

Promotional articles that don't suck

About IQads

IQads is the most important Romanian platform dedicated to advertising and communication, activating the most important local creative community: respected professionals, freelancers, aficionados, admirers.

We create:

- premium editorial content, on IQads.ro: news, interviews, editorials, creative work, case studies
- events and projects: ADfel, Agencies' Cups, AdBreak, The Creator
- services: Advertorials, AdJob, Calendar, Catalogue (Catalog), Brand History (Istoria Brandului)

We offer a relevant playground for creatives from all fields:

freelancers, artists, designers, movie directors, architects, and students.



Presenting and promoting the advertorial

We present the advertorial on a dedicated page

See: http://www.iqads.ro/advertorial/14943/in-tine-locuieste-un-mic-creativ

We promote each advertorial in the following ways:

1. Featuring the advertorial on IQads's homepage, in right-hand side column

The number of days that the article is promoted like this will vary according to the budget. More details on the budget slide.

3. Exposure in social media:

See: https://www.facebook.com/IQads/posts/627740177288718

8 posts on Facebook IQads (> 120 000 fans)

8 posts on Facebook IQads News (> 15 000 fans)

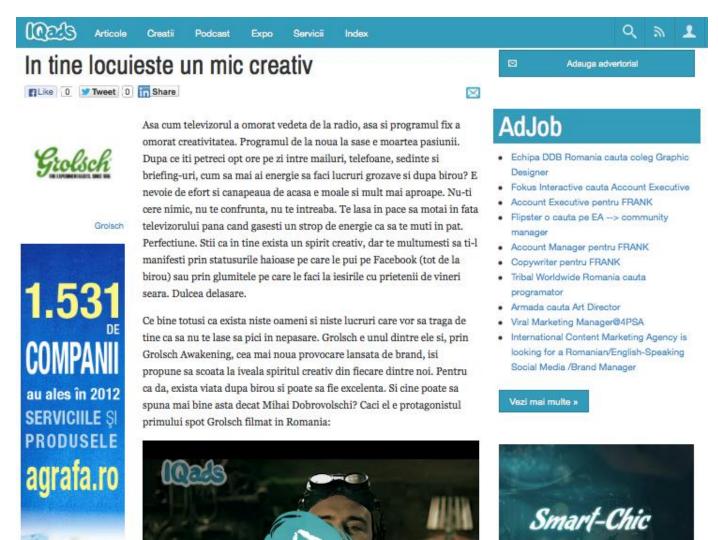
2. Featuring the advertorial in 1 issue of IQads's editorial newsletter (>20 000 subscribers)

See: http://www.iqads.ro/newsletters/preview/696



The dedicated page of the advertorial

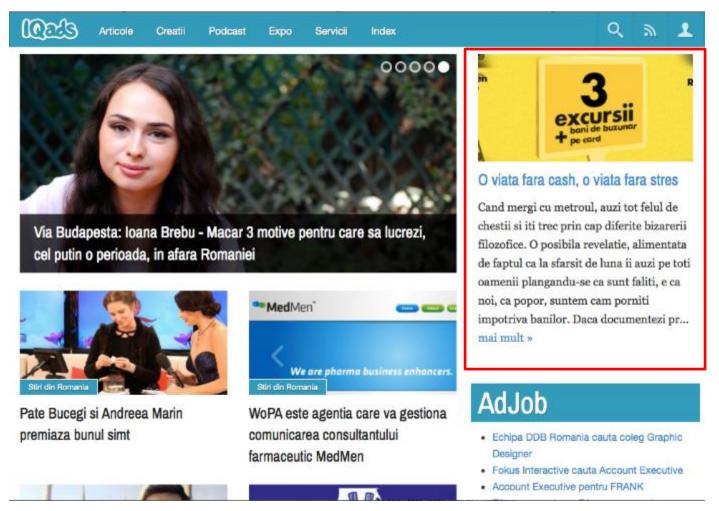
See: http://www.iqads.ro/advertorial/14943/in-tine-locuieste-un-mic-creativ





1. Featuring the advertorial on the homepage of IQads

The number of days that the article is promoted like this will vary according to the budget. More details on the budget slide.

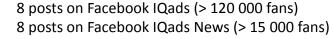




2. Promotion in social media: Facebook IQads + IQads News

See: https://www.facebook.com/IQads/posts/627740177288718







3. Featuring the advertorial in IQads's editorial newsletter

See: http://www.iqads.ro/newsletters/preview/696













{\$firstname} {\$lastname} | 08 Noiembrie 2013

Nu vreau sa va stresez cu lucruri grele ca e vineri:

Va arat spoturile astea excelente pentru ADC*RO Awards, in care publicitarii fac misto de ei.

Va zic si de niste ambalajele care spun adevarul la rece si de printurile astea apetisante.

Va invit si la un dezmat launtric dichisit, cu niste cuvinte care vor sa schimbe lumea.

