



# CEMP SALES HOUSE – RATE CARD

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**CEMP (Central European Media & Publishing) Sales House**

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| <b>BANNERS (DAILY PRICES)</b>                     |                                |                             |                              |   |
|---|--------------------------------|-----------------------------|------------------------------|---|
| <b>Sites</b>                                      | <b>Superbanner<sup>1</sup></b> | <b>Billboard</b>            | <b>Roadblock<sup>2</sup></b> | <b>Footer<sup>2</sup></b>   |
|   | (920x110 px)                   | (310x232 px,<br>300x250 px) | (640x360 px)                 | (Index, Totalcar, Sport Geza,<br>Divany, NGO: 640x200 px;<br>other sites: 460x200 px) |
| <b>Index front page</b>                           | 3 750 000 HUF                  | 3 750 000 HUF               | -                            | -   |
| <b>Index Belfold (Domestic News)</b>              | 900 000 HUF                    | -                           | 950 000 HUF                  | 760 000 HUF   |
| <b>Index Kulfold (Foreign News)</b>               | 430 000 HUF                    | -                           | 450 000 HUF                  | 360 000 HUF   |
| <b>Index Gazdasag (Economics)</b>                 | 900 000 HUF                    | -                           | 950 000 HUF                  | 760 000 HUF   |
| <b>Index Tech (Technology)</b>                    | 350 000 HUF                    | -                           | 400 000 HUF                  | 320 000 HUF   |
| <b>Index Tudomany (Science)</b>                   | 300 000 HUF                    | -                           | 330 000 HUF                  | 265 000 HUF   |
| <b>Index Kult (Culture) + Cinematrix (Movies)</b> | 380 000 HUF                    | -                           | 400 000 HUF                  | 320 000 HUF   |
| <b>Index Video</b>                                | 250 000 HUF                    | -                           | -                            | -   |
| <b>Sport Geza</b>                                 | 600 000 HUF                    | -                           | 600 000 HUF                  | 480 000 HUF   |
| <b>Totalcar</b>                                   | 690 000 HUF                    | -                           | 740 000 HUF                  | 590 000 HUF   |
| <b>Velvet</b>                                     | 750 000 HUF                    | 780 000 HUF                 | -                            | 625 000 HUF   |
| <b>Divany</b>                                     | 300 000 HUF                    | -                           | 300 000 HUF                  | 240 000 HUF   |
| <b>Indavideo</b>                                  | 700 000 HUF                    | 750 000 HUF                 | -                            | -   |
| <b>Honfoglalo</b>                                 | 250 000 HUF <sup>3</sup>       | 300 000 HUF <sup>3</sup>    | -                            | -   |
| <b>Inforadio.hu</b>                               | 230 000 HUF                    | 280 000 HUF                 | -                            | 225 000 HUF   |
| <b>Napi Gazdasag Online (Economics)</b>           | 480 000 HUF                    | -                           | 490 000 HUF                  | 390 000 HUF   |

<sup>1</sup> Superbanner can run on every page of the given column.

<sup>2</sup> Roadblock and footer appear on article pages only.

<sup>3</sup> Superbanner cannot run on game pages.

**Weekend special price:** 40 % discount on certain banners (superbanner/roadblock/inside-content billboard) available at the weekend (solely on Friday-Saturday-Sunday). Weekend discount can be combined with volume and other discounts, but not valid on event and seasonal sections. During a campaign only one creative format can be used.

