



IAB GENERAL MEMBERSHIP

IAB is digital media's biggest tent, comprised of more than 650 leading media and technology companies that are responsible for selling, delivering, and optimizing digital advertising or marketing campaigns. Working with its member companies, IAB develops technical standards and best practices and fields critical research on interactive advertising, while educating brands, agencies, and the wider business community on the importance of digital marketing. The organization is committed to elevating the knowledge, skills, expertise, and diversity of the workforce across the industry. IAB advocates for its members' interests and promotes the value of the digital advertising industry to legislators and policymakers.

IAB MEMBERS HAVE FIRST ACCESS TO THE FOLLOWING BENEFITS, AND MORE!

AUTOMATIC MEMBERSHIP TO IAB TECH LAB

where you can contribute to and access code for all technical specifications we oversee

- Recent initiatives included the new Ad Unit Portfolio, VAST 4.0, MRAID 3.0, and OpenRTB 2.5



PARTICIPATION IN, AND ABILITY TO LEAD, 23 INDUSTRY-FACING COMMITTEES & COUNCILS that create new standards and guidelines, ad units/formats, and best practices that the digital industry uses to move forward

COMMITTEES

- Advanced TV
- Audio
- B2B
- Buying Automation
- Consumer Experience
- Data Benchmarks & Activation
- Digital Out of Home
- Digital Video
- Games
- Identity & Audience Data
- Local
- Measurement & Attribution

- Mobile Advertising
- Selling Automation
- Social Media/Native/Content

COUNCILS

- Ad Ops
- Advertising Technology
- Finance
- Legal Affairs
- Multicultural
- Public Policy
- Research
- Sales Executive

SHOWCASE YOUR RESEARCH, INSIGHTS, AND DATA through webinars, town halls, thought leadership forums, and more

EXCLUSIVE MEMBER-ONLY INVITATIONS

to networking receptions and summits that gather the leading industry platforms, publishers, and brands to tackle pressing industry issues

- 2016 exclusive events included the Ad Blocking Summit, Video Leadership Summit, and IAB@Mobile World Congress

SPEAKING AND SPONSORSHIP OPPORTUNITIES, AND DISCOUNTS TO IAB EVENTS

both large and small, to gain exposure, increase credibility, and convey your goals and vision

ABILITY TO STEER IAB PUBLIC POLICY EFFORTS that fight against adverse government regulation and legislation for your business interests

- Recent topics addressed with leading policy makers included ad blocking, native advertising guidance, online privacy, tax deductibility

NETWORKING WITH 650+ LEADING MEDIA COMPANIES who represent our diverse ecosystem from publishers, platforms, and brands, and everything in between



...and many more

PROFESSIONAL DEVELOPMENT COURSES AND CERTIFICATION PROGRAMS at discounted rates

- Certifications in Media Sales, Ad Operations, Data Solutions, and Media Buying and Planning, and courses in Programmatic, Digital Fundamentals, and more

Keep your finger on the pulse of new initiatives, ad units, and distribution technologies, and stay abreast of key industry conversations. To learn more about IAB membership and to get involved, please contact membership@iab.com.

IAB.COM/MEMBERSHIP