



**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>

Articole Creatii Podcast Expo Servicii Index

## In tine locuieste un mic creativ


   



Grolsch

Asa cum televizorul a omorat vedeta de la radio, asa si programul fix a omorat creativitatea. Programul de la noua la sase e moartea pasiunii. Dupa ce iti petreci opt ore pe zi intre mailuri, telefoane, sedinte si briefing-uri, cum sa mai ai energie sa faci lucruri grozave si dupa birou? E nevoie de efort si canapeaua de acasa e moale si mult mai aproape. Nu-ti cere nimic, nu te confrunta, nu te intreaba. Te lasa in pace sa motai in fata televizorului pana cand gasesti un strop de energie ca sa te muti in pat. Perfectiune. Stii ca in tine exista un spirit creativ, dar te multumesti sa ti-l manifesti prin statusurile haioase pe care le pui pe Facebook (tot de la birou) sau prin glumitele pe care le faci la iesirile cu prietenii de vineri seara. Dulcea delasare.

Ce bine totusi ca exista niste oameni si niste lucruri care vor sa traga de tine ca sa nu te lase sa pici in nezasare. Grolsch e unul dintre ele si, prin Grolsch Awakening, cea mai noua provocare lansata de brand, isi propune sa scoata la iveala spiritul creativ din fiecare dintre noi. Pentru ca da, exista viata dupa birou si poate sa fie excelenta. Si cine poate sa spuna mai bine asta decat Mihai Dobrovolschi? Caci el e protagonistul primului spot Grolsch filmat in Romania:



### AdJob

- Echipa DDB Romania cauta coleg Graphic Designer
- Fokus Interactive cauta Account Executive
- Account Executive pentru FRANK
- Flipster o cauta pe EA --> community manager
- Account Manager pentru FRANK
- Copywriter pentru FRANK
- Tribal Worldwide Romania cauta programator
- Armada cauta Art Director
- Viral Marketing Manager@4PSA
- International Content Marketing Agency is looking for a Romanian/English-Speaking Social Media /Brand Manager

Vezi mai multe »



**1.531** DE  
**COMPANII**  
au ales în 2012  
SERVICIILE ȘI  
PRODUSELE  
**agrafa.ro**



# 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.



The screenshot shows the IQads website homepage. The navigation bar includes 'Articole', 'Creatii', 'Podcast', 'Expo', 'Servicii', and 'Index'. The main content area features a large article titled 'Via Budapesta: Ioana Brebu - Macar 3 motive pentru care sa lucrezi, cel putin o perioada, in afara Romaniei'. To the right, a red-bordered box highlights an advertorial for '3 excursii bani de buzunar pe card'. Below the main article, there are two smaller articles: 'Pate Bucegi si Andreea Marin premiaza bunul simt' and 'WoPA este agentia care va gestiona comunicarea consultantului farmaceutic MedMen'. At the bottom right, there is an 'AdJob' section listing job openings.

**IQads**    Articole    Creatii    Podcast    Expo    Servicii    Index    🔍    📡    👤

## Via Budapesta: Ioana Brebu - Macar 3 motive pentru care sa lucrezi, cel putin o perioada, in afara Romaniei

**3 excursii**  
+ bani de buzunar  
pe card

### O viata fara cash, o viata fara stres

Cand mergi cu metroul, auzi tot felul de chestii si iti trec prin cap diferite bizarerii filozofice. O posibila revelatie, alimentata de faptul ca la sfarsit de luna ii auzi pe toti oamenii plangandu-se ca sunt faliti, e ca noi, ca popor, suntem cam porniti impotriva banilor. Daca documentezi pr...  
[mai mult »](#)

**Stiri din Romania**  
Pate Bucegi si Andreea Marin premiaza bunul simt

**Stiri din Romania**  
WoPA este agentia care va gestiona comunicarea consultantului farmaceutic MedMen

## AdJob

- Echipa DDB Romania cauta coleg Graphic Designer
- Fokus Interactive cauta Account Executive
- Account Executive pentru FRANK



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

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



The screenshot shows a Facebook post from the page 'IQads'. The post is dated '30 November' and contains the following text:

Mai aveti timp pana la 23.59 sa trimiteti proiectele pentru concursul Eco Wi-fi Zone Design. In ciuda coincidentei de data, lucrarile nu vor ajunge la Sfantul Andrei, ci la juriul ales de Eco-Rom Ambalaje si compus din cinci arhitecti: Adrian Ciocazanu, Mario Kuibus, Adrian Spirescu, Dorin Stefan, Robert Zotescu.

[http://www.iqads.ro/advertorial/idei\\_verzi\\_pe\\_ultima\\_suta\\_de\\_metri](http://www.iqads.ro/advertorial/idei_verzi_pe_ultima_suta_de_metri)

The text is enclosed in a red rectangular box. Below the text are the options 'Like · Comment · Share'. To the right of the post, there is a larger post from 'IQads' dated '30 November' which includes a video thumbnail of a woman with glasses and the text: 'O mama isi face familia foarte fericita la cina de Ziua Recunostintei. Cum? Le spune ce a pregatit de mancare: carne ieftina, sos ieftin si cea mai ieftina placinta ever. Reactiile copiilor sunt senzationale. Mai ales cele ale baietelului, care aproape se sufoca de bucurie si scoate un sunet pe care am incercat sa-l reproduc, dar nu mi-a iesit:'. Below this is another post from 'IQads' dated '30 November' with the text: 'Alex Tunaru scrie povestile cu si pentru oameni mari. Nu sunt intr-o carte, ci aranjate frumos pe un blog, unde, isi promite Alex, o sa scrie mai des. Mai multe despre blog insa, ne spune chiar el in interviul de mai jos:'. Below this is a link: '» [http://www.iqads.ro/a\\_28122](http://www.iqads.ro/a_28122)'. On the right side of the page, there is a 'Sponsored' section for 'Telefoane mobile ieftine' with a red smartphone and the 'CEL' logo. The text below the phone says: 'Telefoane mobile incepand de la 80 lei. Samsung, Nokia. Livrare in toata tara in aceeasi zi! Alexandra Lucia Ilie and Laura Ionescu like this.'

8 posts on Facebook IQads (> 120 000 fans)  
8 posts on Facebook IQads News (> 15 000 fans)

# 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 Romania 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 Romania 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

advertorial  
IQads

## 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](mailto:news@iqads.ro), our editorial team deciding whether or not to publish them and their final form.

**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 inspiration plus a practical tool for the professional development and networking for the people working in the Romanian marcomm industry.**

#publishing



**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 professionals**  
SMARK.ro offers premium content about marketing news, interviews, case studies.



#events  
#projects



**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.



**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**  
Addressing 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.

#services



The best in marcomm events - both work and afterhours.



Promoting the companies that offer services for the creative industries.



The history of interesting brands and their creative milestones.



Promotional articles that don't suck.



The dedicated recruitment service for the creative industries.



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



nielsen



The dedicated recruitment service for marketing.

# Contact

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Publishing: [IQads.ro](http://IQads.ro) | [SMARK.ro](http://SMARK.ro)

Services: [AdJob.ro](http://AdJob.ro) | [Calendar.IQads.ro](http://Calendar.IQads.ro) | [Catalog.IQads.ro](http://Catalog.IQads.ro) | [Research.SMARK.ro](http://Research.SMARK.ro)

Events: [ADfel](http://ADfel) | [AdBreak](http://AdBreak) | [CupaAgentiilor](http://CupaAgentiilor) | [SMARK KnowHow](http://SMARK KnowHow)

Projects: [TheCreator](http://TheCreator)