| <b>RICH MEDIA (DAILY PRICES)</b>                  |                                 |                          |  |                                 |                                  |
|---|---------------------------------|--------------------------|--|---------------------------------|----------------------------------|
| <b>Sites</b>                                      | <b>Interstitial<sup>1</sup></b> | <b>Layer<sup>1</sup></b> | <b>Take-over superbanner<sup>2</sup></b> | <b>Peel away I.<sup>3</sup></b> | <b>Peel away II.<sup>4</sup></b> |
|   | (700x525 or 640x480 px, 8 sec)  | (max. 310x232 px, 8 sec) | (920x110 px → 920x200 px)                | unique size                     | unique size                      |
| <b>Index front page</b>                           | 7 500 000 HUF                   | 7 500 000 HUF            | 7 500 000 HUF                            | 3 750 000 HUF                   | 3 000 000 HUF                    |
| <b>Index Belfold (Domestic News)</b>              | 1 900 000 HUF                   | 1 900 000 HUF            | 1 800 000 HUF                            | 900 000 HUF                     | 720 000 HUF                      |
| <b>Index Kulfold (Foreign News)</b>               | 900 000 HUF                     | 900 000 HUF              | 860 000 HUF                              | 430 000 HUF                     | 340 000 HUF                      |
| <b>Index Gazdasag (Economics)</b>                 | 1 900 000 HUF                   | 1 900 000 HUF            | 1 800 000 HUF                            | 900 000 HUF                     | 720 000 HUF                      |
| <b>Index Tech (Technology)</b>                    | 800 000 HUF                     | 800 000 HUF              | 700 000 HUF                              | 350 000 HUF                     | 280 000 HUF                      |
| <b>Index Tudomany (Science)</b>                   | 660 000 HUF                     | 660 000 HUF              | 600 000 HUF                              | 300 000 HUF                     | 240 000 HUF                      |
| <b>Index Kult (Culture) + Cinematrix (Movies)</b> | 800 000 HUF                     | 800 000 HUF              | 760 000 HUF                              | 380 000 HUF                     | 300 000 HUF                      |
| <b>Index Video</b>                                | -                               | -                        | 500 000 HUF                              | -                               | -                                |
| <b>Sport Geza</b>                                 | 1 200 000 HUF                   | 1 200 000 HUF            | 1 200 000 HUF                            | 600 000 HUF                     | 480 000 HUF                      |
| <b>Totalcar</b>                                   | 1 480 000 HUF                   | 1 480 000 HUF            | 1 380 000 HUF                            | 690 000 HUF                     | 550 000 HUF                      |
| <b>Velvet</b>                                     | 1 560 000 HUF                   | 1 560 000 HUF            | 1 500 000 HUF                            | 750 000 v                       | 600 000 HUF                      |
| <b>Divany</b>                                     | 600 000 HUF                     | 600 000 HUF              | 600 000 HUF                              | 300 000 HUF                     | 240 000 HUF                      |
| <b>Honfoglalo</b>                                 | 300 000 HUF <sup>5</sup>        | 300 000 HUF              | -  | -                               | -                                |
| <b>Inforadio.hu</b>                               | 560 000 HUF                     | 560 000 HUF              | 460 000 HUF                              | 230 000 HUF                     | 180 000 HUF                      |
| <b>Napi Gazdasag Online (Economics)</b>           | 980 000 HUF                     | 980 000 HUF              | 960 000 HUF                              | 480 000 HUF                     | 380 000 HUF                      |

<sup>1</sup> Frequency capping: 1/user/day.

<sup>2</sup> Freq. capping: 1 user/day automatically, push down the given site's content and every other time it expands on click.

<sup>3</sup> Position: lower left corner, expands on mouseover 1 user/day. Ads expand on click every other time.

<sup>4</sup> Position: top right corner, expands on click.

<sup>5</sup> Preloading ads before every game.

