px	JPG	
Tablet	1536×864 px	JPG	1280x720 and 1000x563 can be exported from it

The ad appears on mobile, tablet and desktop views.

Elements:

- Gateway sponsorship (static image) + 970x250 Billboard
- On tablet and mobile, a large static fullscreen image

Indamedia Sales provides a template for producing the sponsorship elements, available at: https://ajanlat.indamediasales.hu/ad/2018_indavideo_multiscreen_sablon.zip

Deliverables (6 elements in total):

- Billboard 970x250 pixels (image, html5 or agency ad server code)
- Desktop gateway: 1920x1044 pixels
- Mobile: 1280x1280 pixels
- Tablet (and smaller desktop monitors): 1536 x 864 pixels (16:9); the remaining two can be exported from it: 1280 x 720, 1000 x 563

Sponsorship samples: video, image

> **Because the sponsorship elements strongly affect how the site looks, they must also be approved by Indamedia Sales!**

Material deadline	5 working days before going live

7.2.4 Port.hu sponsorship ("gateway banner")

DELIVERABLE	SIZE	FORMAT	NOTE
Desktop image	1920×995 px	JPG	no text on the outer 291 px
Mobile image	300×150 px	JPG	

A chosen Port.hu section, except the TV landing page

The sponsorship appears on desktop and on mobile phones, but differently on each platform. The sponsor's logo, slogan/message/key visual can appear in the area above the article container, 1268 pixels wide. Do not put text on the 291 pixel wide outer parts, because on some displays they may be cut off or covered.

Desktop

- 1920x995 pixel static image, jpg

Mobile

- 300x150 pixel static image, jpg

Template	Port gateway template - desktop
Material deadline	5 working days before going live
Sample	https://port.hu/stream?showroom_port_kapu

7.2.5 Index chosen section sponsorship ("gateway banner")

DELIVERABLE	SIZE	FORMAT	NOTE
Background image	1920×1080 px	JPG	
Desktop message (transparent)	1108×100 px	PNG	
Mobile image	640×240 px	JPG	

1920x1080 px background image. An illustrative background image with a specific product allowed on its left side. It must be a neutral background related to the brand, because a lot of it may be cut off at

varying aspect ratios.

Desktop message:

- 1108px x 100px transparent png

The sponsor's logo, slogan/message/key visual can appear in the area above the article container. This area already excludes padding, so the whole surface can be used; it is as wide as the article body.

Mobile:

- 640x240 pixels, static image

Downloadable psd template:
https://ajanlat.indamediasales.hu/showroom/index_kapubanner_template_2019.psd

Material deadline	5 working days before going live
Sample	https://indamedia.hu/showroom/kapubanner

7.3 Index homepage site box sponsorship

DELIVERABLE	SIZE	FORMAT	NOTE
Logo (transparent)	150×34 px	PNG	maximum size
Background image behind the logo	288×42 px	JPG	maximum size

Placement: Index homepage

Platform: multiscreen

A co-branded strip sponsorship shown below the site box on the Index homepage. The sponsor strip has two parts:

The left part shows the brand elements supplied by the advertiser: a background image and the advertiser's logo. It links to the client's site. The left part blends into the right part, which we produce in the ad server. The right part appears in the brand colour of the given site and shows the name of the sponsored supplement. This part of the strip links to the sponsored supplement.

The placement is responsive, i.e. the same design elements appear on every device (except on mobile, where only the logo, the background image and the supplement name are shown).

Material delivery information:

- logo: max. 150x34 px transparent png file
- background image behind the logo: max. 288x42 pixel jpg
- Dívány
- Femina
- Totalcar

Material deadline	5 working days before going live

7.4 Index section header sponsorship, live coverage sponsorship

DELIVERABLE	SIZE	FORMAT	NOTE
Logo (transparent)	150×34 px	PNG	maximum size

DELIVERABLE	SIZE	FORMAT	NOTE
Slogan		Text	max. 50 characters
Slogan text and background colour		HEX	background cannot be #f1f1f1
Landing page URL		Text	

Platform: multiscreen

A strip sponsorship below the header, in which the advertiser appears with its brand elements.

The placement is responsive, i.e. the same design elements appear on every device (except on mobile, where only the logo and the header image (without text/message) are shown.

