



IAB DIGITAL MEDIA SALES CERTIFICATION PROGRAM

RECERTIFICATION HANDBOOK

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1 | INTRODUCTION

Thank you for your interest in renewing your Digital Media Sales (DMSC) certification offered by the Certification Commission of the Interactive Advertising Bureau (IAB). The DMSC is the highest industry credential for digital media sales professionals, and was established to set industry standards, knowledge, and competency requirements in digital media sales. Individuals who earn the DMSC have demonstrated their knowledge and competency in the area of digital media sales, and are dedicated to upholding high standards of ethical and professional practice in the industry. DMSC certification is awarded for a period of two years. In order to maintain certification and continue use of the DMSC designation, certified individuals must meet the requirements for recertification. This handbook contains the application procedures, requirements for recertification, and the policies that guide the decisions on recertification.

2 | PHILOSOPHY OF RECERTIFICATION

The Recertification Program was developed to ensure that certified digital media sales professionals remain competent and ethical in the industry, and encourages certificants to continuously enhance their knowledge and abilities. The requirements for recertification, and the means by which DMSC's demonstrate compliance with the recertification requirements, are based on the philosophy of *continued competence* through recertification. As such, specific recertification requirements have been established.

1. Recertification is defined as a process to ensure that certificants maintain continued competence in digital media sales.
2. Upholding high standards of ethical and legal practice is a primary tenet of the certification program and therefore a requirement of recertification. As a condition of recertification, all DMSC's are required to sign and submit a Consent Statement (Appendix A) and Code of Ethics (Appendix B).
3. Maintaining competence is demonstrated through qualifying activities including formal and continuing education, continued work in digital media sales, and other activities to be completed on an annual basis throughout the two-year recertification cycle.
4. DMSC's are responsible for conducting an ongoing assessment of their continued competence in digital media sales, and measuring their own knowledge and skill level against the requirements for certification. Please refer to the DMSC Examination Blueprint to make sure the activities you submit for recertification have a direct link to the content domains of the exam. The Examination Blueprint is found in Appendix C.

Note to certificants:

Read this recertification document in its entirety, and keep this handbook for later reference. Also keep a copy of all documentation that provides evidence of your completion of recertification activities as 10% of all recertification applications are audited. Should your application be audited, you will be required to submit supporting documentation as evidence of completion of the recertification requirements.

3 | QUALIFYING RECERTIFICATION ACTIVITIES AND REQUIREMENTS

Qualified candidates for recertification shall have the option of ***either retaking the Certification examination or earning 24 Continuing Education credits over the two year certification period.**** Candidates who wish to take the examination should apply *at least three months before their certification is due to expire in order to have sufficient time to schedule and take the exam in a test window.* For those who choose to the Continuing Education option, credits are earned by engaging in continued competence activities, including continuing education, training and/or learning activities related to the competency requirements of the DMSC certification examination. The following activities qualify toward earning recertification credit:

Qualifying Activity	Credits	Documentation Required
Industry Conferences	1 credit for each 2-hour period	Receipt or proof of registration
Professional development classes, Seminars, Webinars, Training	1 credit for each full hour	Certificate of Attendance or Completion
Presentations at industry meetings, guest lectures, participation on a panel	4 credits per presentation	Copy of program; Date and location of presentation; evaluations, if applicable
College/University programs	5 credits per semester-long course 3 credits per trimester- or quarter-long course	Name of educational institution; Course Title(s) and Syllabus; Name of Instructors; Semester/Trimester/Quarter Completed
Published Works (articles published in third-party digital media journal, magazine, newsletter, industry blog)	3 credits per publication	Copy of article, date, publication name
Participation in industry task force with defined output (e.g. development of new standards, industry white paper)	4 credits per task force	Letter from industry group
Item Writer for DMSC certification examination*	2 credits per in-person workshop	

- ** Exam Committee members who write test items cannot sit for the examination for no less than 2 years after their term ends. Members must complete 24 hours of Continuing Education in order to satisfy recertification, where each in-person workshop qualifies for 2 credits.*
- Other types of learning and thought leadership activities not listed above may be considered by the Commission.

- Certificants are responsible for tracking and reporting their recertification activities and will be required to submit appropriate documentation (transcripts, certificates, etc.) for each CE activity. *Specific procedures for how to apply for recertification and to submit credits will be released within the next few weeks.*
- All credits claimed must be earned during the certification cycle and credits may not be carried over into the next recertification cycle.
- Certificants are responsible for conducting an ongoing assessment of their continued competence in digital media sales, and measuring their own knowledge and skill level against the requirements for certification.
- Candidates for recertification will be asked to refer to the DMSC exam blueprint on the IAB website at www.iab.com/salesresources to ensure that Continuing Education activities submitted for recertification have a direct link to the content domains of the exam.

4 | RECERTIFICATION POLICIES

Policy: Recertification Requirements

Certification is awarded for a period of two years. In order to remain certified, certificants must meet the recertification requirements by established deadlines. Certificants must agree to continue to abide by and uphold the Code of Ethics and the policies of the Commission, which includes continued appropriate and authorized use of the certificate, logo, and marks. Certificants must pay the current recertification fee.

