



# PROGRAMMATIC ADVERTISING

Buyers Guide

iq digital

# DAS\_UMFELD MAKES IQ DIGITAL GERMANY'S PREMIUM MARKETER

Frankfurter Allgemeine

Handelsblatt

manager magazin

DER SPIEGEL

Süddeutsche Zeitung

ZEITUNG ONLINE

Wirtschafts  
Woche

TAGESSPIEGEL

DISCOVER THE  
ENTIRE PORTFOLIO  
HERE



**35 Mio. Unique user**

within over 30 portals  
and networks in our portfolio

**20 %**

greater advertising impact  
through positive halo effects

**66 %**

of all decision-makers  
in Germany



**65 %** are employed



**54 %** 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



Price advantages in the auction process



Ideally suited for always-on campaigns



High planning reliability for delivery & target group



Scalability through high prioritisation



Secured acceptance of your programmatic budgets



Special formats, homepages, fixed placements

# 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.

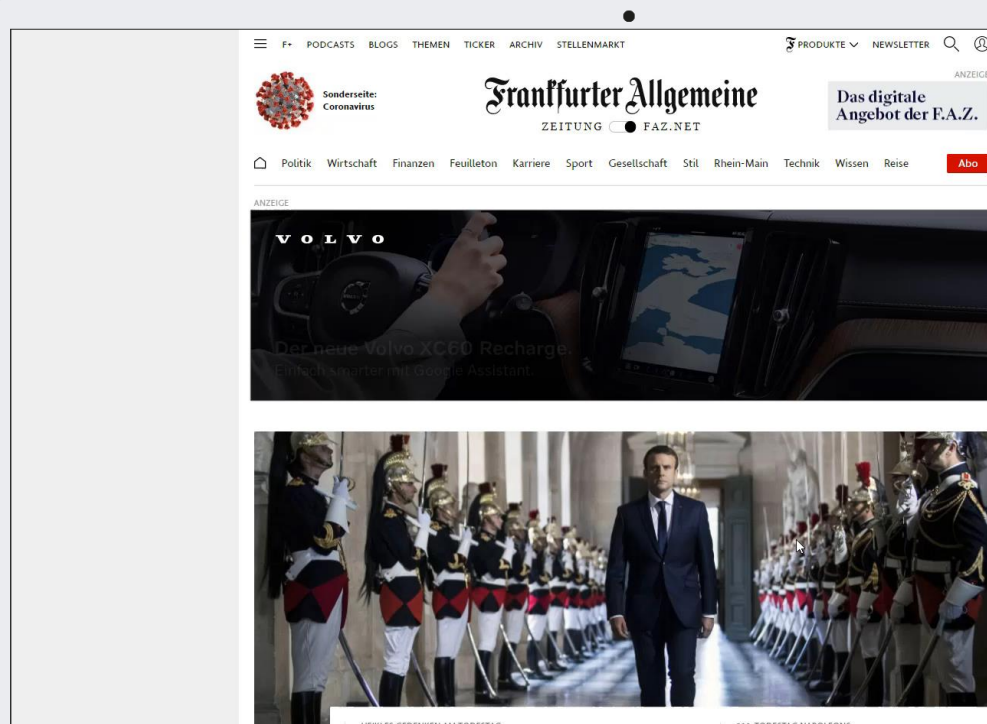
## High impact formats

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



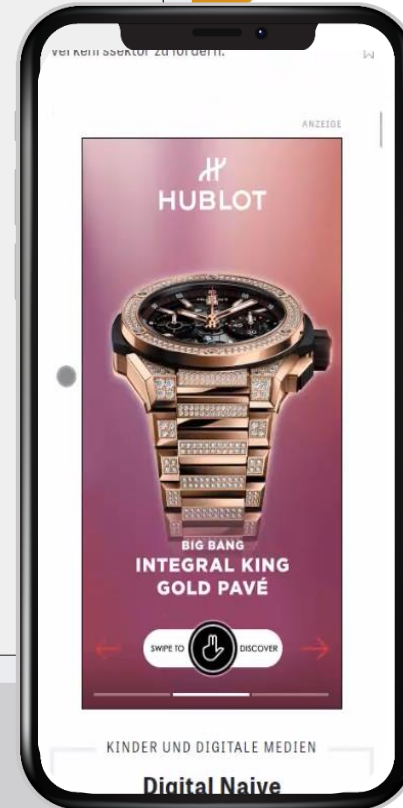
# OUR DISPLAY FORMATS

All standard market formats available



**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



Private auction



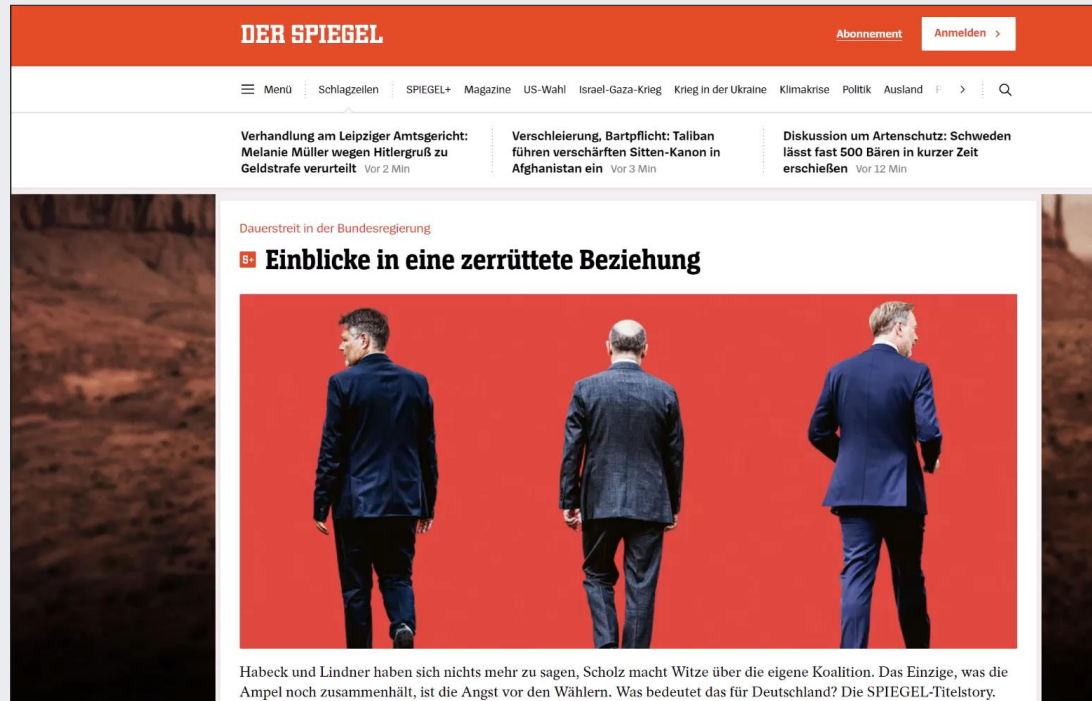
Preferred deal



Guaranteed deal

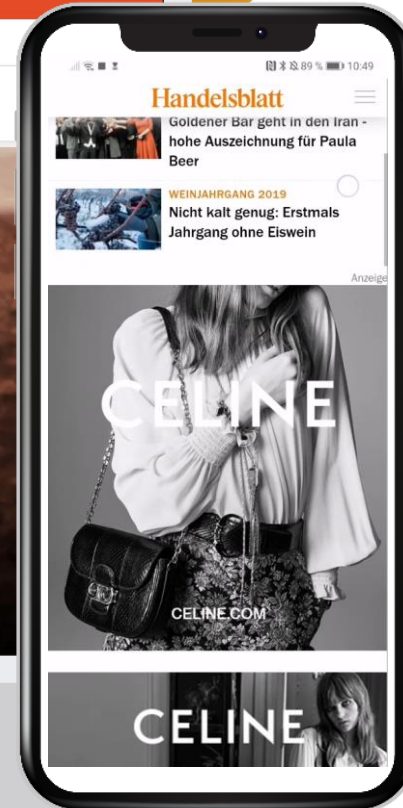
# OUR SPECIAL FORMATS

We can do even more than standard!