Material delivery information:

- logo: max. 150x34 px transparent png file
- slogan: max. 50 characters including spaces
- slogan text colour: a hexadecimal colour code that must be readable against the background image in every view
- slogan background colour: a hexadecimal colour code; it cannot be #f1f1f1 grey and must not resemble Index's own colours
- landing page URL
- Index article page
- Index blog page
- Index live coverage sponsorship

Material deadline	5 working days before going live

7.5 Totalcar homepage block sponsorship

DELIVERABLE	SIZE	FORMAT	NOTE
Logo (transparent)	28 px high	PNG	max. 28 px high
Background colour, text colour		HEX	

We need the following elements:

- background colour (hexadecimal code)
- text colour (hexadecimal code)
- logo with a transparent background (.png) (maximum 28 pixels high; the width depends on the shape of the logo)

Material deadline	5 working days before going live

7.6 Port.hu programme finder box sponsorship

DELIVERABLE	SIZE	FORMAT	NOTE
Logo	170×40 px	PNG	
Logo	247×40 px	PNG	
Logo	378×32 px	PNG	

We need the following elements:

- 170x40 px png file

- 247x40 px png file
- 378x32 px png file

Material deadline	5 working days before going live

8 Advertorial

> **Important:** Please always send advertorial materials (Word documents and JPG images) in their final version. Please also mark the position and order of the images in the document. During editing, the materials received are used without changes. In view of the above, an advertorial prepared this way can be modified at most two times.

Advertorial – Index

DELIVERABLE	SIZE	FORMAT	NOTE
Highlight image	348×196 px	JPG	max. 100 KB, 16:9
Middle highlight image (desktop)	304×160 px	JPG	max. 100 KB
Avatar	40×40 px	JPG, PNG	
Cover photo	min. 1108 px wide	JPG	16:9, min. 1108 px wide, no text
Article text		DOC	
Cikk kép		JPG, PNG	max. 15 MG

Advertorial "top" highlight, text:

- title: max. 80 characters including spaces
- lead: max. 90 characters including spaces, must not contain a link

Advertorial "top" highlight, text + image:

- title: max. 80 characters including spaces
- lead: max. 90 characters including spaces, must not contain a link
- image: 348x196 px static image (max. 100 KB, 16:9) /text on the image is not recommended/

Advertorial

- Deliver as Word.doc. Article length is not limited, but more than one page is not recommended.
- Image embedded in the article: aspect ratio 16:9, recommended width 727 px (embedded in the article, it is shown 727 px wide on desktop)
- Optional cover photo: static, aspect ratio 16:9, width min. 1108 px. It must not contain text, promotion, advertising or brand names.
- An embedded video can be placed in the article. Please upload the video to a video sharing site beforehand (e.g. the advertiser's dedicated YouTube channel, or Indavideo.hu), and send the link to the video together with the article.

Advertorial "middle" highlight on desktop, avatar + text

- avatar: 40x40 px static image or logo
- text: max. 90 characters including spaces, must not contain a link
- advertiser's name: max. 32 characters

Advertorial "middle" highlight on mobile, text + image:

- title: max. 80 characters including spaces
- lead: max. 90 characters including spaces, must not contain a link

Advertorial "middle" highlight on desktop, avatar + text + image

- avatar: 40x40 px static image or logo
- text: max. 90 characters including spaces, must not contain a link
- advertiser's name: max. 32 characters

image: 304x160 px static image (max. 100KB)

Advertorial "middle" highlight on mobile, text + image:

- title: max. 80 characters including spaces
- lead: max. 90 characters including spaces, must not contain a link
- image: 348x196 px static image (max. 100 KB, 16:9)

Advertorial

- Deliver as Word.doc. Article length is not limited, but more than one page is not recommended.
- Image embedded in the article: aspect ratio 16:9, recommended width 727 px (embedded in the article, it is shown 727 px wide on desktop)
- Optional cover photo: static, aspect ratio 16:9, width min. 1108 px. It must not contain text, promotion, advertising or brand names.
- An embedded video can be placed in the article. Please upload the video to a video sharing site beforehand (e.g. the advertiser's dedicated YouTube channel, or Indavideo.hu), and send the link to the video together with the article.