**RICH MEDIA (DAILY PRICES)**

| Sites                                      | Sidekick <sup>1</sup>     | Slidenote <sup>2</sup> | Slider <sup>3</sup>                    | Sticky layer <sup>4</sup> | Transparent video overlay                | XL layer <sup>2</sup>    |
|--|---------------------------|------------------------|--|---------------------------|--|--------------------------|
|  | (310x232 px → 850x700 px) | (300x100 px)           | (920x110 px or 970x90 px → 850x750 px) | (920x110 px or 970x90 px) | (310x232 px or 640x360 px + full-screen) | (max. 970x525 px, 8 sec) |
| Index front page                           | 9 375 000 HUF             | -                      | -                                      | -                         | 5 625 000 HUF                            | 9 375 000 HUF            |
| Index Belfold (Domestic News)              | -                         | -                      | -                                      | -                         | 1 425 000 HUF                            | 2 090 000 HUF            |
| Index Kulfold (Foreign News)               | -                         | -                      | -                                      | -                         | 675 000 HUF                              | 990 000 HUF              |
| Index Gazdasag (Economics)                 | -                         | -                      | -                                      | -                         | 1 425 000 HUF                            | 2 090 000 HUF            |
| Index Tech (Technology)                    | -                         | -                      | -                                      | -                         | 600 000 HUF                              | 880 000 HUF              |
| Index Tudomany (Science)                   | -                         | -                      | -                                      | -                         | 495 000 HUF                              | 730 000 HUF              |
| Index Kult (Culture) + Cinematrix (Movies) | -                         | -                      | -                                      | -                         | 600 000 HUF                              | 880 000 HUF              |
| Sport Geza                                 | -                         | -                      | 1 320 000 HUF                          | 1 200 000 HUF             | 900 000 HUF                              | 1 320 000 HUF            |
| Totalcar                                   | -                         | -                      | 1 628 000 HUF                          | 1 480 000 HUF             | 1 110 000 HUF                            | 1 630 000 HUF            |
| Velvet                                     | 1 950 000 HUF             | 900 000 HUF            | 1 716 000 HUF                          | 1 560 000 HUF             | 1 170 000 HUF                            | 1 720 000 HUF            |
| Divany                                     | -                         | 400 000 HUF            | 660 000 HUF                            | 600 000 HUF               | 450 000 HUF                              | 660 000 HUF              |
| Honfoglalo                                 | -                         | -                      | -                                      | -                         | -  | 330 000 HUF              |
| Inforadio.hu                               | 700 000 HUF               | -                      | -                                      | -                         | 420 000 HUF                              | 620 000 HUF              |
| Napi Gazdasag Online                       | -                         | -                      | -                                      | -                         | 735 000 HUF                              | 1 080 000 HUF            |

<sup>1</sup> Allowed the creative automatic playing.

<sup>2</sup> Frequency capping: 1/user/day.

<sup>3</sup> Position: bottom of screen, above the content, pushes the content to the left on click. The 850x750 px ad appears on a full-size page. Frequency capping: 1/user/day.

<sup>4</sup> Position: bottom of screen, above the content. Opens the landing page on click. Frequency capping: 1/user/day.

**Interstitial, layer, XL layer, peel away, slider, sticky layer and transparent video overlay cannot order on the same time and site.**

| VIDEO                                |             |                                  |         |                      |           |                                 |           |
|--------------------------------------|-------------|----------------------------------|---------|----------------------|-----------|---------------------------------|-----------|
| Format                               | Size        | Index Video                      |         | Indavideo            |           | Estimated daily AV <sup>1</sup> |           |
|                                      |             | HUF/CMP <sup>2</sup>             | HUF/nap | HUF/CPM <sup>2</sup> | HUF/nap   | Index Video                     | Indavideo |
| <b>Adwish</b>                        | unique size | -                                | 400 000 | -                    | 1 200 000 | 40 000                          | 615 000   |
| <b>Pre-roll spot<sup>3</sup></b>     | max. 5 sec  | -                                | 400 000 | -                    | -         | 25 000                          | -         |
| <b>Post-roll spot<sup>3</sup></b>    | max. 10 sec | -                                | 350 000 | -                    | 600 000   | 20 000                          | 90 000    |
| <b>Matrica (Overlay)<sup>4</sup></b> | 400x60 px   | 7 000                            | -       | 5 000                | -         | 25 000                          | 90 000    |
| <b>Video-end offer</b>               | 130x75 px   | -                                | -       | -                    | 300 000   | -                               | 300 000   |
| <b>„Pause” sponsorship</b>           | 310x232 px  | 1 250 000 HUF / day <sup>5</sup> |         |                      |           | 500 000                         |           |

<sup>1</sup> Adview

<sup>2</sup> Cost per thousand advviews.

<sup>3</sup> Freq. capping: 1 user/day.