Recertification requirements are based upon the philosophy of continued competence, and as such, certificants must meet the recertification requirements as determined and defined by the Commission, in order to recertify. Failure to comply with recertification requirements will result in the expiration of certification and removal of the DMSC credential. Credits applied toward meeting the recertification requirements must be completed during the certification cycle. Credits may not be carried over from one certification cycle to the next.

Policy: Submitting Recertification Applications

All applications for recertification shall be reviewed by the certification staff. Candidates must fill out the recertification application in its entirety, with complete and accurate information at the time of submission, and sign the Consent Statement. Failure to do so will result in a denial of recertification. Payment must accompany the application. The agreement to uphold and abide by the Code of Ethics and the Policies of the Commission shall be verified and must be submitted with the application. Certificants will be notified within ten business days of receipt of the application and approval of recertification status.

Policy: Denial of Recertification

Certificants who do not meet the recertification requirements will be notified that their recertification application does not meet the criteria. The candidate will be asked to submit further supporting documentation or continuing education credits within 10 business days. If the resubmitted application does not meet approval or the candidate fails to respond within the designated time, the candidate's application will be denied. The reasons for the denial shall be indicated, and the certificant shall receive instructions on how to reapply.

Policy: Appeal of Denial of Recertification

Certificants who are denied recertification following resubmission of their application, may request reconsideration of the decision of denial by making an Appeal to the Commission. Requests for an appeal must be made no later than 30 days after the notification of denial. Within 60 days of the receipt of the written appeal, the Commission must conclude its deliberations. The decision the Appeals is final.

Policy: Auditing Recertification Applications

The Certification staff shall audit 10% of recertification applications to verify attainment of reported recertification activities. Individuals whose application is subject to an audit will be notified by e-mail and will be required to submit supporting documentation. Failure to comply with an audit will stop the application process and the certificant will not be permitted to recertify. The certificant will not be permitted to appeal this decision and certification shall expire.

Policy: Issuing Certificates

A certificate with the dates of renewal is issued to certificants upon successful completion of all recertification requirements.

Policy: Extensions

Certified person(s) may be granted an extension to meet all recertification requirements for a period of three months. In extenuating circumstances, candidates may have their certification extended up to one year, for example, but not limited to, in the event of military deployment, state of emergency, or other circumstances approved by IAB. Extensions are granted on a case-by-case basis and at the discretion of certification personnel. The certified person's original date of expiration will remain fixed when the new certificate is issued. If the certified person(s) does not recertify within the designated time period, certification will expire and the certified person(s)'s record shall be purged. If in the future the individual wishes to become certified, a new application will be required. All eligibility, examination and fee requirements shall apply.

Policy: Recertification Fees

Recertification fees are due at the time of submission of the recertification application and must be paid in full. Refunds of partial or the full recertification fee are not provided should recertification be denied. The cost of recertification is \$175 (member) or \$225 (non-member), which includes a \$50 non-refundable application fee. Recertification costs are the same whether a certificant opts to earn and submit continuing education credits or retake the exam.

5 | RECERTIFICATION APPLICATION

The recertification application is available on the DMSC Recertification page at www.iab.com/recertifysales. Candidates have the option apply to take the examination or upload 24 hours continuing education and purchase the recertification fee.

APPENDIX A: CONSENT STATEMENT

I, _____ (*Print Full Name*), certify that all information contained in my recertification application for the Digital Media Sales Certification is true and accurate to the best of my knowledge. Further, I agree to notify IAB promptly of any change in name, address, or contact information, or in the event of any occurrence bearing upon my ability to maintain certification status.

I hereby authorize IAB Staff to review my application, to contact employers listed on my application, and to determine my eligibility for meeting the recertification requirements. I agree to cooperate promptly and fully in this review, including submitting any documents or information deemed necessary to confirm the information in my application, and authorizing the above designated parties to communicate with individuals they deem appropriate to determine the outcome of my application.

I have read and I understand the instructions and policies related to the recertification program, and I agree to abide by their terms. If any statement made on my application or hereafter supplied to IAB is false or inaccurate, or if I violate any other rules or regulations of the Founding Commission on Certification, I acknowledge and agree that the penalties for doing so include, but are not limited to: denial of recertification, or suspension of, revocation of, or the placement of limitations upon, my certification.

I agree to indemnify and hold harmless the above-designated parties for any action taken pursuant to the rules and standards of IAB with regard to this application, except claims based upon gross negligence or lack of good faith by the Founding Commission on Certification.

Upon notification of renewal of certification status, I agree that IAB may release my name and certification status. I agree further that IAB may include my name and contact information in a listing of certified individuals available to the public in print and/or electronic format. I understand and agree that it will be my responsibility to maintain my status by complying with all certification and recertification requirements and procedures.

I understand that signing this Agreement does not mean that my certification has been renewed. I understand that meeting all requirements for recertification includes agreeing to uphold and abide by the Code of Ethics.

I, the undersigned, have read, understand, and agree to abide by the statements above.

