



2016 Advertising & Sponsorship Opportunities

The **Interactive Advertising Bureau (IAB)**, the world's leading trade association for the digital advertising industry, empowers the marketplace to thrive in the digital economy. Working with its member companies, IAB produces industry standards and best practices, fields critical research, fosters thought leadership, education and workforce development.

Audience of Digital Media Professionals

Brand Marketers, Publishers, Ad Agency Executives, Ad Tech Providers & Industry Press, Leaders, Learners, Creatives & Technical Experts

IAB.com

The destination for comprehensive industry information, standards, news, education, events and research.

Home Page Program

Own an exclusive position on IAB's main hub and associate your brand with real-time news and digital thought leadership

Placement: Mid-page

Responsive Unit Size: 970x90, 728x90, and 320x50

Average Monthly Impressions: 62,000

CPM: \$60

Run of Site Program

Associate your brand with IAB's programs that structure, shape, and educate the industry with placement on every iab.com page

Placement: Top of page

Responsive Unit Size: 970x90, 728x90 and 320x50

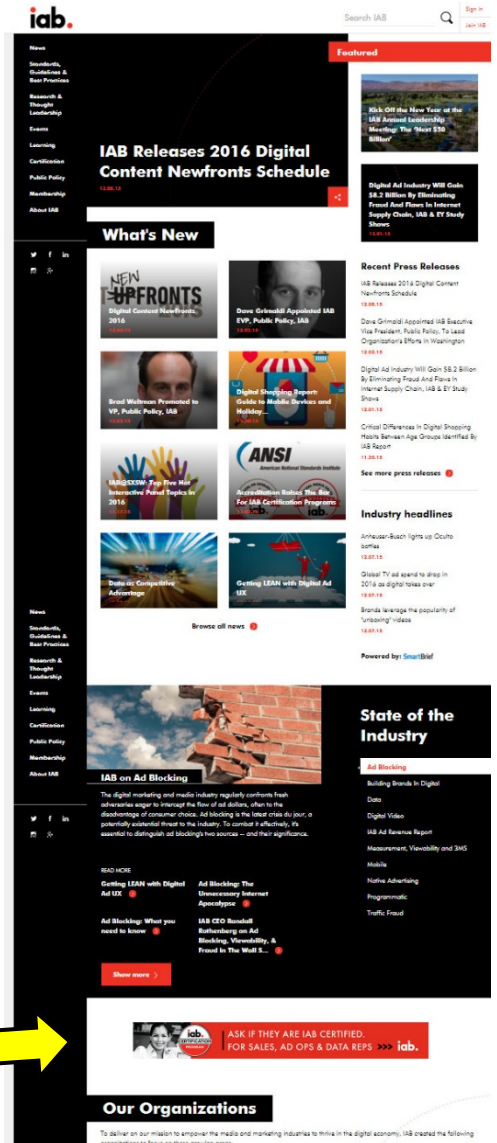
CPM: \$40

Stats

Avg. Monthly Page Views: 512,00

Avg. Monthly Unique Viewers: 164,000

Avg. Time Per Page:
1 Minutes 40 seconds



Run of Site Program

Home Page Program



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IAB Informer Newsletter

The latest news, information, events, research and *exclusive* highlights for digital advertising and marketing. Reaches online advertising's most influential decision-making professionals monthly.

Banner Program

Prominent banner presence in the IAB's exclusive monthly informational newsletter that keeps industry leaders ahead of the game.






Placement: Top of email
Unit Size: 728 x 90
Cost: \$2,000 per issue

Stats

Opt-in Subscribers: 23,000
Delivered Monthly
Audience: Industry professionals including IAB Members


Increase ad recall by 40%  with the power of Time Warner Cable Media Omni-Screen Solutions


iab INFORMER July 2015
Digital Advertising Industry News, Commentary, Events and More


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FEATURES

IAB Programmatic Revenue Report Reveals U.S. Programmatic Display Ad Revenues Totalled \$10.1B in 2014
The IAB Programmatic Revenue Report, a first-ever study sizing the U.S. programmatic market from the IAB and prepared by PwC U.S., provides an overview of the key buy- and sell-side players in the 2014 landscape, and an outline of various programmatic activities. In addition, the study offers guidance for overcoming obstacles to programmatic buying and selling in order to allow programmatic to reach its full potential. View the Programmatic Town Hall Revenue presentation deck [here](#).
[LEARN MORE](#)

VIDEO SPOTLIGHT
Michael Lebowitz, Founder & CEO of BtoB, Discusses the Importance of the IAB MIXX Awards

[IABLOG & NEWS](#)
Make Mobile Work 2.0: Continuing the Mobile Conversation with Brand Marketers
[Our Smartphones, Ourselves](#)
[Programmatic Advertising: Fact or Fiction](#)
[It Takes More Than Just Data](#)

Only at IAB MIXX: Deals Are Made and Business Gets Done
New York, NY • September 28-29, 2015

The **IAB MIXX Conference** has advertising Week's best editorially-rated content and unparalleled **networking** under one roof. And only at IAB MIXX will you find the most senior executives driving our industry forward in deep-dive track sessions that impact the way business gets done. This year's topics include embracing the user experience programmatically, mobilizing and measuring the user experience, and more. Early registration ends on August 7.
[REGISTER NOW](#)

Trustworthy Accountability Group (TAG) and Digital Ad Leaders Announce New Program to Block Fraudulent Data Center Traffic

Last week, the Trustworthy Accountability Group (TAG) announced a new program to block legitimate and non-human ad traffic originating from data centers. Data center traffic is one of many types of subhuman or illegitimate ad traffic, and this new program will complement TAG's recently-announced **Fraud Threat List**, through

IAB Study: Programmatic Revenue Exceeds \$10 Billion, but Industry Still Confused
[IAB Releases A New Overview Of In-Feed Ads](#)
[A Portrait of American Mobile Video Viewing](#)
[Programmatic Represented 52% Of Display Ad Spend in 2014](#)

UPCOMING IAB EVENTS
[Study Session: Digital Media Sales Certification](#)
August 4, 2015
6:00pm - 8:30pm ET
[More info](#)
[Digital Audio Agency Day - Dallas](#)
August 5, 2015
3:00pm - 6:30pm CT
[More info](#)
[Field Guide for Validating Premium Ad Inventory, Filtering Out Non-Human Traffic](#)
August 11, 2015
1:00pm - 2:00pm ET
[More info](#)
[Advanced Programmatic for Buyers and Sellers - NYC](#)
August 20, 2015
8:00am - 5:00pm ET