

PROGRAMMATIC ADVERTISING



UNIQUE PORTFOLIO WORLDWIDE

DER SPIEGEL

Handelsblatt

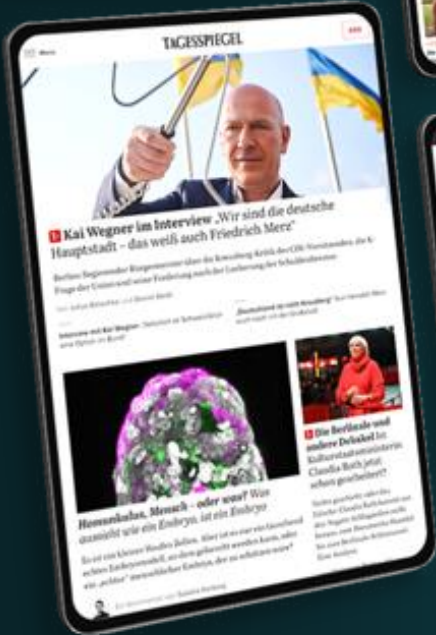
manager magazin

TAGESSPIEGEL

Wirtschafts
Woche

ZEIT ONLINE





NEWS & MAGAZINE

BUSINESS & FINANCE

B2B SPECIAL-INTEREST MEDIA

NATIONAL NEWS

RESEARCH

SPECIAL INTEREST

NEW FROM 2024

DER SPIEGEL

manager magazin

Harvard Business manager

The European

SÄCHSISCHE SZ DE

nln

monopol
Magazin für Kunst und Leben

der Freitag
Die Wochenzeitung

Cicero

ARIVA DE

BÖRSE
am Sonntag

Markt
DAS MITTELSTAND

Wirtschafts Kurier

BETC ECHO

Edison

DIGITALENGINEERING

DIGITAL BUSINESS

ep ELEKTRO PRAKTIKER

Handelsblatt

ZEIT ONLINE

ZEIT MAGAZIN

TAGESSPIEGEL

Wirtschafts Woche

Spektrum.de

FORSCHUNG WISSEN

scinexx

wissenschaft.de

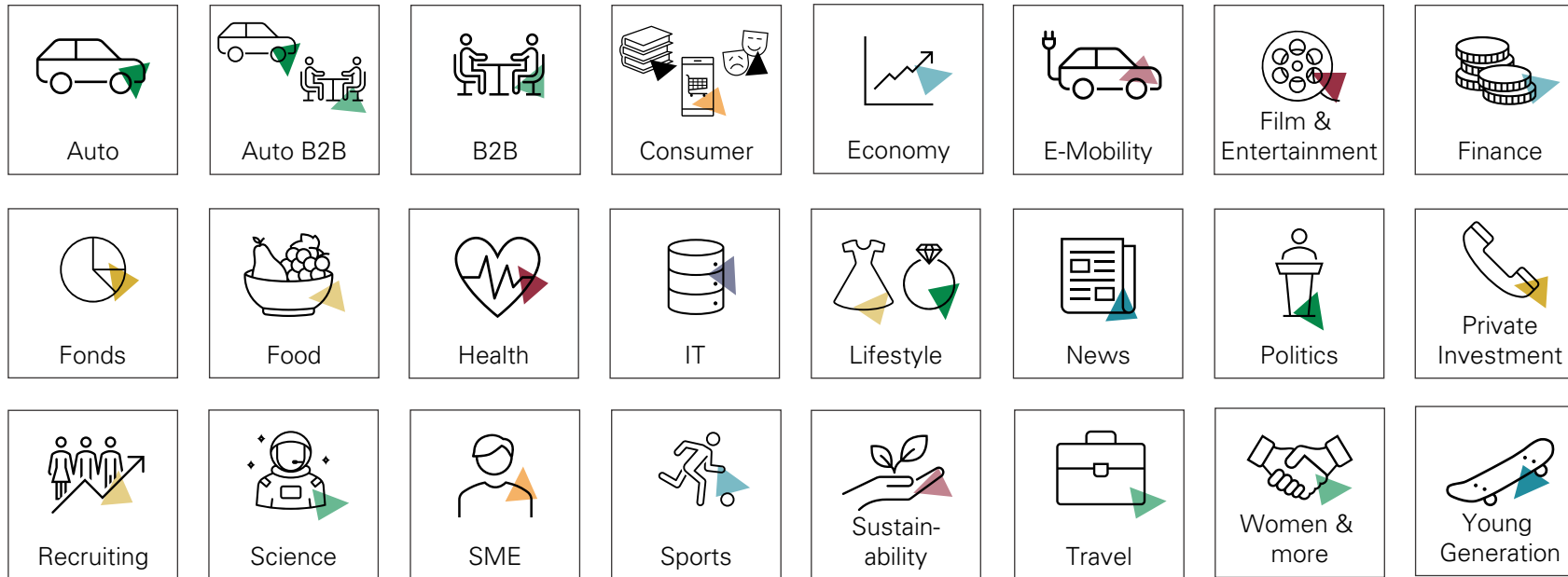
Der Postillon

DEE2

GENIOS

OUR DISPLAY CHANNELS AT A GLANCE

Bundling of thematically similar categories and websites



PROGRAMMATIC ADVERTISING BY IQ DIGITAL



High planning security thanks to equal competition with IO direct bookings



Efficiently address target groups by using your own data or iq digital targeting



Full flexibility in control and optimization



Fully transparent access to the entire premium portfolio

THE BEST WAY TO BUY FOR YOUR CAMPAIGN

Subline in 1-2 Zeilen

PRIVATE AUCTION PREMIUM

- Equal prioritization vis-à-vis IO
- Auction / uniform floor prices
- All iq digital targetings available
- Optimized for visibility

Recommended for

- all campaigns due to high flexibility and price advantages in the auction process
- Always-on campaigns and campaign focal points

PREFERRED DEALS (FOR COMMITMENT-CUSTOMERS)

- Inventory forecast+higher priority over PA
- Fixed CPM / customer-specific conditions
- All iq digital targeting available
- Optimized for visibility

Recommended for