(Signature required at time of application)

APPENDIX B: CODE OF ETHICS

The Digital Media Sales Certification (DMSC) is the highest industry credential for digital media sales professionals. Individuals who earn the DMSC have demonstrated their knowledge and competency in the area of digital media sales, and are dedicated to upholding high standards of ethical and professional practice in the industry. In earning the designation, DMSC's recognize that certification is a privilege that must be earned and maintained, and doing so is the responsibility of the highest order. This document sets forth the Code of Ethics to be upheld by DMSC's and is a requirement of earning and maintaining certification. The Code of Ethics establishes the professional conduct and minimal ethical behavior requirements of certificants. DMSC's who intentionally or knowingly violate any provision of the Code of Ethics are subject to investigation and sanctions which may result in revocation of the certification.

The Certified Digital Media Sales Professional shall:

1. Act in a moral and ethical manner at all times and conduct all interactions with clients and prospective clients with honesty and integrity.
2. Refuse to participate in actions, agreements, policies or practices which may be detrimental to clients, prospective clients, competitors or suppliers; or established economic, social or legal standards.
3. Refuse engagements which present a conflict-of-interest or outside influence or might otherwise compromise objectivity or professional judgment.
4. Truthfully and accurately represent advertising and marketing products and services in a manner that mutually benefits the buyer and seller.
5. Work in the best interest of the client to achieving marketing solutions.
6. Respect, protect and maintain the confidentiality of sensitive and proprietary client information.
7. Accurately represent professional qualifications and credentials.
8. Be truthful and accurate with all information provided to earn and maintain certification.
9. Maintain confidentiality and security of the certification examination and other sensitive and proprietary information.
10. Maintain competency requirements through recertification.
11. Acknowledge that the certificate is the property of IAB Founders Committee on Certification.
12. Uphold and abide by the policies and procedures required to remain in good standing with the IAB Founders Committee on Certification.
13. Use the certification logo and marks as authorized.
14. Cooperate with the IAB Founders Committee on Certification concerning ethics inquiries and investigations.
15. Report conduct that may violate this Code of Ethics.

(Signature required at time of application)

APPENDIX C: EXAM BLUEPRINT

As you prepare for the DMSC certification examination, you are strongly encouraged to review the examination blueprint. The blueprint contains the major content areas on the exam, and the percentage of the exam each content area represents. For your convenience, the examination blueprint outline is provided below, and may also be downloaded in its entirety through a link on the following page: www.iab.com/iab-digital-media-sales-certification-study-resources/

A Digital Media Salesperson is a consultative, critical thinking, marketing professional tasked with driving revenue by selling digital advertising. The salesperson accomplishes this by understanding the digital ecosystem, recognizing the client's marketing objectives, and providing impactful solutions.

The following is a content outline for the IAB Digital Media Sales Certification examination. A successful and knowledgeable digital media salesperson should have a fundamental understanding of these four areas:

Comprehending the Digital Advertising Ecosystem. The digital ecosystem has become ever more complex in the past few years. What was once a relatively simple buyer-seller transaction now includes a host of intermediaries, various formats, and multiple platforms. A successful sales professional understands how the digital media value chain works and how it fits into a client's traditional media activities. She possesses a deep working knowledge of current digital media formats, platforms, tools, and technologies; and is adept at applying industry-accepted standards and policies to her work.

Selling Digital Media. Possessing knowledge and skills about digital media is important, but successfully applying that knowledge in serving clients is the mark of a true digital media sale professional. She not only knows about all of the types of advertising available, but can align her recommendations with client objectives and available third party research. A successful digital media seller effectively prospects for new clients, understands their needs, makes intelligent media recommendations, and negotiates the specifics of an order.

Managing Digital Advertising Campaigns. A successful digital media sales professional understands the ad operations required to implement her campaigns. While she might not be hands-on while her campaigns are launched and monitored, she remains actively informed of their progress and intercepts problems that threaten to arise.

Analyzing Campaign Performance. Digital media campaigns offer a world of data, and a successful salesperson has the ability to analyze and convey results in a way that makes sense to her clients, and opens the dialogue for new opportunities.

This blueprint shows what content areas will be tested, as well as their approximate weighting.

Content Areas		Percent of Exam
A	Comprehending the Digital Advertising Ecosystem:	40%
1	Explain traditional marketing models	
2	Differentiate the benefits of digital vs. traditional media	
3	Describe the media value chain	
4	Describe digital advertising formats	
5	Differentiate digital advertising platforms	
6	Define key digital advertising tools and technologies	
7	Calculate media mathematics	
8	Adhere to compliance standards/policies	
B	Selling Digital Media:	35%
1	Identify standard available digital media ad types	
2	Prospect for new clients	
3	Conduct needs assessment	
4	Align digital advertising product with client objectives	
5	Comprehend internal and third party research	
6	Generate proposal	
7	Negotiate digital media Insertion Order (IO)	
C	Managing Digital Advertising Campaigns:	10%
1	Launch digital advertising campaign	
2	Monitor digital advertising campaign	
D	Analyzing Campaign Performance:	15%
1	Analyze digital advertising campaign data	
2	Review opportunities to renew or upsell digital advertising campaign	
3	Present digital advertising campaign results and new opportunities	
Total		100%