



# GREEN QUALITY – UNITED IN VALUE MEDIA

The eco ad<sup>®</sup>

iq digital

# DIGITAL ADVERTISING - MORE SUSTAINABLE IMPACT

Why sustainability counts in digital advertising.

Digital advertising in Germany's leading media reaches millions, but its ecological footprint often goes unnoticed.

Brands that recognise their responsibility can not only reduce their **ecological footprint** by using more sustainable advertising materials, but also strengthen the trust and loyalty of environmentally conscious customers.

**Make the difference:** Together with iq digital, you can create more sustainable advertising - for a greener future and real change.



# YOUR ADVERTISING IS MORE SUSTAINABLE!

Our environmentally friendly alternative: **the eco ad®**



## DID YOU ALREADY KNOW?

The delivery of digital advertising requires a lot of electricity and therefore generates CO2 emissions. The larger the advertising medium, the higher the CO2 emissions.

## WE HAVE THE SOLUTION!

A more sustainable advertising medium - our eco ad®.

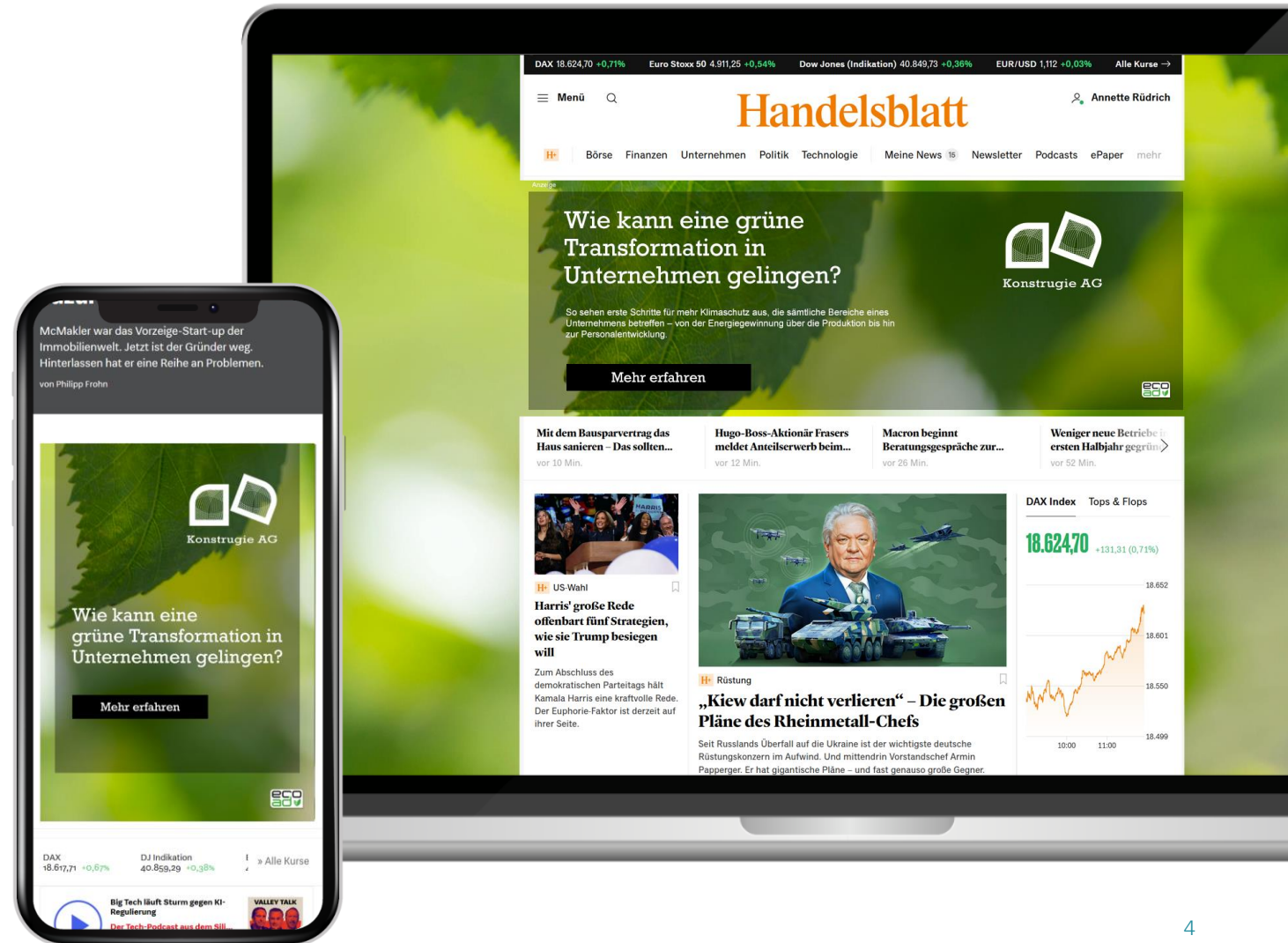


# GREEN FUTURE - SMART ADVERTISING



The **eco ad**® - Our concept for more sustainability.