Va spun si cum sa castigati premii la Cannes fara prea mult efort.

insuti. In dreapta lui ar trebui sa troneaze, alb-negru, chipul lui Tudor Arghezi, iar in josul lui sper sa se gaseasca pe putin vreo 200 de... citeste »

Ad

Interviu: Povestea din spatele performantei care inspira

Campania Petrom, "Performanta inspira", vorbeste despre Romania. Despre o Romanie a viitorului, performanta, atractiva pentru investitori straini, in care locuitorii au inteles forta pe care actiunile individuale o au asupra mediului in care traiesc. E o Romanie pe care Petrom o sprijina si la construirea careia... citeste »

Idei tinere, idei verzi

Mozart a compus prima sa simfonie la opt ani. Picasso a pictat primul sau tablou la varsta de noua ani. La paisprezece ani, Nadia Comaneci obtinea primul zece din istoria gimnasticii. In varsta de zece ani, Akrit Jaswal e in cautarea leacului pentru cancer. Desi e clar ca ei sunt copii exceptie, la fel de clar este si ca... citeste »

Catalog IQads

Clipuri TV



Marks & Spencer -Christmas 2013

Online



Breaking News -Your personal alert service



Terms and conditions

- The advertorial can be written by the client or by the editors of IQads, using information and materials from the client.
- The advertorials written by the editors of IQads will be ready in 5 days after all materials and information is received.
- The interval between the final agreement on the advertorial's content (via a preview link) and the published version on IQads.ro is 1 day



Materials needed

For the advertorials written by clients, the following materials are needed: :

- The title a maximum of 120 characters
- The multimedia to be used in the article (.zip archive)
- The text of the article and a Word document with the desired layout how to place images, videos and other materials



The budget required to publish an advertorial

The prices vary according to the number of days that the advertorial is promoted on the homepage, the rest of the terms remaining the same:

- 500 euro / 2 days on the homepage
- 550 euro / 3 days
- 600 euro / 4 days
- 650 euro / 5 days
- 700 euro / 6 days
- 750 euro / 7 days

The prices do not include VAT.

Each contract has the following steps:

- A contract on providing this service
- Generating the invoice
- Confirming the payment
- Publishing the material as agreed

The advertorial package does not include editorial interviews or news from press releases. These, along with other editorial proposals, can be sent independently at news@iqads.ro, our editorial team deciding whether or not to publish them and their final form.





#publishing

#events

#projects



IQads is the most important Romanian platform dedicated to creative industries and related areas, activating the most important local creative community: professionals, freelancers, aficionados.



SMARK is a source of knowledge and inspirarion plus a practical tool for the professional development and networking for the people working in the Romanian marcomm industry.



Everything about advertising and the ones who produce it

IQads.ro offers premium content about the industry as a business and as a show: news, interviews, analysis, features & more.









The Romanian community of marketing proffessionals

SMARK.ro offers premium content about marketing news, intervies, case studies.







9th edition, August 2014

The annual unconventional advertising event of Romania. 7 days every year, 100+ cultural & social brands involved and 400+ ideas implemented so far. The traditional events of ADfel include:



8th edition

The show of the best original advertising parodies.



4th edition

Intensive training sessions for the advertising newcomers.



The battles of advertising people's egos and skills on 4 different pitches:



2nd edition, March 2014 Cooking is the new rage, let's celebrate it!



5th edition, May 2014 The original Cup turned into the Cannes of football.



1st edition, September 2014

The golden voices of the industry show their best.



1st edition, November 2014 The greatest gamers of advertising fight for The Cup.



45 editions so far

The monthly get-together of the Romanian advertising industry.



20 competitions so far

The platform for premium UGC competitions reaching the most important creative community of Romania.



The best in marcomm events both work and afterhours.



catalog

Promoting the companies that offer services for the creative industries.



The history of interesting brands and their creative milestones.



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The dedicated recruitment service for the creative industries.



20 events so far

Creative marketing events and workshops featuring rock star researchers and sociologists, top planners, spectacular creatives, insightful brand managers and inspired entertainment people.



3rd edition, March 2014

What helps and what harms your brand and how to do promotions right.



2nd edition, April 2014

Tools and tactics to build and develop strong brand communities.



5th edition, May 2014

The most important event of the local market and consumer research industry.



2nd edition, June 2014

Talking to the target that matters - 80% of the buying decisions belong to women.



2nd edition, September 2014

Adressing a target that's rapidly evolving - niches, tactics, strategies.



3rd edition, November 2014

How to be relevant for the most changing and cynical age group.



10 research studies so far

A series of syndicated research studies covering the hottest topics in various industries. The most recent ones:











The dedicated recruitment service for marketing

#services

Contact

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Publishing: IQads.ro | SMARK.ro

Services: <u>AdJob.ro</u> | <u>Calendar.IQads.ro</u> | <u>Catalog.IQads.ro</u> | <u>Research.SMARK.ro</u>

Events: ADfel | AdBreak | CupaAgentiilor | SMARK KnowHow

Projects: <u>TheCreator</u>