Max. file size	100 KB (highlight images)
Sample	https://index.hu/?showroom_pr_cikk
Sample	https://index.hu/?pr_b_cimlap_show

Advertorial – MediaFuture

DELIVERABLE	SIZE	FORMAT	NOTE
Highlight image	348×196 px	JPG	max. 100 KB, 16:9
Cover photo	min. 1108 px wide	JPG	16:9
Article text		DOC	
Cikk kép	min. 727 px wide	JPG, PNG	max. 15 MB

Advertorial "top" highlight, text:

- title: max. 80 characters including spaces
- lead: max. 90 characters including spaces, must not contain a link

Advertorial "top" highlight, text + image:

- title: max. 80 characters including spaces
- lead: max. 90 characters including spaces, must not contain a link
- image: 348x196 px static image (max. 100 KB, 16:9) /text on the image is not recommended/

Advertorial

- Deliver as Word.doc. Article length is not limited, but more than one page is not recommended.
- Image embedded in the article: aspect ratio 16:9, recommended width 727 px (embedded in the article, it is shown 727 px wide on desktop)
- Optional cover photo: static, aspect ratio 16:9, width min. 1108 px. It must not contain text, promotion, advertising or brand names.
- An embedded video can be placed in the article. Please upload the video to a video sharing site

beforehand (e.g. the advertiser's dedicated YouTube channel, or Indavideo.hu), and send the link to the video together with the article.

Max. file size	100 KB (highlight image)
Sample	https://mediafuture.hu/?showroom_pr_cikk

Advertorial – Totalcar

DELIVERABLE	SIZE	FORMAT	NOTE
Highlight image	348×196 px	JPG	max. 100 KB, 16:9
Cover photo	1920×1280 px	JPG	
Image embedded in the article	810×540 px	JPG	3:2

Advertorial highlight on the homepage and in the right-hand column of article pages

- title: max. 80 characters including spaces
- lead: max. 90 characters including spaces, must not contain a link
- image: 348x196 px static image (max. 100 KB, 16:9)

Advertorial

- featured "cover" photo: static 1920x1280 px.
- Image embedded in the article: aspect ratio 3:2, recommended size 810x540 px
- An embedded video can be placed in the article. Please upload the video to a video sharing site beforehand (e.g. the advertiser's dedicated YouTube channel, or Indavideo.hu), and send the link to the video together with the article.

Max. file size	100 KB (highlight image)

Advertorial – Velvet

DELIVERABLE	SIZE	FORMAT	NOTE
Highlight image	348×196 px	JPG	max. 100 KB
Cover photo	min. 1108 px wide	JPG	16:9
Article text		DOC	
Cikk kép	min. 750 px wide	JPG, PNG	max. 15 MB

Advertorial highlight, text only:

- title: max. 80 characters including spaces
- lead: max. 90 characters including spaces, must not contain a link

Advertorial highlight, text+image:

- title: max. 80 characters including spaces
- lead: max. 90 characters including spaces, must not contain a link
- image: 348x196 px static image (max. 100 KB)

Advertorial

- Deliver as Word.doc. Article length is not limited, but more than one page is not recommended.
- Image embedded in the article: aspect ratio 16:9, recommended width min. 760 px (embedded in

the article, it is shown 760 px wide on desktop)
- Optional cover photo: static, aspect ratio 16:9, width min. 1108 px. It must not contain text, promotion, advertising or brand names.
- An embedded video can be placed in the article. Please upload the video to a video sharing site beforehand (e.g. the advertiser's dedicated YouTube channel, or Indavideo.hu), and send the link to the video together with the article.

Max. file size	100 KB (highlight image)

Advertorial – Dívány

DELIVERABLE	SIZE	FORMAT	NOTE
Highlight image	348×196 px	JPG	max. 100 KB
Cover photo	min. 1276 px wide	JPG	16:9, no white/grey background
Article text		DOC	
Cikk kép	min. 851 px wide	JPG, PNG	16:9, max. 15 MB

Advertorial highlight, text only:

- title: max. 80 characters including spaces
- lead: max. 90 characters including spaces, must not contain a link

Advertorial highlight, text+image:

- title: max. 80 characters including spaces
- lead: max. 90 characters including spaces, must not contain a link
- image: 348x196 px static image (max. 100 KB)

Advertorial

- Deliver as Word.doc. Article length is not limited, but more than one page is not recommended.
- Image embedded in the article: aspect ratio 16:9, recommended width min. 851 px (embedded in the article, it is shown 851 px wide on desktop)
- Optional cover photo: static, aspect ratio 16:9, width min. 1276 px. Its background cannot be white or grey, and it must not contain text, promotion, advertising or brand names.
- An embedded video can be placed in the article. Please upload the video to a video sharing site beforehand (e.g. the advertiser's dedicated YouTube channel, or Indavideo.hu), and send the link to the video together with the article.