## PAGE SKIN

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



## MOBILE INTERSCROLLER

Other mobile advertising formats:  
Mobile MidScroll, Mobile Cube Ad



More awareness and engagement through dynamic creations



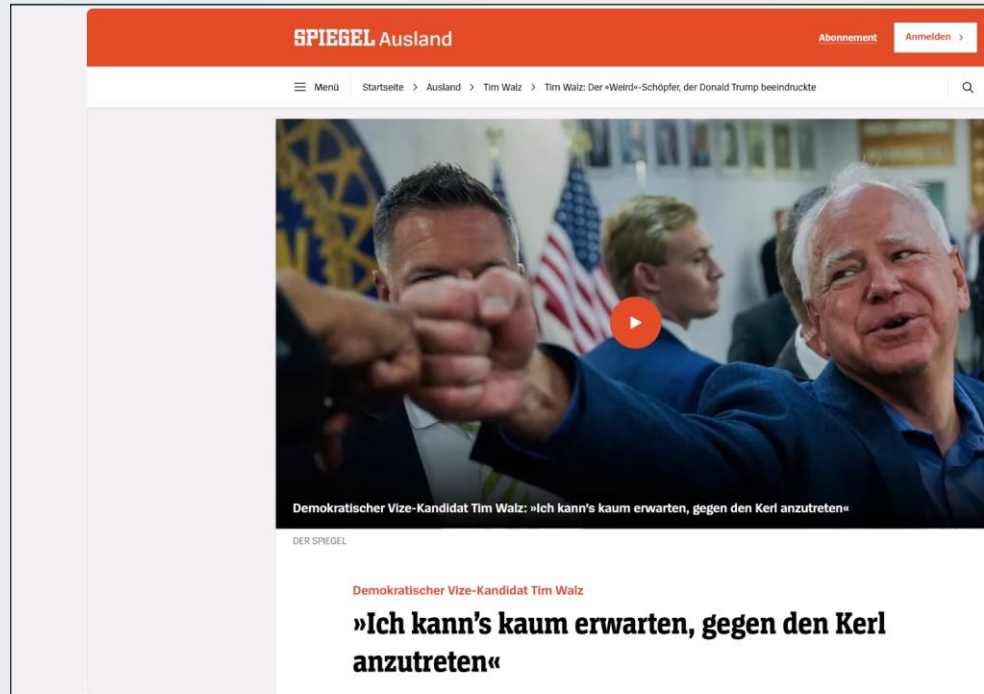
We ensure optimal placement on all sites



