




PROGRAMMATIC ADVERTISING

Buyers Guide

iq digital

DAS_UMFELD MAKES IQ DIGITAL GERMANY'S PREMIUM MARKETER

DISCOVER THE
ENTIRE PORTFOLIO
HERE 

Handelsblatt

manager magazin

DER SPIEGEL

■ Wirtschafts
■ Woche

ZEIT ONLINE

TAGESSPIEGEL

30.5 Mio. Unique user

Within over 30 portals
and networks in our portfolio

20 %

Greater advertising impact
through positive radiation effects

55 %

All decision-makers in
Germany



65 % are employed



55 % of all heads of
household



62.5 % are frequent travellers
(4 trips or more per year)



54.2 % pay attention to the
sustainability of products



57.8 % are interested in e-cars

PROGRAMMATIC ADVERTISING BY IQ DIGITAL

The optimal booking method for your campaign.

PRIVATE AUCTION

- ◆ Auction / Standardised floor prices
- ◆ All iq digital targetings available for pre-targeted deals

PREFERRED DEALS

- ◆ Deals for commitment customers
- ◆ Fixed CPM
- ◆ All iq digital targetings available for pre-targeted deals

PROGRAMMATIC GUARANTEED

- ◆ High prioritisation and fixed AI quantity
- ◆ Fixed CPM
- ◆ Fixed targeting presets by iq digital



High flexibility



High planning reliability for delivery & target group



Secured acceptance of your programmatic budgets



Price advantages in the auction process



Scalability through high prioritisation



Special formats, homepages, fixed placements



Ideally suited for always-on campaigns

PROGRAMMATIC ADVERTISING BY IQ DIGITAL

Automatic and efficient booking - with us, programmatic is simple and secure, with high-quality environments and personalised consulting.

Our offer for an optimised programmatic setup:



Personalised consulting

Personal campaign support with our programmatic specialists through **pre-targeted deals** and **active troubleshooting**

Brand suitability

Your brand in high-quality editorial environments. **Pre-optimisation possible** using standard IAB criteria or individual keyword list.

Data targeting

Over **300 iqd targetings** are available (socio-demographic, user involvement, contextual and decision-maker targeting).

Viewability optimisation

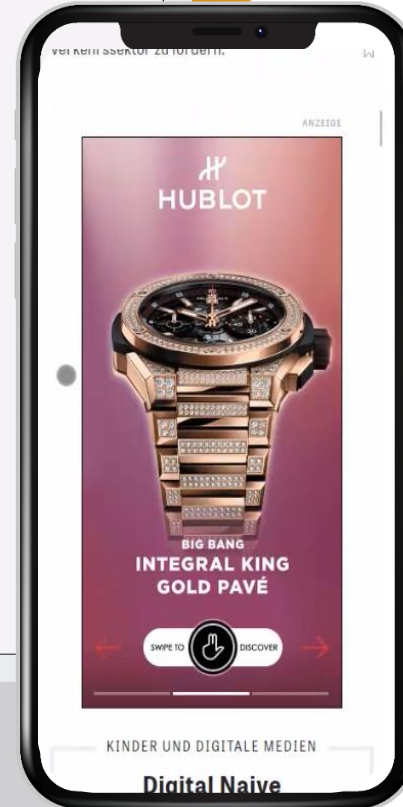
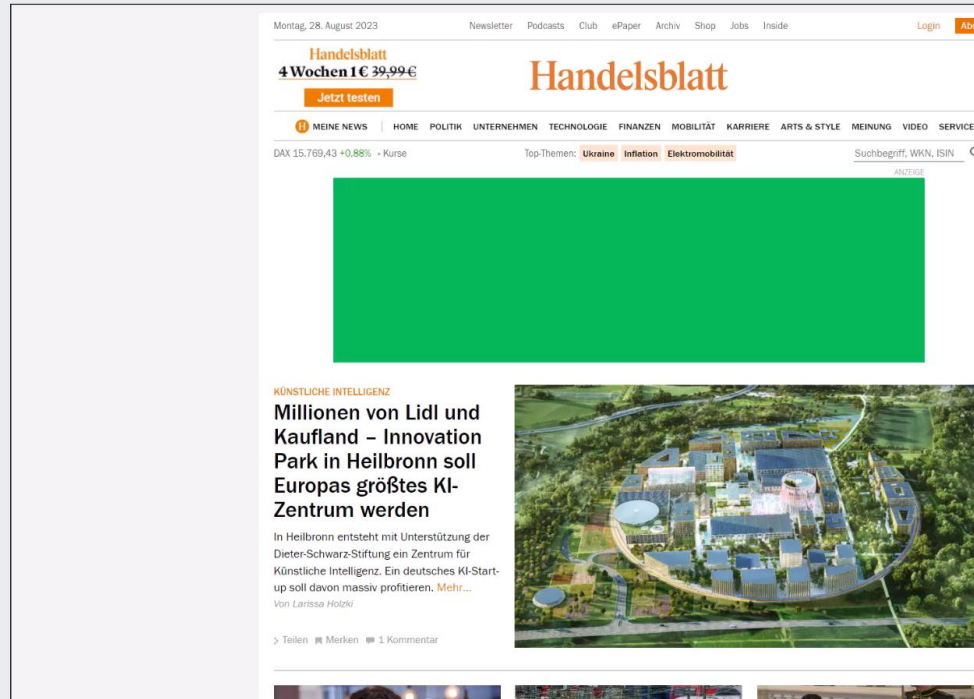
All placements are **loaded In-View**.
Pre-optimisation to 50/1 standard is possible.