- Campaigns whose success depends on a high degree of planning reliability with regard to delivery, conditions and user targeting
- High scalability through high prioritization

PROGRAMMATIC GUARANTEED

- Inventory forecast + reservation possible
- Fixed CPM / customized conditions
- Targeting presets on the part of iq digital
- Optimized for visibility

Recommended for

- Assured purchase of high-demand inventories and user segments in defined time periods
- Special formats, Homepages

SSP OVERVIEW PMP

Subline in 1-2 Zeilen

Google Ad Manager

- Programmatic Guaranteed, Preferred Deals
- RoN, RoC, RoS
- Instream / Outstream Videos
- all Targetings
- Floor- & Fix pricing

xandr

- Native Standard Formats
- RoN, RoS
- Special formats: Sitebar, Fluid Skin, Mobile Understitial
- Outstream Video
- all Targetings
- Floor- & Fix pricing

AUDIOMAX

- Podcast-Formats
- Programmatic Guaranteed, Preferred Deal, Private Auction
- Run on Network, Brand/ Channel, Show / Contextual Targeting

Magnite

- RoN



triplelift

- RoN
- Native special formats

YIELDLAB

- RoN, RoC, RoS
- Special formats: Sitebar, Fluid Skin, Mobile Understitial
- Outstream Video
- Basic- and decision maker targeting
- Floor- & Fix pricing

Index¹ Exchange

- RoN, RoS
- Standard Display formats
- Floor- & Fix pricing

PubMatic

- RoN, RoS
- Standard Display formats
- Viewability Targeting
- Floor- & Fix pricing

DATA TARGETING SOLUTIONS

Reach your target group with the right targeting approach



User Involvement

- Targeting based on user behavior in the iq-digital portfolio



B2B

- e.g. C-level decision-makers, decision preparers & financial decision-makers



Kontextual & Semantisch

- Targeting according to keywords, topics & feelings of editorial content, individual option of brand safety and brand suitability settings