Private auction, Guaranteed deal

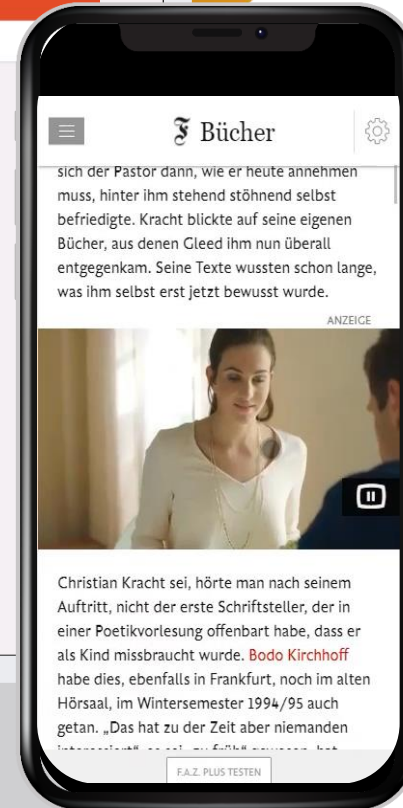
# OUR VIDEO PLACEMENTS

Editorial videos ensure maximum involvement



INSTREAM | 16:9

20 sec./ 30 sec./ Bumper Ad



OUTSTREAM | 16:9



High level of attention



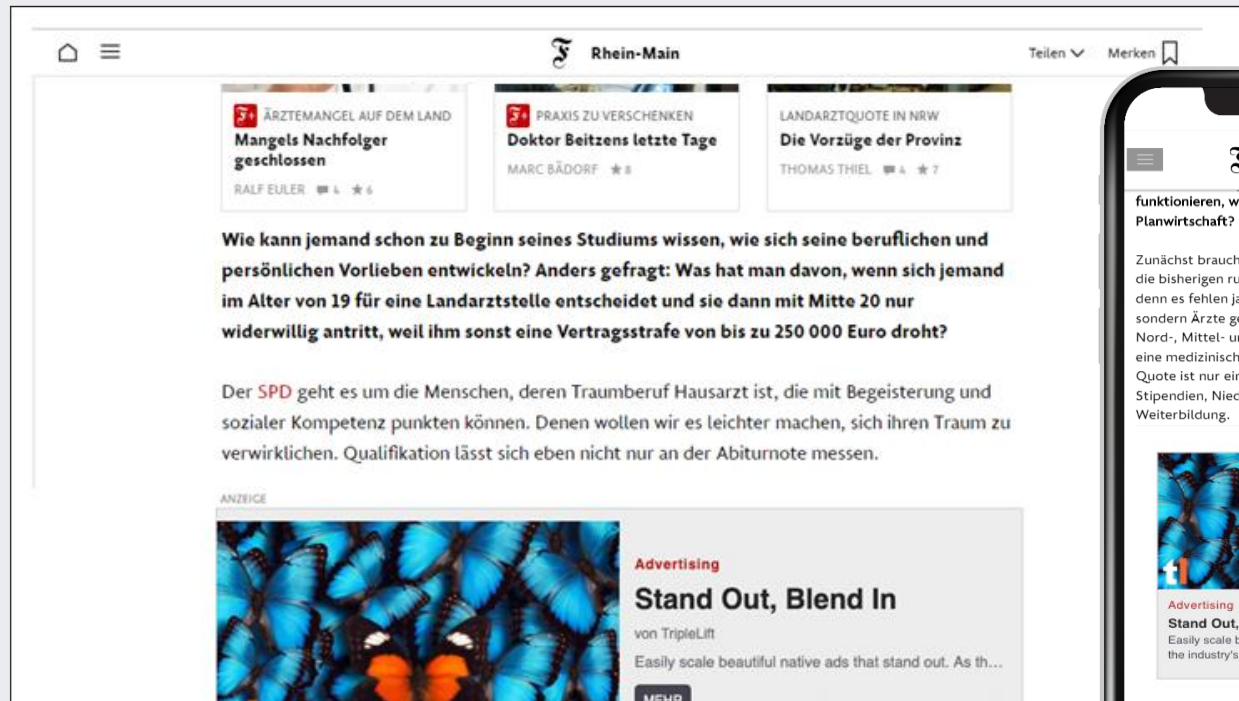
Strong emotions



Private auction, Preferred deal, Guaranteed deal

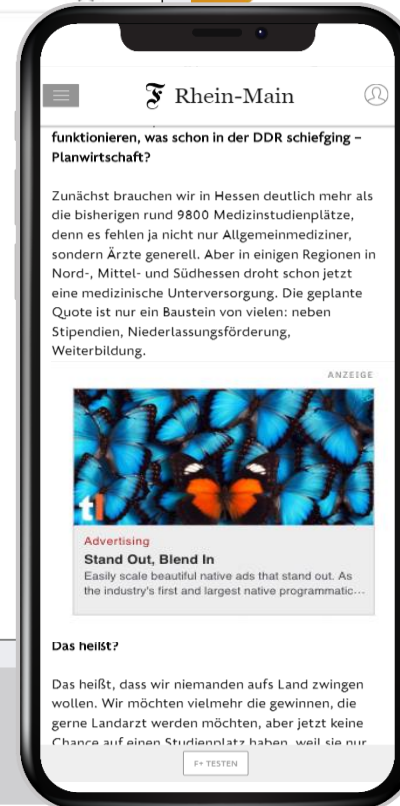
# OUR NATIVE FORMATS

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
<b>PD &amp; PG</b>	Customised conditions (equivalent to the respective IO product)								
<b>Private Auction Premium Targeting 2</b>	14 €	22 €	15 €	12 €	5 €	2 €	x	4 €	2.50 €
<b>Private Auction1</b>	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
<b>Show &amp; Premium Targeting</b>	40 €	40 €	20 €	40 €	20 €
<b>Brand- / Channel Rotation</b>	35 €	35 €	15 €	35 €	15 €
<b>Network</b>	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](mailto:programmatic@iqdigital.de)

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

