

DISPLAY ADVERTISING

Matching ad concepts to meet
your specific requirements



A black and white photograph of a person with curly hair and a beard, holding a megaphone to their mouth. The megaphone has the word 'PYLE' and 'PROFESSIONAL' printed on it. The person is looking to the left. The image is partially obscured by a teal diagonal shape that covers the right side of the slide.

Agenda

- 1 Display advertising options
- 2 Section proposals
- 3 Newsletters
- 4 Editorial topic specials

An aerial, high-angle photograph of Times Square in New York City at night. The image shows a dense grid of skyscrapers covered in numerous large, brightly lit digital billboards and advertisements. The lights from the buildings and billboards create a vibrant, colorful scene against the dark sky. The perspective is from a high vantage point, looking down into the canyon of the city streets.

01

DISPLAY ADVERTISING OPTIONS

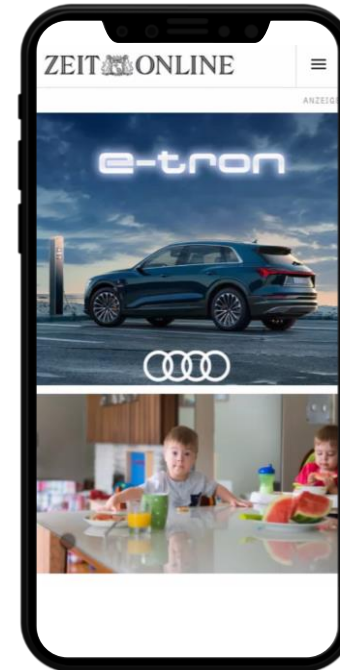
DISPLAY AD FORMATS

We offer more than just standard formats

Alongside the **Standard ad formats**¹ defined by the OVK Online Marketers' Group, we also offer formats that we have developed in-house, such as our

Mobile rollover event

– now with even more space for your brand!



Book a roadblock:



You can find more information in our rate card.

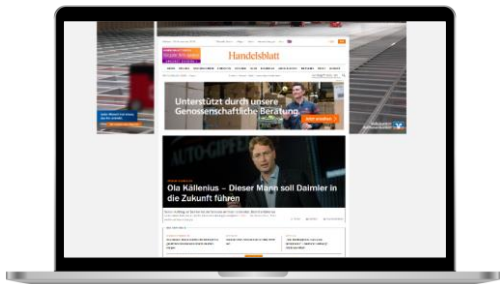


¹ Exception: overlay formats like the interstitial cannot be booked in our portfolio.

MAXIMUM ATTENTION FOR YOUR MESSAGE

Selection of our homepage ads

▶ Brand Value Ad



▶ Fireplace



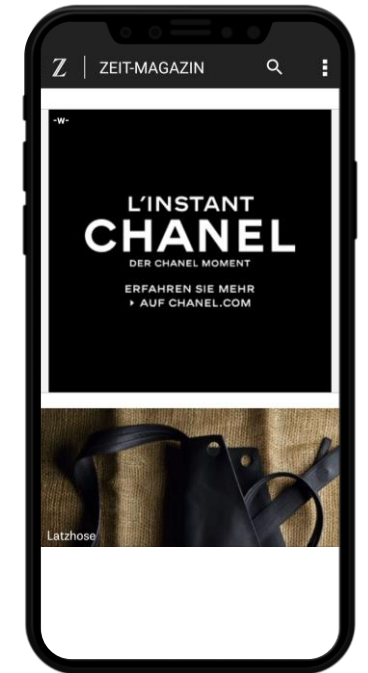
▶ Mobile Halfpage Ad



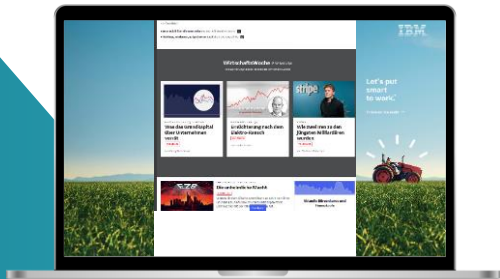
▶ Mobile Premium Rectangle



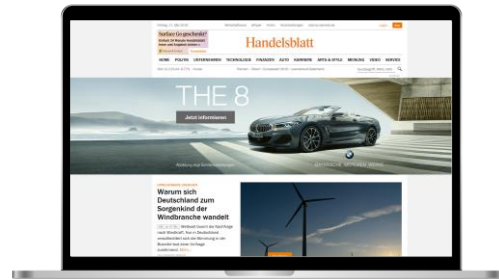
▶ Mobile Content Ad 1:1



▶ Double sidebar Ad



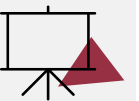
▶ Cinema Ad



You can find more information in our rate card.