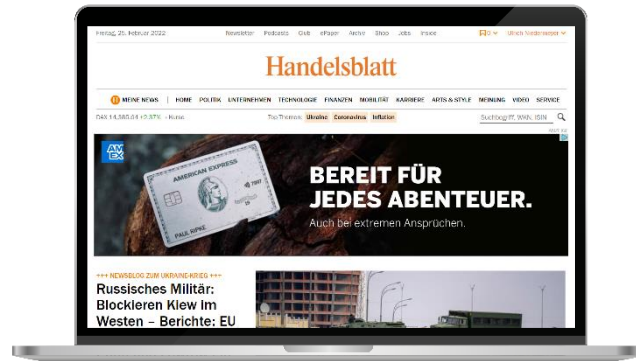
Basic

- via socio-demographics, interests & affinity

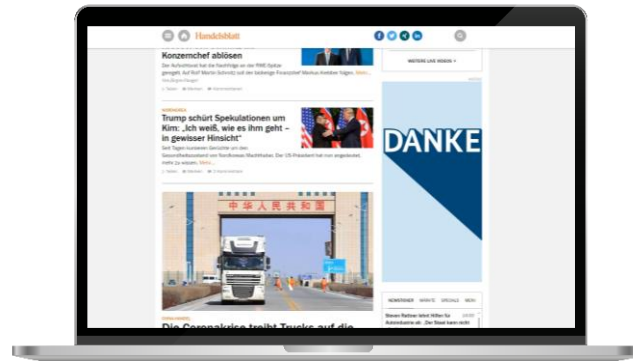
You can find more information at: <https://www.iqdigital.de/Produkte/Data>

Use our segment finder to find the right segment for your campaign.

FORMAT OVERVIEW STATIONARY



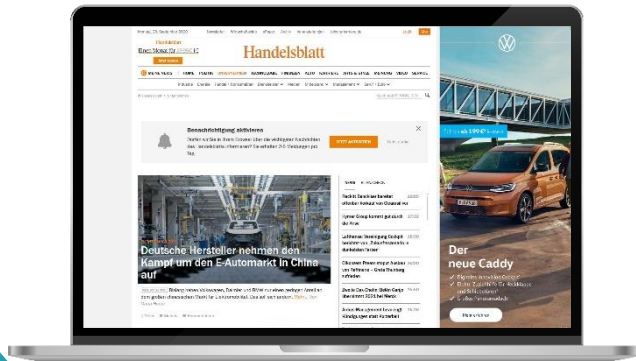
Billboard
800x250, 970x250, 1000x250



Halfpage Ad
300x600



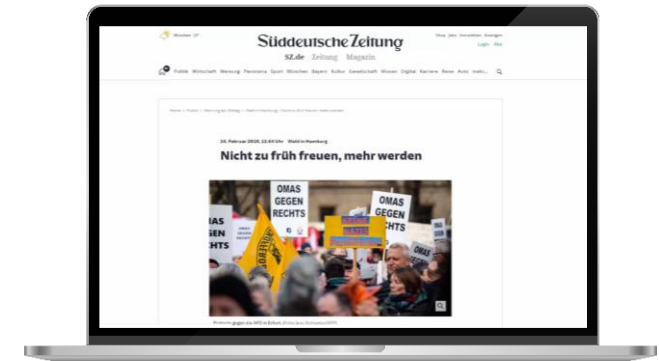
In-Stream
PreRoll VAST (16:9)