High impact formats

Above-average attention with the help of our **special formats**:
Page Skin, Sitebar, Mobile Scroller and much more available via
Private Auction and Programmatic Guaranteed

OUR DISPLAY FORMATS

All standard market formats available



Private auction



Preferred deal



Guaranteed deal

BILLBOARD | 800x250, 970x250, 1000x250

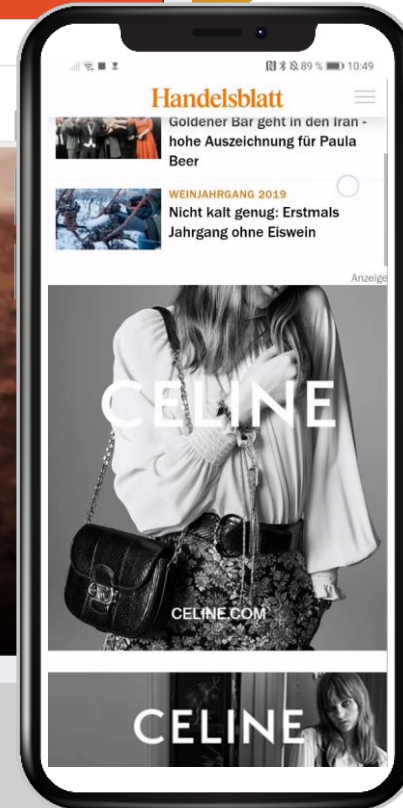
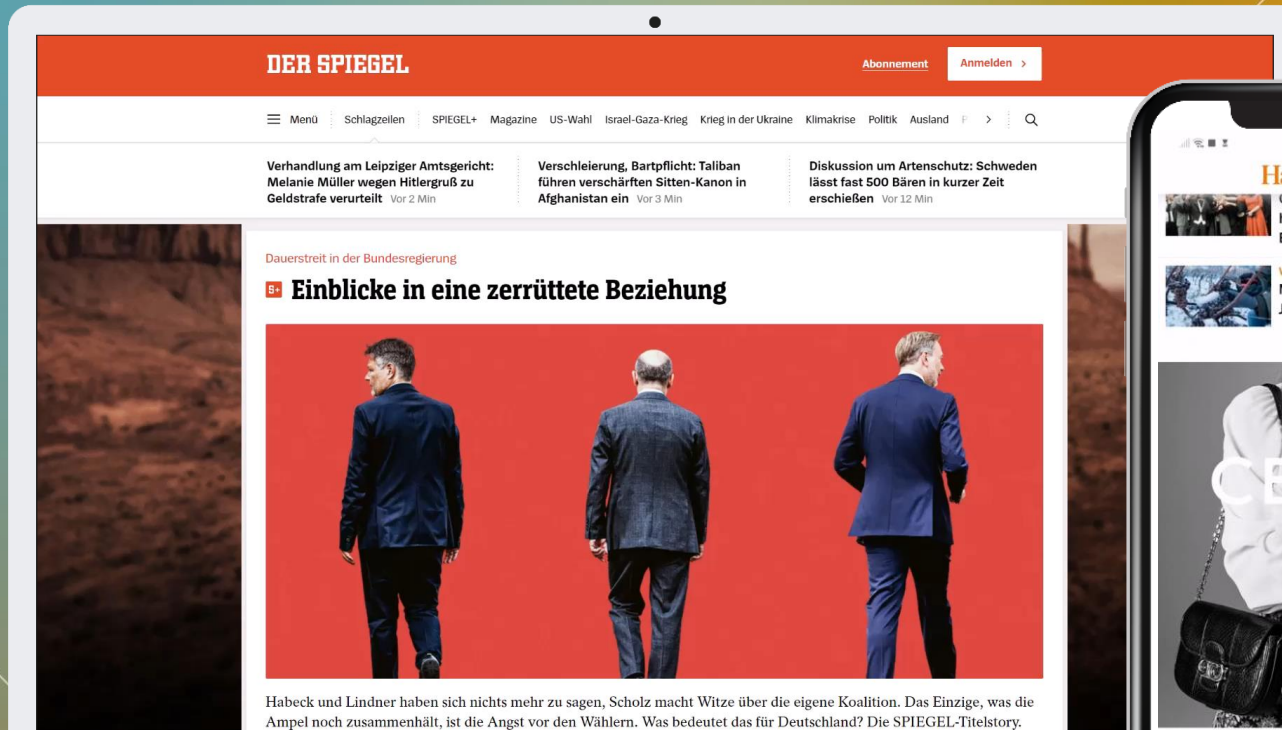
Other display advertising formats:
Halfpage Ad | 300x600 UAP | 300x250, 728x90, 970x90, 120x600, 160x600, 200x600