Max. file size	100 KB (highlight image)
Sample	https://divany.hu/?showroom_pr_cikk

Advertorial – Economx.hu

DELIVERABLE	SIZE	FORMAT	NOTE
Highlight image	348×196 px	JPG	max. 100 KB, 16:9
Teaser image	min. 1200×675 px	JPG	16:9 or 4:3 (1200x900), landscape
Title		Text	max. 35 characters
Teaser		Text	max. 120 characters
Text		Text	max. 2000 characters

DELIVERABLE	SIZE	FORMAT	NOTE
Cikk kép	min. 1200 px wide	JPG, PNG	max. 15 MB

- **Advertorial "top" highlight, text:**
- title: max. 80 characters including spaces
- lead: max. 90 characters including spaces, must not contain a link
- **Advertorial "top" highlight, text + image:**
- title: max. 80 characters including spaces
- lead: max. 90 characters including spaces, must not contain a link
- image: 348x196 px static image (max. 100 KB, 16:9) /text on the image is not recommended/
- **Advertorial text**
- title: max. 35 characters including spaces
- teaser: max. 120 characters including spaces, must not contain a link
- text: max. 2.000 characters including spaces, may contain links
- teaser image: 1 static image is always required, at least 1200 pixels wide, landscape, 16:9 (1200*675) or 4:3 aspect ratio (1200*900), (4:3) pixel static image; portrait images cannot be displayed
- images within the text: static images, no smaller than 16:9 (1200x675) or 4:3 aspect ratio (1200x900).
- An embedded video can be placed in the article. Please upload the video to a video sharing site beforehand (e.g. the advertiser's dedicated YouTube channel, or Indavideo.hu), and send the link to the video together with the article.

Max. file size 100 KB (highlight image)

Advertorial – Femina, Retikül

DELIVERABLE	SIZE	FORMAT	NOTE
3 × Image	840×560 px	JPG	landscape; 840x1260 if portrait; no white/grey background
Cover photo	2100×1400 px	JPG	
Title		Text	max. 35 characters
Teaser		Text	max. 150 characters
Article text		DOC	

- title: max. 35 characters including spaces
- teaser: max. 150 characters including spaces
- 3 images, 840x560 px, landscape, with a background that is not white and not grey (if only portrait is available, an 840x1260 px portrait image is fine too, but its background cannot be white or grey either, because it blends too much into the page)
- 1 cover photo: 2100x1400 px (we recommend it does not directly show promotion/advertising/brand names)

Deliver as Word.doc. Article length is not limited, but more than 1 page is not recommended.

The article text is taken over unchanged from the supplied word.doc; Indamedia Sales accepts no responsibility for errors in the original material.

Image(s) and video can be placed in the article. Please upload the video to a video sharing site beforehand (e.g. the advertiser's dedicated YouTube channel, or Indavideo.hu), and send the link to the video together with the article.

The advertorial design follows the site's design (font, text and background colour, layout); a custom design cannot be requested.

Advertorial – Port

DELIVERABLE	SIZE	FORMAT	NOTE
Highlight image	700×394 px	JPG	
Title		Text	max. 45 characters
Text		Text	max. 160 characters
Image embedded in the article	min. 774 px wide	JPG	16:9
Article text		DOC	

Advertorial highlight title: max. 45 characters including spaces; text: max. 160 characters including spaces; image: static 700x394 pixels

Advertorial

Deliver as Word.doc. Article length is not limited, but more than one page is not recommended.

Image embedded in the article: aspect ratio 16:9, recommended width min. 774 pixels

PORT.hu featured cultural recommendation

DELIVERABLE	SIZE	FORMAT	NOTE
2 × Image	774×437 px	JPG	at least 2, 16:9, not a poster
Title		Text	max. 60 characters
Teaser		Text	max. 200 characters
Event description		DOC	

Featured cultural recommendation on the landing page, or featured recommendation in a section

A recommendation placed on the PORT.hu landing page or in its sections, which can appear on desktop, mobile and tablet. Its theme is cultural, for example a family programme, concert, festival or exhibition recommendation.