Sticky Sitebar
300x600 responsive

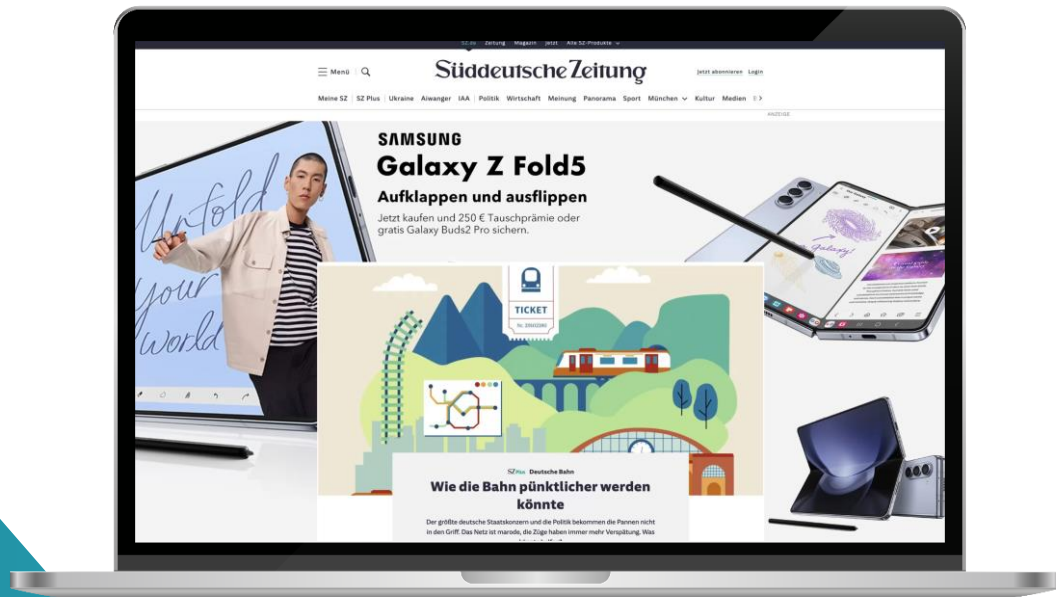


UAP / Ad Bundle
300x250, 728x90, 970x90, 120x600,
160x600, 200x600



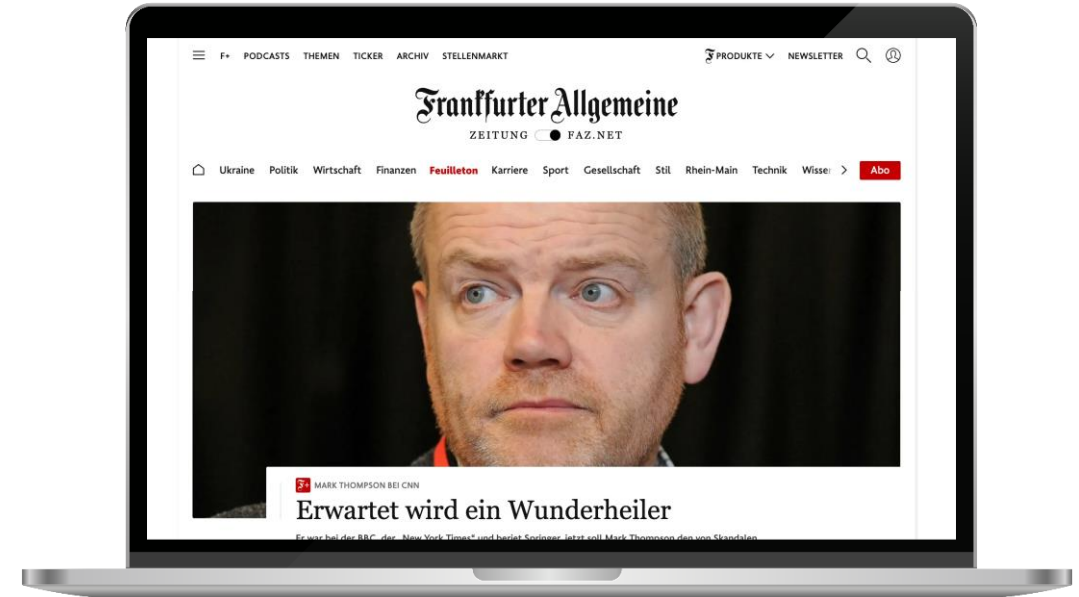
Outstream
VAST (16:9)

OVERVIEW OF SPECIAL FORMATS



Fluid Skin (Desktop)

1920x333



Midscroll Inline (Desktop)

300x600 responsive

PRICES AT A GLANCE – STATIONARY & SPECIAL FORMATS

Our premium PMP conditions

	Page Skin	Midscroll	Dynamic Sitebar	Billboard, Halfpage Ad	UAP/Ad Bundle	Native Desktop	Out-stream 16:9	PreRoll (VAST)
Premium								
Preferred- & Guaranteed-Deals	Konditionen kundenindividuell (äquivalent zum jeweiligen IO-Produkt)							
Private Auction Premium Targeting¹	22.00 €	15.00 €	14.00 €	12.00 €	5.00 €	4.00 €	12.00 €	–
Private Auction iqd-Gesamt Einzelseiten	17.00 €	10.00 €	9.00 €	8.00 €	3.50 €	3.00 €	8.00 €	25.00 €