You can find more ad format examples in our showroom.



CONTENT CARDS

Our Highlights

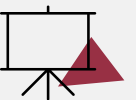
Digital half page ad with slide effect (online and mobile bookable!), portfolio as far as applicable, targeting possible. 6 different basic designs possible (new basic design selectable for each card): intro, text, image, video, choice, quote



Production via iq digital project management¹ with maximum 5 cards per card stack

- At least 5 days lead time
- Production costs: 1,500 €¹
- Minimum booking volume: 5,000 € n/n

You can find more ad format examples in our showroom.



¹ When booking Content Cards outside of content marketing integrations, production is subject to certain requirements. Please contact us.

An aerial, high-angle photograph of Times Square in New York City at night. The image shows a dense grid of skyscrapers covered in bright, colorful digital billboards and advertisements. The lights from the buildings and billboards create a vibrant, glowing effect against the dark sky. The perspective is from a high vantage point, looking down into the canyon of the city streets.

02

SECTION PROPOSALS

GREATER REACH IN THE MATCHING ENVIRONMENT?

Section volume packages

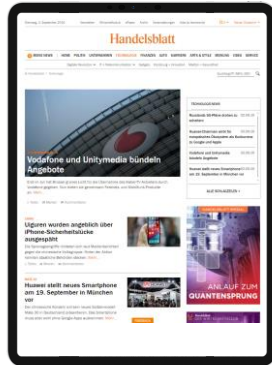
	Als	Duration	Saving
Section, Run of site, Run of channel	from 500,000	1 - 6 weeks	20 %
	from 1,000,000		30%
	from 2,000,000		40 %
	from 5,000,000		50 %
	from 7,500,000*		60 %
	from 10,000,000*		80 %

* From 7,500,000 Als only including DER SPIEGEL, Price advantage does not apply to native teaser click-in

SECTION ROADBLOCK

3 matching sections – 3 different websites – 1 package

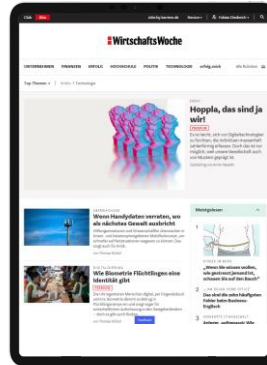
SECTION "TECHNOLOGY"



Handelsblatt



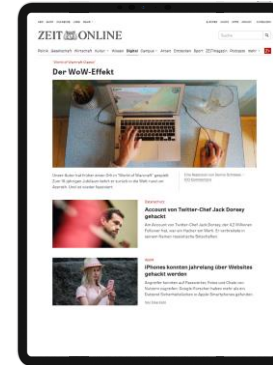
SECTION "TECHNOLOGY"



WirtschaftsWoche



SECTION "DIGITAL"