Required material:

- a title of maximum 60 characters, and a teaser of maximum 200 characters including spaces for the highlight; both the client and the editorial team may adjust them.
- a general description of the event. The length of the text is not limited, but more than one page is not recommended. Deliver as a Word document.
- at least two good-quality images with a 16:9 aspect ratio (e.g. 774x437 pixels), which should not be the event's poster or banner.
- cultural recommendation - desktop
- cultural recommendation - mobile

Advertorial – Sóbors

DELIVERABLE	SIZE	FORMAT	NOTE
Highlight image	348×196 px	JPG	max. 100 KB
2 × Article image	min. 1280 px wide	JPG	landscape
Title		Text	max. 70 characters

DELIVERABLE	SIZE	FORMAT	NOTE
Lead		Text	max. 120 characters
Article		Text	max. 3000 characters

Advertorial
• Title max.70 characters including spaces
• Lead: max. 120 characters including spaces

Max. 3000 characters including spaces, 2 landscape images, min. 1280 px wide

Advertorial highlight, text only:

- title: max. 80 characters including spaces
- lead: max. 90 characters including spaces, must not contain a link

Advertorial highlight, text+image:

- title: max. 80 characters including spaces
- lead: max. 90 characters including spaces, must not contain a link
- image: 348x196 px static image (max. 100 KB)

Max. file size	100 KB (highlight image)

Advertorial – WeLove Dogz, WeLove Catz

DELIVERABLE	SIZE	FORMAT	NOTE
Highlight image	348×196 px	JPG	max. 100 KB
Homepage image	1200×800 px	JPG	
Homepage image	1200×1200 px	JPG	
Homepage image	1200×628 px	JPG	
Article		Text	min. 3000 characters, informal tone
Cikk kép		JPG, PNG	max. 15 MB

Advertorial highlight, text only:

- title: max. 80 characters including spaces
- lead: max. 90 characters including spaces, must not contain a link

Advertorial highlight, text+image:

- title: max. 80 characters including spaces
- lead: max. 90 characters including spaces, must not contain a link
- image: 348x196 px static image (max. 100 KB)

Advertorial

Min. 3000 characters including spaces. It is important that the text uses an informal, first-name tone, because that matches the site's communication style. We ask for the homepage image in three sizes: 1200x800, 1200x1200 and 1200x628. Images within the article should be 1200x800 or 800x1200. Images cannot be just logos; they must be illustrations that genuinely fit the content.

Max. file size	100 KB (highlight image)

Advertorial – WeLove Budapest, WeLove Balaton

DELIVERABLE	SIZE	FORMAT	NOTE
Highlight image	348×196 px	JPG	max. 100 KB, 16:9
Photos	min. 1920×1080 px	JPG	landscape, no logo or text, with credits
Article text		DOC	max. 4000 characters
Cikk kép		JPG, PNG	max. 15 MB

Advertorial "top" highlight, text:

- title: max. 80 characters including spaces
- lead: max. 90 characters including spaces, must not contain a link

Advertorial "top" highlight, text + image:

- title: max. 80 characters including spaces
- lead: max. 90 characters including spaces, must not contain a link
- image: 348x196 px static image (max. 100 KB, 16:9) /text on the image is not recommended/

Advertorial

- Deliver as Word.doc. Article length is not limited, but more than one page is not recommended. (max 4000 characters)
- We expect landscape photos of at least 1920x1080 pixels, without logos or text
- Please always supply a credit for the images, stating which image source to show
- Optional cover photo: static, aspect ratio 16:9, width min. 1108 px. It must not contain text, promotion, advertising or brand names.
- An embedded video can be placed in the article. Please upload the video to a video sharing site beforehand (e.g. the advertiser's dedicated YouTube channel, or Indavideo.hu), and send the link to the video together with the article.

Max. file size	100 KB (highlight image)
Sample	https://welovebudapest.com/?showroom_pr_cikk
Sample	https://welovebalaton.hu/?showroom_pr_cikk

9 Podcast

9 Podcast

DELIVERABLE	SIZE	FORMAT	NOTE
Spot		MP3	44.1 kHz, min. 192 kbps, stereo, max. 30 sec, -16 LUFS

- mp3 format
- sample rate 44.1 kHz
- minimum bit rate 192 kbps
- stereo
- max 30sec

Integrated loudness -16 LUFS (+/- 1.5 LUFS)

True peak limit -2.0 dBTP (maximum volume); at the end of the spot, maximum ? seconds of silence.

Material deadline	3 working days before going live

10 Other

10 Other

For placements not detailed above, or for custom placements, please consult your account manager!