¹ Price level for premium targeting selection: B2B, User Involvement, Keyword (Health Channel), Contextual Targeting | Socio-demographic Basic Targeting: 15% price premium

² Limited formats/Includes reach placements such as apps & games (weather, Sudoku, etc.), image galleries/No B2B users/No first contact & homepage users

FORMAT OVERVIEW MOBILE



Mobile High Impact Ad

300x600



Mobile Interscroller

320x480



Mobile 1:1

320x320, 300x250



Outstream

16:9, square & vertical

Other formats

Mobile 2:1, 3:1 (320x160, 300x150, 300x100)

Mobile 4:1 / 6:1 (320x80, 320x50)

Instream (Mobile Pre-Roll Video)

PRICES AT A GLANCE - DISPLAY/ VIDEO

Our premium PMP conditions

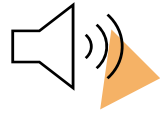
	Mobile Rollover-, Halfpage Ad	Mobile 1:1, M-Rec	Mobile 2:1, 3:1, 4:1, 6:1	Native Mobile	Out-stream 16:9	PreRoll (VAST)
Premium						
Preferred- & Guaranteed-Deals						
Private Auction Premium Targeting¹	12.00 €	5.00 €	2.00 €	2.50 €	12.00 €	-
Private Auction iq-digital-wide single pages	8.00 €	3.50 €	1.50 €	1.50 €	8.00 €	25.00 €

¹ Price level for premium targeting selection: B2B, User Involvement, Keyword (Health Channel), Contextual Targeting | Socio-demographic Basic Targeting: 15% price premium

² Limited formats/Includes reach placements such as apps & games (weather, Sudoku, etc.), image galleries/No B2B users/No first contact & homepage users

PROGRAMMATIC PODCAST OVERVIEW

iq digital is the quality podcast marketer



Audio Ads auf unserem premium Portfolio

- Belegung von Pre-, Mid- und Postroll-Platzierungen



Clear target group approach

- Individual addressing of the target audience - with the help of our topic channels and individual targeting options (demographic and geotargeting, contextual targeting & predictive audience targeting)



Proven Tech-Stack

- Our SSP AudioMax and the AudioServe ad server ensure smooth campaign payout: be it as a private auction, preferred deal or guaranteed deal



Individual Consulting

- We can also produce audio messages in our own studio on request

PODCAST CPM PRICE LIST

iq digital Portfolio | Natives Audio Ad



			PreRoll	MidRoll	PostRoll	Ad Bundle	Ad Bundle Plus
Podcast Show or Premium Targeting		PK 1	130 €	110 €	90 €	90 €	115 €
Podcast Brand or Podcast Channel		PK 2	100 €	80 €	60 €	60 €	85 €
Podcast Network		PK 3	70 €	60 €	50 €	50 €	65 €

Price categories:

PK1: Podcast Show & Premium Targeting in the network CPM booking of a single show, e.g. podcast "Zeit Verbrechen"; Premium Targeting only possible in the iq digital Podcast Network | Basic Targeting included

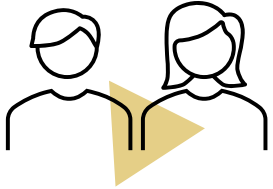
PK2: Podcast Brand → CPM booking of all podcasts of a brand, e.g. all podcasts of "Handelsblatt"
 Podcast Channel → CPM booking of a topic category, e.g. all podcasts on the topic "politics"
 Basic Targeting +15%

PK3: Podcast Network → CPM booking of all podcasts in the iq digital portfolio; basic targeting included

Minimum booking volume 7,500 EUR net/net

INTERESTED? SIMPLY CONTACT US!

We look forward to hearing from you.



INTERNATIONAL

iq digital media marketing gmbh

Toulouser Allee 27
D-40211 Duesseldorf
Telephone +49 211 887-1330
international@iqdigital.de