

Activate Green Media Deals with ACM:

The Path to Net Zero Advertising Emissions

Powered By Scope3



ACM

The environmental impact of digital advertising is significant. Accurately account for and offset the carbon emissions from your campaigns with Index Exchange's new Green Media Deals solution

How does the program work?

Certified carbon-neutral media measured by Scope3. The complete carbon footprint of a programmatic advertising campaign, including the supply chain, is tracked and reported on by Scope3. Contribute to a high-quality portfolio of carbon removal projects, taking out what advertising put into the environment.

A path to net-zero for Publishers & Buyers

Green Media Deals are an easy and quick way for advertisers and publishers to make progress towards their net zero commitments. Activate your deals with ACM and reduce the carbon impact of programmatic.

How can I participate?

You are eligible to join the Green Media Deal program. Get in touch with your ACM programmatic contact Robbie Gibbs to learn more!

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What type of projects will this support?

Scope3's portfolio consists of high-quality carbon removal projects, ranging from reforestation to direct air capture.

Getting started

- Create a Private Auction, Preferred Deal or Guaranteed Deals
- All carbon emissions from your deal will be measured
- All inventories, channels and devices are available
- Carbon Emission Reports provided upon request at the end of a campaign