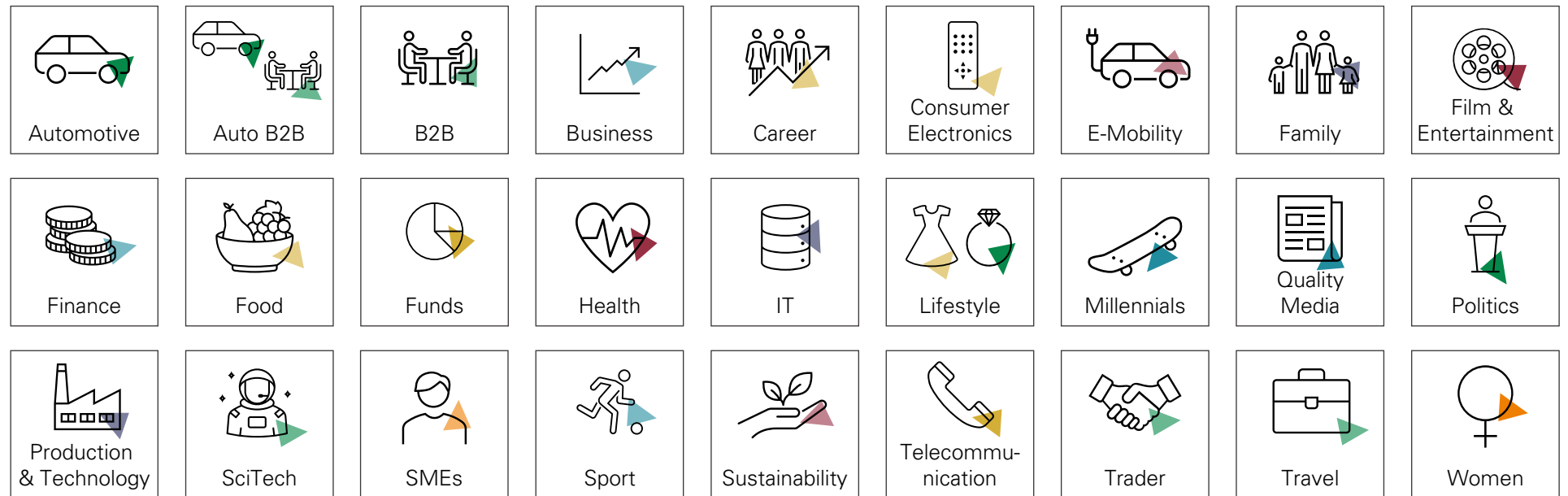
ZEIT ONLINE

Section roadblock
415,000 AI per week

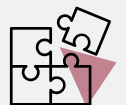
You can find more details on the composition of the packages and information on prices and reach figures in our rate card.



OUR DISPLAY CHANNELS – AN OVERVIEW



You can find more details on our channels in our Channel presentation.





NEWSLETTERS

NEWSLETTER

Your message directly in the mailbox of your target group

You can also profit from our portfolio of editorial newsletters covering a wide range of topics – and achieve your communication goals through direct contact with readers in high-quality editorial environments.

We offer newsletters in the following areas:



You can find more details on the individual newsletters, ad formats, specifications, reach figures and prices in our Newsletter presentation.

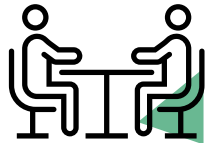


NEWSLETTERS

NEW: Newsletter Roadblock

Now you can also use our well-known and popular roadblock principle for your newsletter booking.

Bundle several newsletters in one booking and benefit not only from **simplified booking and processing**, but also from a **price advantage** compared to single newsletter booking.



B2B

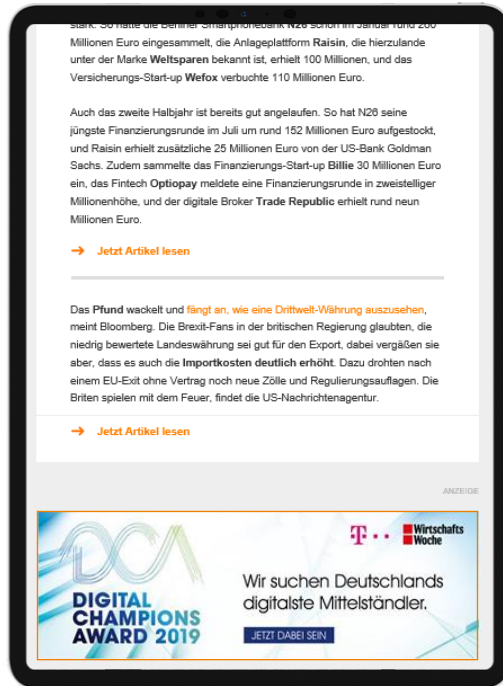
You can find more details on the individual newsletters, ad formats, specifications, reach figures and prices in our Newsletter presentation.



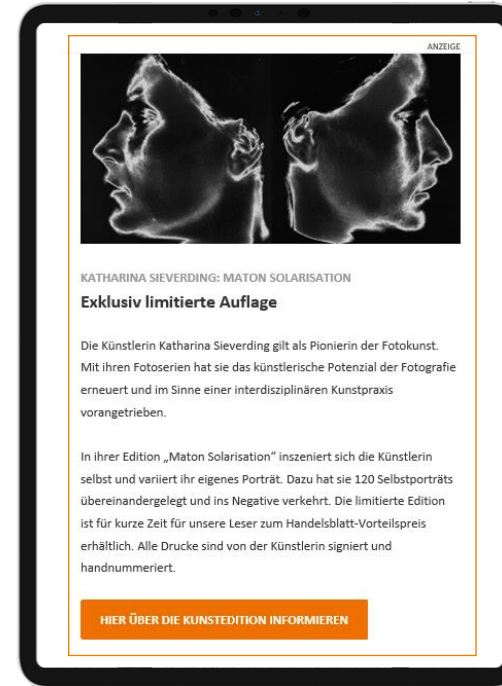
NEWSLETTER

Ad formats

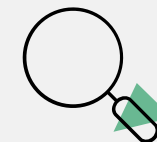
- ▶ Breaking ad (using the example of the Handelsblatt Finance newsletter)



- ▶ Advertorial ad (using the example of the Handelsblatt Morning Briefing)



You can find more details on the individual newsletters, ad formats, specifications, reach figures and prices in our Newsletter presentation.





