



2018 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



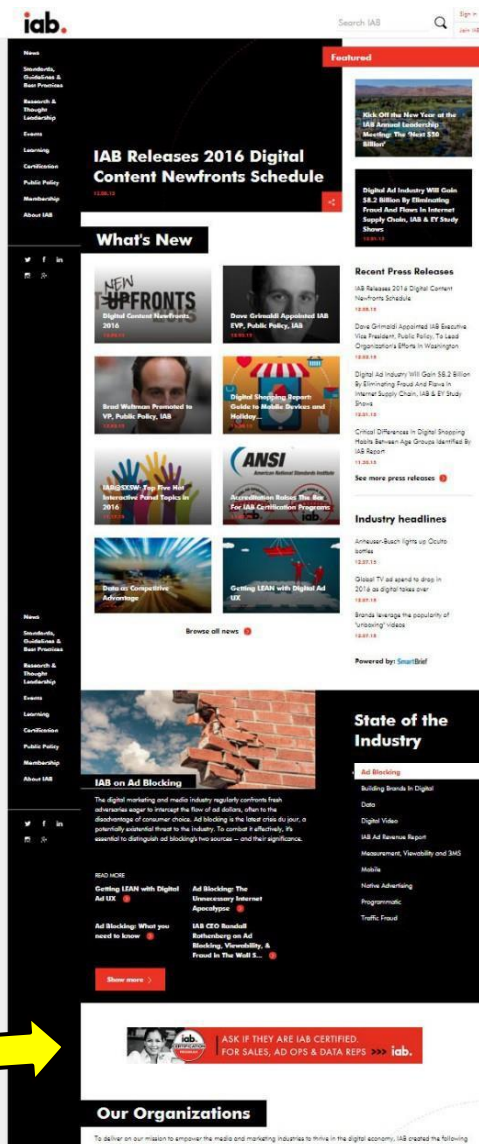
Run of Site Program

Stats

Avg. Monthly Page Views: 512,00

Avg. Monthly Unique Viewers: 164,000

Avg. Time Per Page: 1 Minutes 40 seconds



Home Page Program



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Upcoming @ IAB 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 bi-weekly informational newsletter that keeps industry leaders ahead of the game.

Placement: Top of email

Unit Size: 728 x 90

Cost: \$2,000 per issue

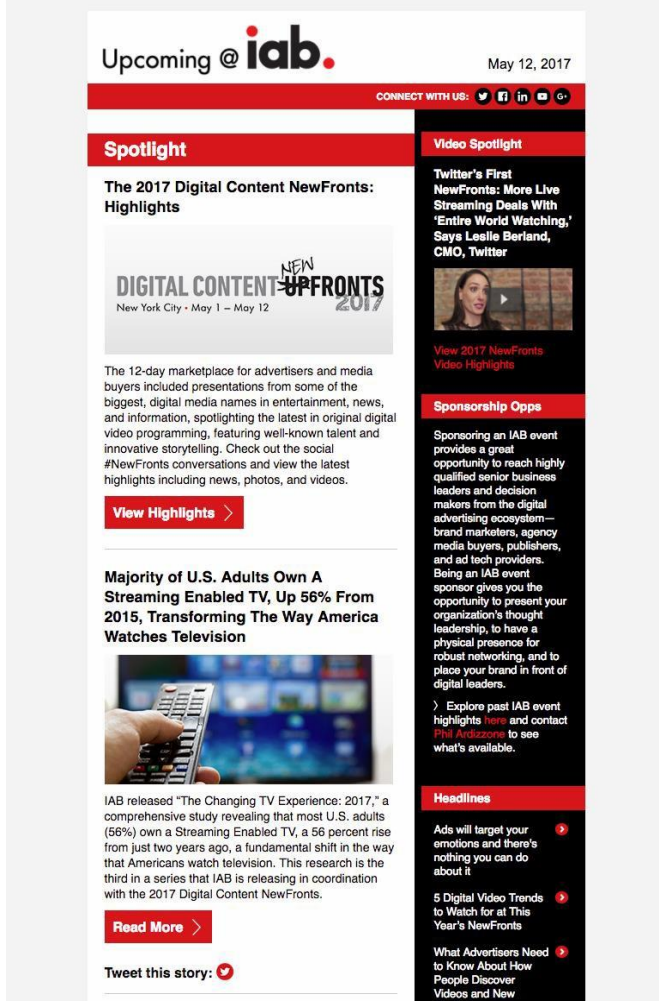
Stats

Opt-in Subscribers: 39,700

Delivered bi-weekly

Audience: Industry professionals including IAB Members

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



The screenshot shows the top portion of an email newsletter. At the top, it says "Upcoming @ iab." with the date "May 12, 2017" and social media icons. Below this is a "Spotlight" section featuring "The 2017 Digital Content NewFronts: Highlights" with a video thumbnail and a "View Highlights" button. The next section is titled "Majority of U.S. Adults Own A Streaming Enabled TV, Up 56% From 2015, Transforming The Way America Watches Television" with a "Read More" button and a "Tweet this story" link. On the right side, there is a "Video Spotlight" section for "Twitter's First NewFronts: More Live Streaming Deals With 'Entire World Watching,' Says Leslie Berland, CMO, Twitter" and a "Sponsorship Opps" section with a detailed description of sponsorship benefits and a link to explore past events.