



Media Kit for IAB.net & IAB Informer

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.net

The destination for the most 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: Right side of page, vertical

Unit Size: 160 x 600

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.net page

Placement: Top of page & right side vertical

Unit Size: 970 x 90

Average Monthly Impressions: 362,500

CPM: \$40



Run of Site Program

Stats

Avg. Monthly Page Views: 410,00
Avg. Monthly Unique Viewers: 145,000
Avg. Time Per Page: 2 Minutes



Home Page Program



Media Kit for IAB.net & IAB Informer

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.

Stats

Opt-in Subscribers: 37,500
Delivered Monthly
Audience: Industry professionals
including IAB Members

Banner Program

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

Banner Placement: Top of email
Banner Unit Size: 728 x 90

Skyscraper Placement: Right Rail
Skyscraper Unit Size: 160 x 600

Cost: \$2,000 per issue