<sup>4</sup> Closable static picture advertisement, freq. capping: 1/user/day.

<sup>5</sup> Appears during a user initiated pause in Indavideo and Indexvideo at the same time (cannot order separately).

| ADERTORIAL                  |                     |
|-----------------------------|---------------------|
| Placement                   | Daily prices        |
| <b>Index front page</b>     | 1 250 000 HUF       |
| <b>Velvet</b>               | 300 000 HUF         |
| <b>Totalcar front page</b>  | 300 000 HUF         |
| <b>Inforadio.hu</b>         | 200 000 HUF         |
| <b>Napi Gazdasag Online</b> | net-net 290 000 HUF |
| <b>Divany</b>               | 250 000 HUF         |

| SPONSORSHIP                                   |   |  |
|---|---|--|
| Sites   | L-shaped header <sup>1</sup><br>(HUF/2 weeks) | Full-screen with<br>fixed superbanner <sup>2</sup><br>(HUF/3 days) |
| Index front page                              | -   | -  |
| Index Belfold (Domestic news)                 | 9 250 000 HUF                                 | -  |
| Index Kulfold (Foreign News)                  | 4 400 000 HUF                                 | -  |
| Index Gazdasag (Economics)                    | 9 250 000 HUF                                 | -  |
| Index Tech (Technology)                       | 3 750 000 HUF                                 | -  |
| Index Tudomany (Science)                      | 3 150 000 HUF                                 | -  |
| Index Kult (Culture) + Cinematrix<br>(Movies) | 3 900 000 HUF                                 | -  |
| Index Video                                   | 2 650 000 HUF <sup>3</sup>                    | -  |
| Sport Geza                                    | 6 000 000 HUF                                 | 3 300 000 HUF  |
| Totalcar                                      | 7 150 000 HUF                                 | 3 800 000HUF   |
| Velvet  | 7 650 000 v                                   | 4 130 000 HUF  |
| Divany  | -   | 1 150 000 HUF  |
| Honfoglalo game page                          | -   | 2 500 000 HUF <sup>4</sup>   |
| Inforadio.hu                                  | 2 550 000 HUF                                 | -  |
| Napi Gazdasag Online                          | 4 000 000 HUF                                 | -  |

**For unique sponsorship opportunities please contact your sales account representative!**

<sup>1</sup> Creatives of sponsorship are made by CEMP Sales House based on advertiser's image guideline. Production time: 3 weekdays.

<sup>2</sup> Creatives of sponsorship are made by CEMP Sales House based on advertiser's image guideline (except superbanner). Production time: 5 weekdays.

<sup>3</sup> The header sponsorship's colouring happens horizontally, not contain vertical part.

<sup>4</sup> Price is not including the technical cost (500.000 HUF+VAT). The technical cost cannot be part of total media spending.

**10% of seasonal discount is available for time-based campaigns.**  
 Time period: 1 July – 31 August and 15 December – 29 February.

| <b>MOBILE</b>  |               |  |  |                     |   |
|--|---------------|--|--|---------------------|---|
| <b>Sites</b>   | <b>Period</b> | <b>Static banner<br/>1st position<br/>(480x240 px)</b> | <b>Static banner<br/>2nd position<br/>(480x240 px)</b> | <b>Estimated AV</b> | <b>Estimated<br/>reach<br/>(cookie)</b> |
| <b>Index mobile (m.index.hu) front page and article pages<sup>1</sup></b>                  | 1 day         | 920 000 HUF  | 730 000 HUF  | 260 000             | 55 000                                  |
| <b>Totalcar, Sport Geza, Velvet, Blog.hu<sup>2</sup> mobile front page + article pages</b> | 1 day         | 730 000HUF   | -  | 145 000             | 45 000                                  |
| <b>Napi Gazdasag mobile front page + article pages</b>                                     | 2 weeks       | 240 000 HUF  | -  | 70 000              | 10 000                                  |
|  | 1 month       | 310 000 HUF  | -  | 150 000             | 20 000                                  |