- ◆ High quality: Reduction of file weight without loss of quality
- ◆ Wide range: diverse selection in the Display, Newsletter and Content product categories
- ◆ Transparency: Strong **clickable eco ad**® **labelling** within the ad

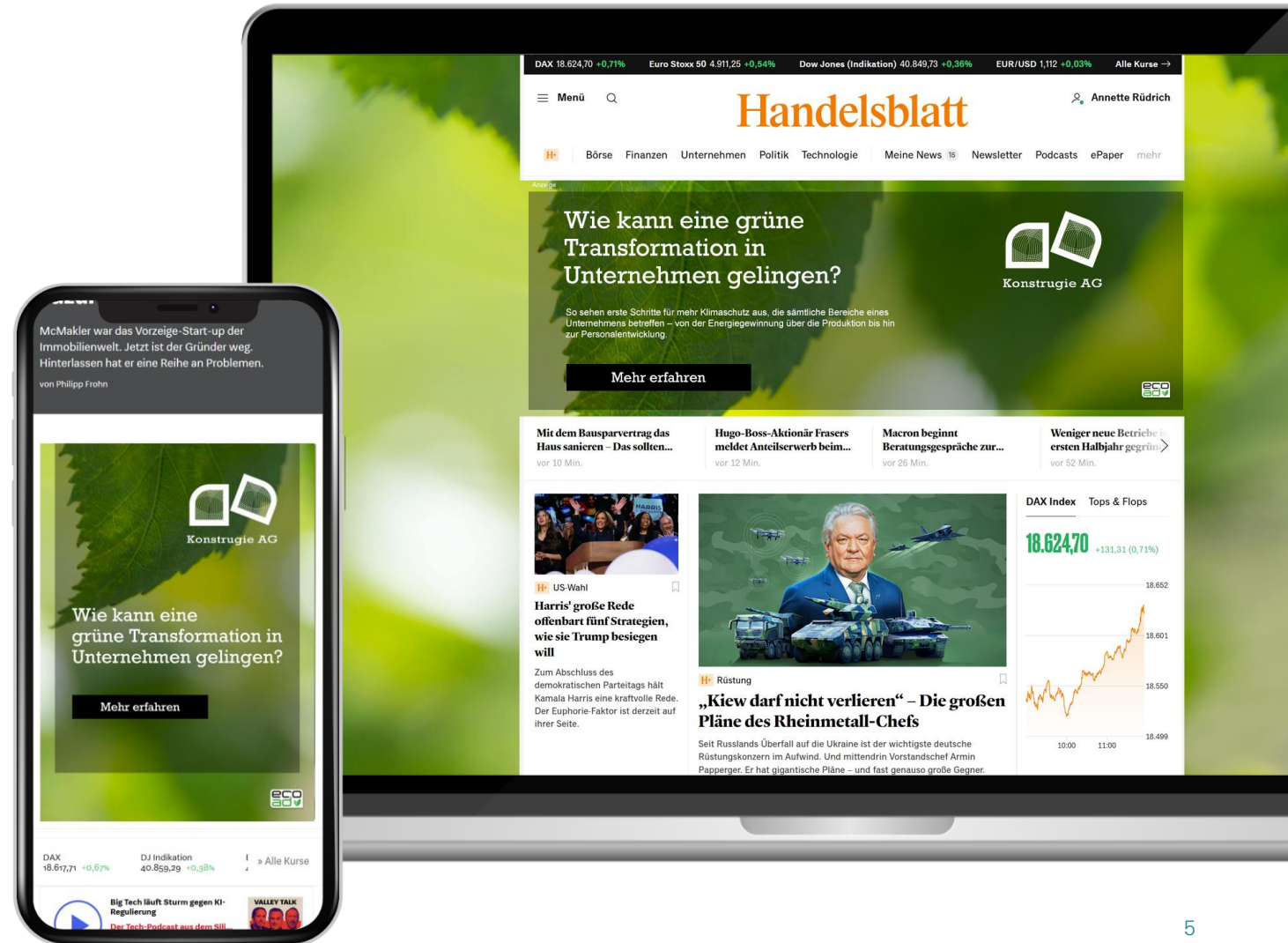


# DISPLAY



The most popular forms of advertising as **eco ad**®

- ◆ Large selection: Standard and **special advertising formats** available
- ◆ Cross-digital booking: perfect in combination with newsletter & content campaigns
- ◆ Free hosting: Green hosting by iq digital or own hosting possible



