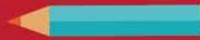




EFFECTIVE CAMPAIGN STRATEGY



STANDARDIZED KNOWLEDGE

PROGRAM SCOPE

DIGITAL MEDIA BUYING & PLANNING

PROGRAM SCOPE



Digital Media Buyers and Planners work closely with Advertisers and Publishers to deliver exceptional service throughout the media buying lifecycle. They accomplish this by developing media objectives, creating strategic digital media plans, negotiating terms and conditions, and optimizing campaign performance while purchase audience targeted advertising space to deliver a designated marketing initiative.

The IAB Digital Media Buying and Planning Certification is a defining industry credential for digital media buying and planning professionals. Individuals who earn the certification have demonstrated their knowledge and competency in the content areas outlined in the Exam Blueprint, and are dedicated to upholding high standards of ethical and professional practice. Individuals meeting eligibility requirements must pass a multiple-choice exam in order to qualify for certification and earn the designation.

Successful and knowledgeable digital media Buyers and Planners should have a fundamental understanding of these six areas covered in the exam:

1. **Collaborating on Campaign Briefs**
2. **Executing Campaigns**
3. **Managing Campaigns**
4. **Creating Media Strategies**
5. **Developing Digital Media Plans**
6. **Educating Stakeholders**

Recertification. DBPC certification is awarded for a period of two years. In order to maintain certification and continue use of the DBPC designation, certified individuals must meet the requirements for recertification. 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.

Fees:

\$400 Member Rate

\$500 Non-Member Rate

Both fees include a non-refundable \$50 application fee



Digital Media Buying and Planning Recertification Scope:

Digital Media Buyers and Planners work closely with Advertisers and Publishers to deliver exceptional service throughout the media buying lifecycle. They accomplish this by developing media objectives, creating strategic digital media plans, negotiating terms and conditions, and optimizing campaign performance while purchase audience targeted advertising space to deliver a designated marketing initiative.

The IAB Digital Media Buying and Planning Certification is a defining industry credential for digital media buying and planning professionals. Individuals who earn the certification have demonstrated their knowledge and competency in the content areas outlined in the Exam Blueprint, and are dedicated to upholding high standards of ethical and professional practice. The DBPC certification is awarded for a period of two years.

Individuals meeting eligibility requirements for IAB Recertification shall have the option of either retaking the Certification examination or earning 24 Continuing Education credits over the two year certification period. Credits must be related to the competency requirements of the IAB Digital Media Buying and Planning examination.

Successful and knowledgeable digital media buyers and planners should have a fundamental understanding of these six areas covered in the exam:

- 1. Collaborating on Campaign Briefs**
- 2. Executing Campaigns**
- 3. Managing Campaigns**
- 4. Creating Media Strategies**
- 5. Developing Digital Media Plans**
- 6. Educating Stakeholders**

Fees:

\$175 IAB Member Rate

\$225 IAB Non-Member Rate

Both fees include a non-refundable \$50 application fee