

2026

AD SUBMISSION GUIDELINES

Dimensions: 970×250 px, 640×360 px, 300×250 px, 300×600 px, 320×480 px.

Format: [HTML5](#) or static image (JPG, GIF, PNG).

File size: maximum 300 KB.

Requirements: landing URL is mandatory, optional tracking URL for AV measurement.

Note: If 3rd party brand safety filtering (blocking) is used, Telex's internal measurements will be considered authoritative.

Submission deadline: 1 week before the campaign start date.

Sponsor strip:

Background color: hexadecimal code required (e.g. #222222).

Logo: transparent, vector format (e.g. SVG), display size: 150×30 px.

Slogan: maximum 40 characters (including spaces).

AV/CT measurement (or landing URL).

Optional visuals: For the area under the logo, a background color (hex code) or a 290×50 px JPG image can be provided.

Banner:

Desktop: 640×360 px (970×250 px for zones above the front-page box),

Mobil/App: 300×250 px.

Format - [HTML5](#) or static image (JPG, GIF, PNG).

Size - maximum 300 KB.

Submission deadline: 2 weeks before the campaign start date.

Delivered in a clean **Word document** (no track changes or comments).

Maximum 5000 characters with a lead and structured paragraphs.

Headline: Maximum 70 characters (informative, not clickbait); subheadings are not supported.

Teaser text: Maximum 160 characters.

Images Max 5 images (2-3 will be used) minimum 1500 px width, landscape format. No AI-generated images, must be royalty-free with **source credits provided**. Front-page teaser images should not contain text or overlays.

Maximum 3 outgoing URLs (these must be inserted into the body text at the appropriate sections), links cannot be placed on images or in the lead text. A link for an embeddable video may be provided.

Submission deadline: 1 week before publication.

A detailed brief must be submitted regarding the article and illustrations, covering the product or service and the key advertising messages.

If the client provides the photos/graphics, submit a maximum of 5 images (2–3 will be used to ensure the best visual quality). Minimum 1500 px width, landscape orientation, royalty-free, and **provided with source credits**. Strictly no AI-generated images. Front-page teaser images should not contain text or overlays.

A maximum of 3 outgoing URLs are allowed. A link for an embeddable video can be included. It is not possible to link to text within the lead or to images within the body of the article.

Submission deadline: 2 weeks (3 weeks if video is included) before publication.

Banner size: 1000×258 px.

Format: JPG or PNG (non-transparent).

File size: Maximum 300 KB.

Note: Advertisers are also mentioned in text at the end of the newsletter.

A **landing URL** can be provided for both the banner and the text.

Submission deadline: 1 week before the campaign start date.

CUBE (mobil):

- Images: 4 images, each 300×250 px.
- File size: Maximum 300 KB per image.
- Format: .jpg, .png, or .gif.
- Links: A unique or identical landing URL can be provided for each individual image.
- Tracking: A third-party impression tracking URL or tracking code may be submitted.

CUBE (desktop):

- Images: 4 images, each 970×250 px.
- File size: Maximum 300 KB per image.
- Format: .jpg or .png.
- Links: A unique or identical landing URL can be provided for each individual image.
- Tracking: A third-party impression tracking URL or tracking code may be submitted.

PARALLAX:

- 1 image 350×600 px.
- File size: Maximum 300 KB per image.
- Format: .jpg, .png, or .gif.
- Tracking: A third-party impression tracking URL or tracking code may be submitted.

SLASH:

- Available sizes: 300×250 px OR 640×360 px.
- 2 images required.
- File size: Maximum 300 KB per image.
- Format: .jpg, .png, or .gif.
- 1 video integration is optional - provide the hosting URL only.
- 1 landing URL is required.
- Tracking: A third-party impression tracking URL or tracking code may be submitted.

Submission deadline: 1 week before the campaign start date.

Submission size: 880×1320 px (per page), **effective display size:** 690×585 px.

Maximum 16 pages.

File format: standard image files (.jpg only).

File size: maximum 200 KB per page.

Landing URL: 1 destination URL for the entire Flipbook. Unique URLs per individual page are not supported. External impression (AV) and click (CT) tracking codes are supported.

Desktop only! Mid-article zones.

Submission deadline: 2 weeks before the campaign start date.

Desktop: 16:9 (640×360 px).

Mobile: 300×250 px, 320×280 px, 336×280 px.

Resolution: 1080p (Full HD).

Supported formats: .MP4, .MOV, .AVI, .WMV, .MPG (MPEG-2 or MPEG-4), .MPEG-1, .MPEGPS, 3GPP, WebM, .FLV

File size: Max. 4 MB.

Video length: Max. 20 seconds.

Landing URL: mandatory.

Tracking: Third-party tracking URLs for AV measurement are accepted.

Submission deadline: 1 week before the campaign start date.

IN-VIDEO ADVERTISING OPPORTUNITIES

Sponsorship spot:

Advertiser **logo** (transparent PNG), brand **color** (Hex code e.g., #222222), short **motto** (max. 50 characters), and **URL** for the description.

Virtual advertisement:

Advertiser **logo** (transparent PNG), brand **color** (Hex code, e.g., #222222), **sponsorship text** (max. 50/96 characters – single or double line), and **URL** for the description.

Spot:

Duration: 5-15 seconds

Video: resolution - Full HD 1920×1080p, frame rate - 25 fps, file format - MP4 or MOV

Audio: .mp3 (min. 192 kbps)

OTHER: Host read / Product placement / Native content – available by custom agreement.

Submission deadline: 2 weeks before the campaign start date.

telex



For more information on advertising and sponsorship opportunities, please contact us at **sales@telex.hu** or visit our website at **sales.telex.hu**.