QUALITÄT / SERVICE / PERFORMANCE / WIRKUNG

30%

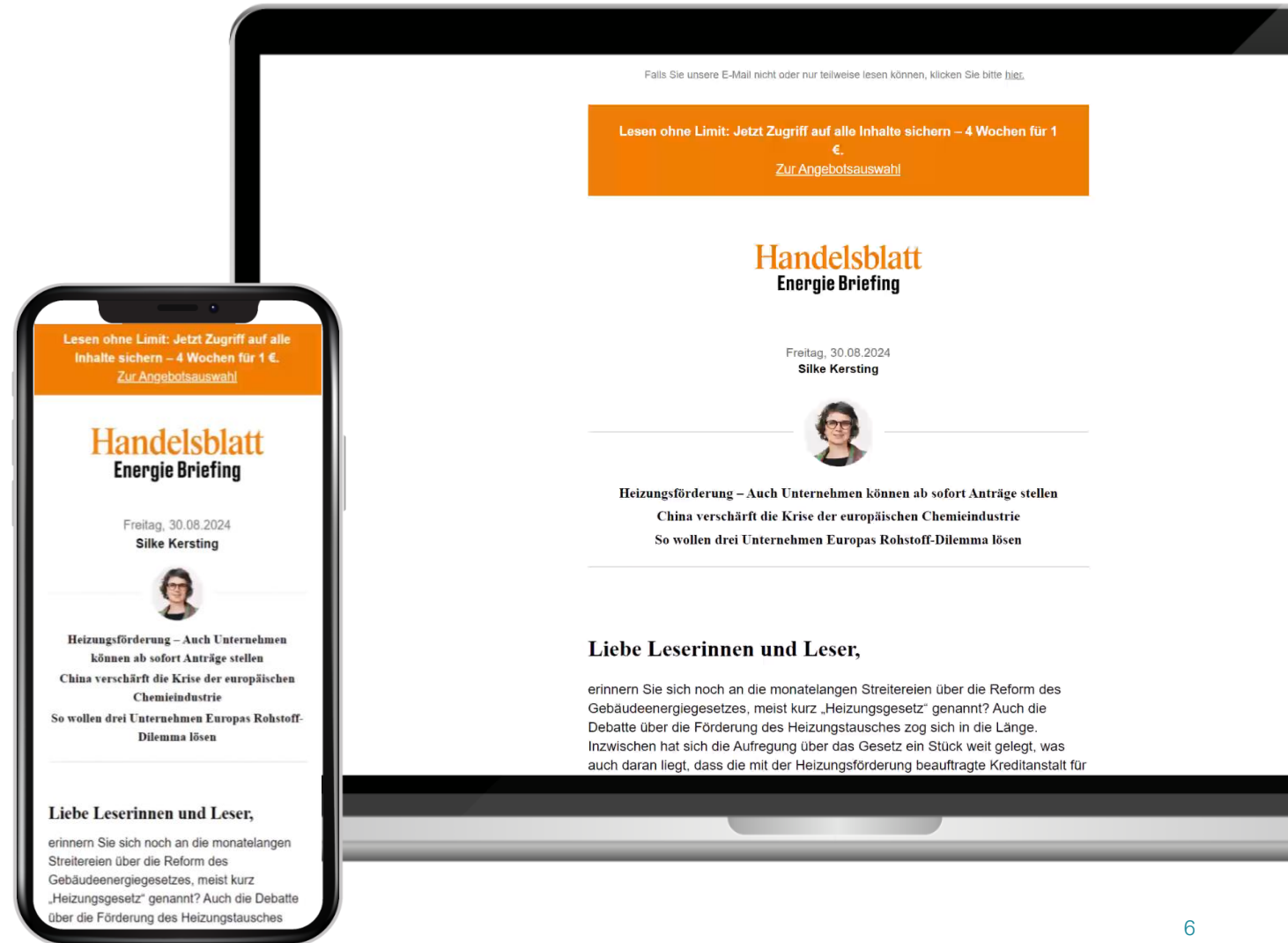
Lower banner file weight

# NEWSLETTER



More sustainable advertising in your mailbox.

- ◆ Many options: All banner advertising formats also as **eco ad®**
- ◆ Premium portfolio: Advertising in a responsible environment with **relevance and impact**



QUALITÄT | SERVICE | PERFORMANCE | WIRKUNG

**80%**

Lower banner file weight

# CONTENT



Effective and sustainable - the new eco Brandstory Plus.

- ◆ Full impact: Same **immersive effect** as a regular Brandstory Plus
- ◆ Customisable: content tailored precisely to the brand and target group to **create an emotional connection**
- ◆ Consistent quality: Unchanged high quality and impact of the message despite reduced file size

QUALITÄT | SERVICE | PERFORMANCE | WIRKUNG

90%

Lower content file weight