<sup>1</sup> Banners cannot run on customized thematic section

<sup>2</sup> Banners cannot run on Blog.hu front page

| COST PER ADVIEW (AV)   |                                     |
|--|-------------------------------------|
| Advertising packages   | CPM <sup>1</sup>                    |
|  | billboard, superbanner <sup>2</sup> |
| <b>Business package</b><br>(Index Gazdasag /Economics/, Index Belfold /Domestic News/, Inforadio.hu, Napi Gazdasag Online) | 3 500 HUF                           |
| <b>Index package</b><br>(Index front page + sub pages, excl. Index Gazdasag and Sport Geza)                                | 2 000 HUF                           |
| <b>Male package</b><br>(Totalcar, Sport Geza, Velvet, men's interest civil blogs <sup>3</sup> )                            | 2 000 HUF                           |
| <b>Leisure package</b><br>(Honfoglalo, Blog.hu, Inda services incl. Indavideo)   | 1 000 HUF                           |

| COST PER CLICK THROUGH (CT)  |                                     |
|--|-------------------------------------|
| Advertising packages   | billboard, superbanner <sup>2</sup> |
| <b>„A mix”</b><br>(Index editorial blogs <sup>4</sup> , Sport Geza, Indavideo, Totalcar, Inforadio.hu, Divany, MTV.hu with Videotar, Hirado.hu, Telesport.hu, MR1.hu, MR2.hu, MR3.hu, Dunatv.hu) | 575 HUF                             |
| <b>„B mix”</b><br>(Inda excl. Indavideo and editorial blogs, Velvet, Honfoglalo game pages)  | 450 HUF                             |

<sup>1</sup> Cost Per Mille (thousand ad views)

<sup>2</sup> At least two creative formats are required

<sup>3</sup> Politics, lifestyle, sports, IT, automotive, etc.

<sup>4</sup> Editorial blogs in Blog.hu layout

**20% of seasonal discount is available for AV campaigns.**

Time period: 1 July – 31 August and 15 December – 29 February.

| DAILY TRAFFIC DATA                         |  |                             |             |
|--|--|-----------------------------|-------------|
| Sites                                      | Estimated daily reach (UV <sup>1</sup> ) | Estimated daily adview (AV) |             |
|  |  | Billboard                   | Superbanner |
| Index front page                           | 450 000                                  | 2 160 000                   | 2 180 000   |
| Index Belfold (Domestic news)              | 145 000                                  | 180 000                     | 220 000     |
| Index Kulfold (Foreign News)               | 80 000                                   | 105 000                     | 130 000     |
| Index Gazdasag (Economics)                 | 109 000                                  | 125 000                     | 135 000     |
| Index Tech (Technology)                    | 60 000                                   | 60 000                      | 70 000      |
| Index Tudomany (Science)                   | 50 000                                   | 55 000                      | 65 000      |
| Index Kult (Culture) + Cinematrix (Movies) | 105 000                                  | 75 000                      | 100 000     |
| Index Video                                | 25 000                                   | 35 000                      | 40 000      |
| Sport Geza                                 | 110 000                                  | 185 000                     | 210 000     |
| Totalcar                                   | 115 000                                  | 350 000                     | 370 000     |
| Velvet                                     | 190 000                                  | 445 000                     | 455 000     |
| Divany                                     | 35 000                                   | 60 000                      | 60 000      |
| Indavideo                                  | 95 000                                   | 490 000                     | 560 000     |
| Honfoglalo                                 | 35 000                                   | 160 000                     | 4 945 000   |
| Inforadio.hu                               | 30 000                                   | 60 000                      | 65 000      |
| Napi Gazdasag Online                       | 60 000                                   | 145 000                     | 130 000     |

<sup>1</sup> Unique Visitor

Seasonal discounts cannot be combined.

Prices do not include appearance on seasonal sections of publications.

VAT not included.

CEMP Sales House reserves the right of changing rate cards.

Current Terms and Conditions of CEMP Sales House governing purchase orders.



Adverticum is the ad server partner of CEMP Sales House.

