



2017 Advertising & Sponsorship Opportunities

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.com

The destination for 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: Mid-page

Responsive Unit Size: 970x90, 728x90, and 320x50

Average Monthly Impressions: 62,000

CPM: \$60

Run of Site Program

Associate your brand with IAB's programs that structure, shape, and educate and the industry with placement on every iab.com page

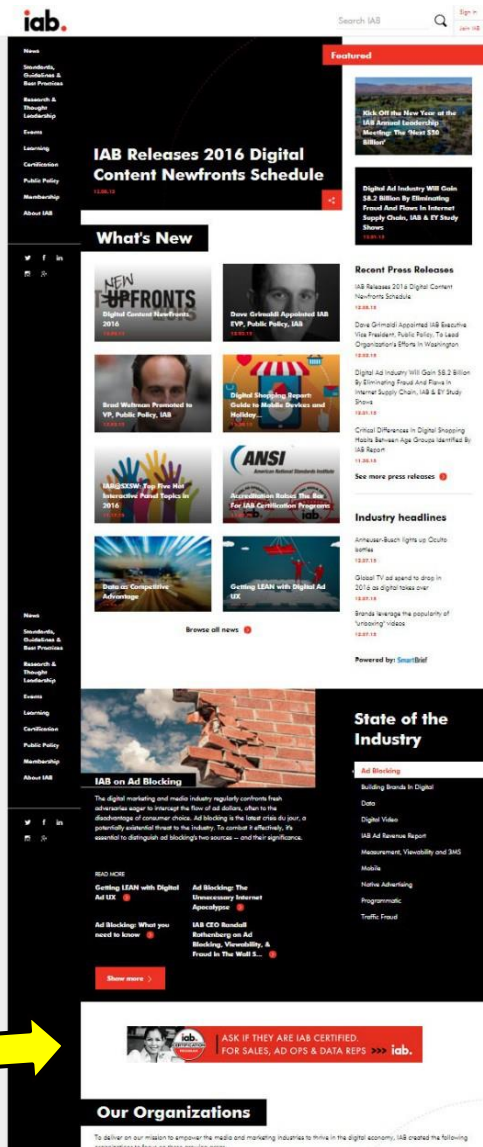
Placement: Top of page

Responsive Unit Size: 970x90, 728x90 and 320x50

CPM: \$40

Stats

Avg. Monthly Page Views: 512,00
 Avg. Monthly Unique Viewers: 164,000
 Avg. Time Per Page:
 1 Minutes 40 seconds



Run of Site Program

Home Page Program



2017 Advertising & Sponsorship Opportunities

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.

Banner Program

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

Placement: Top of email

Unit Size: 728 x 90

Cost: \$2,000 per issue

Stats


Opt-in Subscribers: 23,000

Delivered Monthly

Audience: Industry professionals including IAB Members


Increase ad recall by 40%  with the power of Time Warner Cable Media Omni-Screen Solutions

Upcoming @ **iab.** May 12, 2017

CONNECT WITH US: 

Spotlight


The 2017 Digital Content NewFronts: Highlights



The 12-day marketplace for advertisers and media buyers included presentations from some of the biggest, digital media names in entertainment, news, and information, spotlighting the latest in original digital video programming, featuring well-known talent and innovative storytelling. Check out the social #NewFronts conversations and view the latest highlights including news, photos, and videos.


[View Highlights >](#)

Majority of U.S. Adults Own A Streaming Enabled TV, Up 56% From 2015, Transforming The Way America Watches Television




IAB released "The Changing TV Experience: 2017," a comprehensive study revealing that most U.S. adults (56%) own a Streaming Enabled TV, a 56 percent rise from just two years ago, a fundamental shift in the way that Americans watch television. This research is the third in a series that IAB is releasing in coordination with the 2017 Digital Content NewFronts.

[Read More >](#)

Tweet this story: 

Video Spotlight

Twitter's First NewFronts: More Live Streaming Deals With 'Entire World Watching,' Says Leslie Berland, CMO, Twitter



[View 2017 NewFronts Video Highlights](#)

Sponsorship Opps

Sponsoring an IAB event provides a great opportunity to reach highly qualified senior business leaders and decision makers from the digital advertising ecosystem—brand marketers, agency media buyers, publishers, and ad tech providers. Being an IAB event sponsor gives you the opportunity to present your organization's thought leadership, to have a physical presence for robust networking, and to place your brand in front of digital leaders.

> Explore past IAB event highlights [here](#) and contact [Phil Ardizzone](#) to see what's available.

Headlines

Ads will target your emotions and there's nothing you can do about it [>](#)

5 Digital Video Trends to Watch for at This Year's NewFronts [>](#)

What Advertisers Need to Know About How People Discover Videos and New [>](#)