MOBILE HALF PAGE AD | 300x600

Other mobile advertising formats:
Mobile 1:1/ MR | 320x320, 300x250 Mobile 2:1/ 3:1 | 320x160, 300x150, 300x100 Mobile 4:1 / 6:1 | 320x80, 320x50, 300x50, 300x75

OUR SPECIAL FORMATS

We can do even more than standard!



More awareness and engagement through dynamic creations



We ensure optimal placement on all sites



Private auction, Guaranteed deal

PAGE SKIN

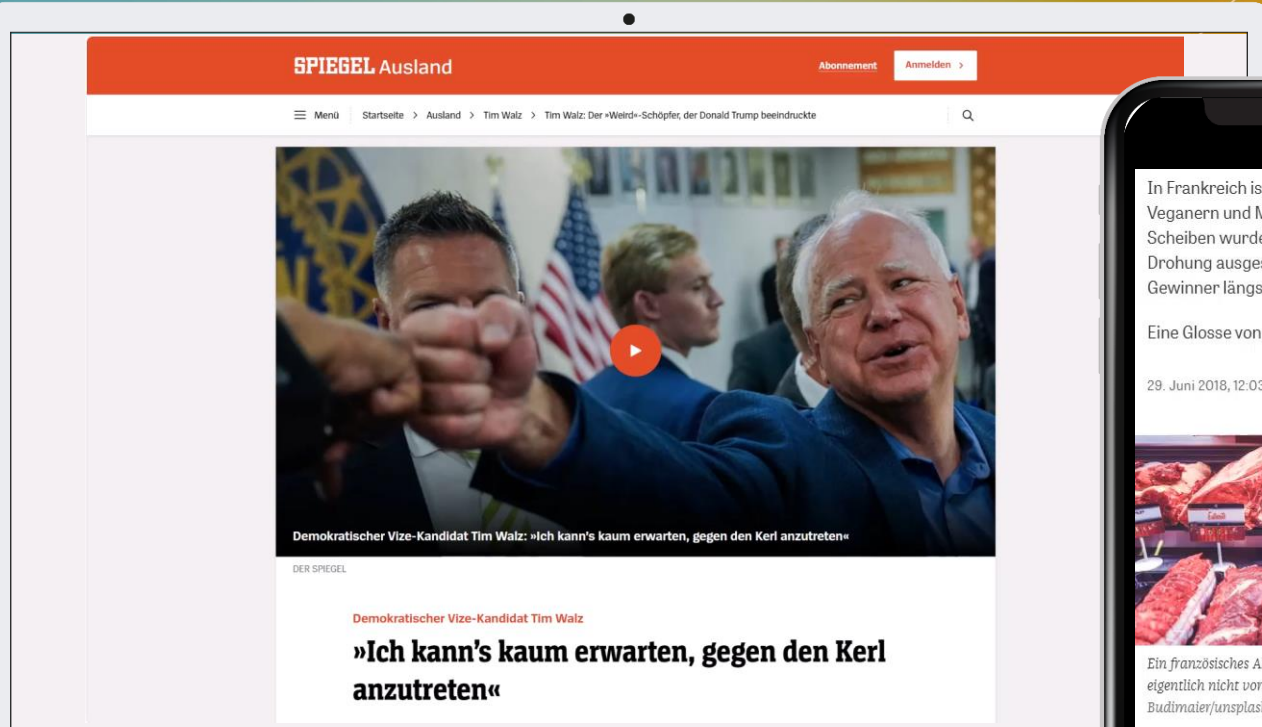
Other display advertising formats:
Fluid Skin, Sticky Sitebar, Desktop Midscroll