04

EDITORIAL TOPIC SPECIALS

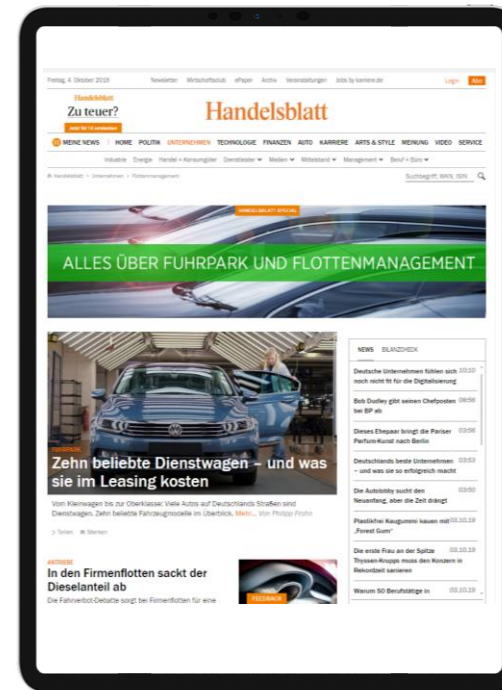
EDITORIAL TOPIC SPECIALS

Systematically connect your brand to a specific topic

Editorial topic specials are special publications put together under the rules of editorial independence which pool content¹ on a core topic

From the IAA Motor Show in Frankfurt, through winter sports, all the way to topics like sustainability or artificial intelligence – take advantage of our wide range of topic specials and position your company directly in a relevant environment by booking an (exclusive²) sponsoring package.

You also benefit from positive image transfer from our trustworthy leading media



Visualisation example of a **start page** of a topic special – with an overview of all featured articles



Visualisation example of an **article** in the topic special

¹ Content may take the form of (e.g.) texts, photos/photo galleries, videos, info graphics. | ² Exclusivity; i.e. exclusion of ads of other advertisers is possible on request for a surcharge.

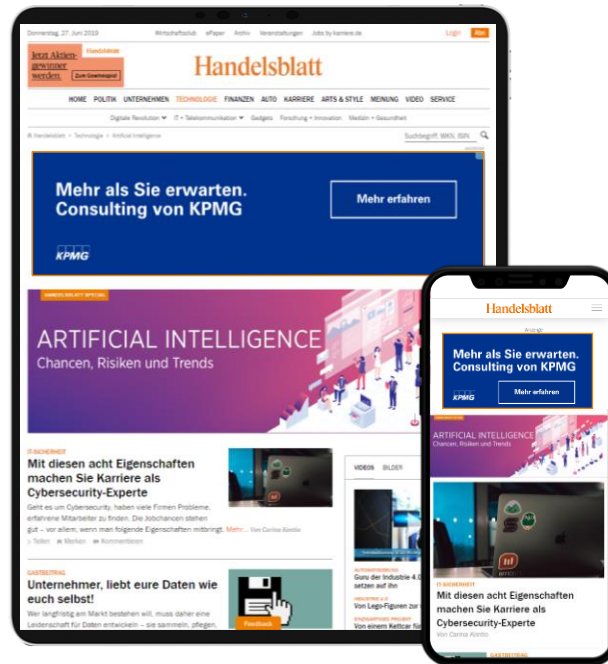
HOW SPONSORING WORKS

An intelligent ad mix guides users to the editorial topic special

Co-branded banners with the logo of the sponsor in website rotation with link to the overview page of the topic special



The **ads of the sponsor** are served on the **overview page** of the topic special as well as on **article level**.



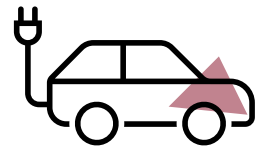
Editorial teasers¹ guide users to the overview page of the topic special or directly to the article page.



All the above visualisations are examples. The editorial team in question is responsible for design/layout. | ¹ The type and scope of editorial measures for traffic driving are subject to editorial control.

FIXED EDITORIAL TOPIC SPECIALS

Available all year round



**The future
of automobility**

Edison

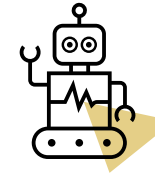
INGENIEUR.de

ZEIT  ONLINE



**The fight against
IT crime**

INGENIEUR.de



**New technologies
on the advance**

Edison

INGENIEUR.de

Spektrum.de

ZEIT  ONLINE



**Thinking about
tomorrow today**

Spektrum.de

ZEIT  ONLINE

Simply contact us for a customised offer. More specials on request.





DAS UMFELD IN A NEW DIMENSION

IF YOU HAVE ANY QUESTIONS, PLEASE DO
NOT HESITATE TO CONTACT US AT ANY TIME.

international@iqdigital.de

HERE YOU WILL FIND FURTHER CONTACTS