



EFFECTIVE CAMPAIGNS



# PROGRAM SCOPE

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DIGITAL MEDIA SALES

# PROGRAM SCOPE



Digital media salespeople are consultative, critical thinking, marketing professionals tasked with driving revenue by selling digital advertising. They accomplish this by understanding the digital ecosystem, recognizing clients' marketing objectives, and providing impactful solutions.

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

Successful and knowledgeable digital media salespeople should have a fundamental understanding of these four areas covered in the exam:

- 1. Comprehending the Digital Advertising Ecosystem**
- 2. Selling Digital Media**
- 3. Managing Digital Advertising Campaigns**
- 4. Analyzing Campaign Performance**

**Recertification.** 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. 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:**

**\$500 IAB Member Rate**

**\$600 IAB Non-Member Rate**

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

# PROGRAM SCOPE



## **Digital Media Sales Recertification Scope:**

Digital media salespeople are consultative, critical thinking, marketing professionals tasked with driving revenue by selling digital advertising. They accomplish this by understanding the digital ecosystem, recognizing clients' marketing objectives, and providing impactful solutions.

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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 Sales certification examination.

Successful and knowledgeable digital media salespeople should have a fundamental understanding of these four areas covered in the exam:

1. **Comprehending the Digital Advertising Ecosystem**
2. **Selling Digital Media**
3. **Managing Digital Advertising Campaigns**
4. **Analyzing Campaign Performance**

## **Fees:**

**\$175 IAB Member Rate**

**\$225 IAB Non-Member Rate**

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