MOBILE INTERSCROLLER

Other mobile advertising formats:
Mobile MidScroll, Mobile Cube Ad

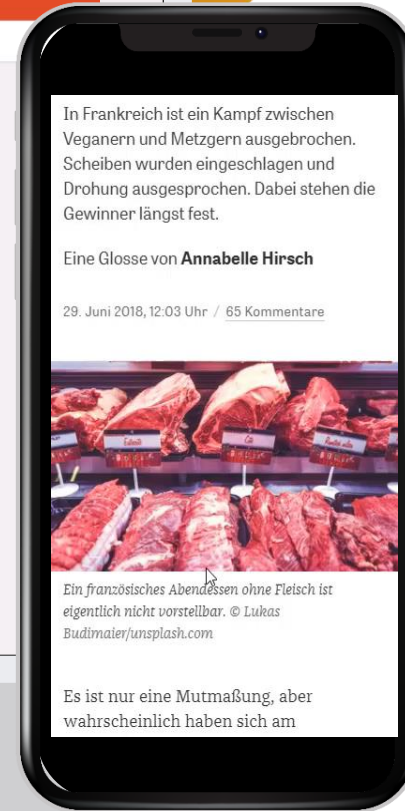
OUR VIDEO PLACEMENTS

Editorial videos ensure maximum involvement



INSTREAM | 16:9

20 sec./ 30 sec./ Bumper Ad



OUTSTREAM | 16:9



High level of attention



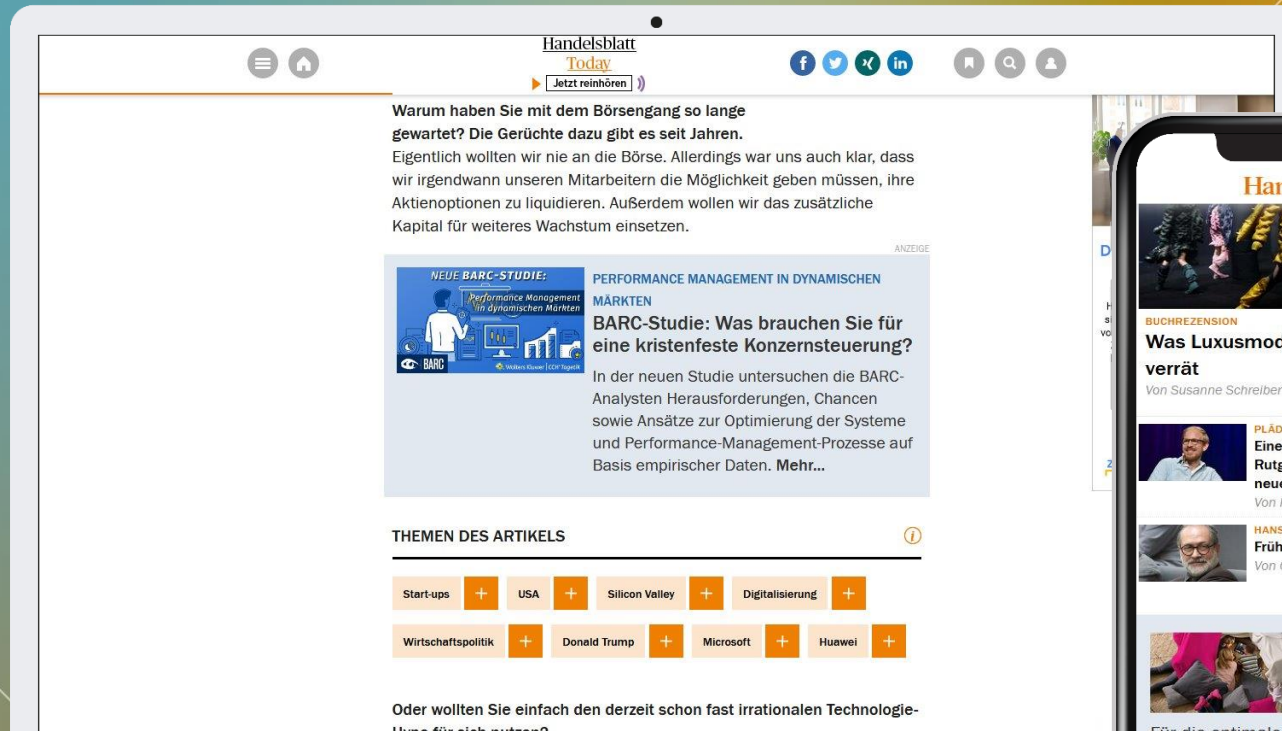
Strong emotions



Private auction, Preferred deal,
Guaranteed deal

OUR NATIVE FORMATS

Native advertising media in an editorial quality environment creates trust and impact.



DESKTOP NATIVE

Max. 140 characters, incl. "Sponsored by"



MOBILE NATIVE

Max. 140 characters, incl. "Sponsored by"



Optimum integration into the editorial design



Private auction

OUR PODCAST OFFERS

With the iq digital quality portfolio, you can reach an exclusive target group in a trustworthy environment via our podcast deals. For audio advertising that works!

DISCOVER THE ENTIRE
PODCAST PORTFOLIO
HERE



PREROLL

First Audio Ad -
after the
opening (30 sec.)

MIDROLL

Second Audio Ad -
embedded in the
contentt (30 sec.)

POSTROLL

Last Audio Ad -
after the podcast
episode
(max. 240 sec.)



Shows, theme channel, brand rotation or network booking



Numerous targeting options (socio, geo, contextual, predictive audience)



Spot production on request



Private auction, Programmatic guaranteed

OUR DISPLAY & VIDEO FLOOR PRICES

