



# IAB ASSOCIATE MEMBERSHIP

IAB is digital media's biggest tent, comprised of more than 650 leading media and technology companies that are responsible for selling, delivering, and optimizing digital advertising or marketing campaigns. Working with its member companies, IAB develops technical standards and best practices and fields critical research on interactive advertising, while educating brands, agencies, and the wider business community on the importance of digital marketing. The organization is committed to elevating the knowledge, skills, expertise, and diversity of the workforce across the industry. The IAB advocates for its members' interests and promotes the value of the digital advertising industry to legislators and policymakers.

## IAB ASSOCIATE MEMBERS HAVE ACCESS TO THE FOLLOWING BENEFITS, AND MORE!

**PARTICIPATION IN 23 INDUSTRY-FACING COMMITTEES & COUNCILS** that create best practices that the digital industry uses to move forward

- New Brand Marketer Committee - Provides brands direct access to IAB in a brand marketer-only environment, and a forum for brand driven direction of IAB initiatives
- IAB members take part in initiatives that help define MRC viewability standards, including the recent mobile viewable impression guidelines

**NETWORKING WITH 650+ LEADING MEDIA COMPANIES** who represent our diverse ecosystem from publishers, platforms, and brands, and everything in between

**SHOWCASE YOUR RESEARCH, INSIGHTS, AND DATA** through webinars, town halls, thought leadership forums, and more

- BrandSTORM - New event where a brand presents a real digital marketing challenge to IAB members and agency executives in a small group setting to gather real solutions

**PROFESSIONAL DEVELOPMENT COURSES AND CERTIFICATION PROGRAMS** at discounted rates

- Certifications in Media Sales, Ad Operations, Data Solutions, and Media Buying and Planning, and courses in Programmatic, Digital Fundamentals, and more

**EXCLUSIVE MEMBER-ONLY INVITATIONS** to networking receptions and summits that gather the leading industry platforms, publishers, and brands to tackle pressing industry issues

- 2016 exclusive events included the Ad Blocking Summit, Video Leadership Summit, and IAB@Mobile World Congress

**SPEAKING AND SPONSORSHIP OPPORTUNITIES, AND DISCOUNTS TO IAB EVENTS** both large and small, to gain exposure, increase credibility, and convey your goals and vision

**ABILITY TO STEER IAB PUBLIC POLICY EFFORTS** that fight against adverse government regulation and legislation for your business interests

- Recent topics addressed with leading policy makers included ad blocking, native advertising guidance, online privacy, tax deductibility

Keep your finger on the pulse of new initiatives, ad units, and distribution technologies, and stay abreast of key industry conversations. IAB Associate Members have the ability to join the IAB Tech Lab for an additional fee. As a member of the Tech Lab, your organization can participate in the creation of new industry specifications and guidelines, and tools that help help companies implement global industry technical standards. To learn more about IAB membership and to get involved, please contact [membership@iab.com](mailto:membership@iab.com).