Format	Dynamic Sitebar	Fluid Skin	Desktop Midscroll	Billboard, HPA, Mobile Midscroll, Outstream	UAP, Mobile 1:1, MMR, MPR, Cube Ad	Mobile 2:1, 3:1, 4:1, 6:1	PreRoll (VAST)	Native Desktop	Native Mobile
PD & PG	Customised conditions (equivalent to the respective IO product)								
Private Auction Premium Targeting 2	14 €	22 €	15 €	12 €	5 €	2 €	x	4 €	2.50 €
Private Auction1	9 €	17 €	10 €	8 €	3.50 €	1,50 €	15 €	3 €	1.50 €

*1 Basic targeting +15%

*2 Price level for premium targeting selection: B2B, user involvement, contextual targeting, decision-makers, fluid skin/midscroll/cube ad for wrapping via iq digital separate pricing on request

OUR PODCAST FLOOR PRICES

Format	PreRoll	MidRoll	PostRoll	AdBundle+	AdBundle
Show & Premium Targeting	40 €	40 €	20 €	40 €	20 €
Brand- / Channel Rotation	35 €	35 €	15 €	35 €	15 €
Network	30 €	30 €	10 €	30 €	10 €

Further information

Basic targeting +15%

AdBundle: Placement either on PreRoll, MidRoll or PostRoll. No guaranteed placement. | AdBundle Plus: Placement either on PreRoll, MidRoll or PostRoll. No guaranteed placement

For Guaranteed deal, conditions apply on a customer-specific basis (equivalent to the respective IO product)

DAS UMFELD IN A NEW DIMENSION

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

programmatic@iqdigital.de

[HERE YOU WILL FIND FURTHER CONTACTS:INSIDE](#)

