



# **MEMBERSHIP CATEGORIES**

Financial Year 2017-2018

# Which membership category is best suited for my organisation?

## IAB General Membership

General members enjoy a broad array of membership benefits.

It is for organisations that derive commercial gain from interactive advertising, whether directly or indirectly, as an advertiser, media owner, media / creative / strategy agency, SEO/SEM agency, technology provider, platform publisher, measurement or analytics provider.

IAB General Membership covers all employees within an organisation.

## IAB General Council Membership

General Council membership provides your organisation with a seat of one of our Councils. The Councils consist of industry thought leaders who play an active role in shaping the content and events for the IAB Community. In addition to Council representation your organisation also benefits from all the General Membership benefits as outlined in IAB General Membership.

## IAB Executive Council Membership

The IAB Executive Council Membership category is for organisations who want to play a key role in shaping the content and direction of the IAB Council community. The membership provides your organisation with a seat on either the Executive Technology Council or the Executive Measurement Council. In addition the membership allows you access to a further General Council for an additional team member. And of course all of your employees have access to the benefits provided under the IAB General Membership. For further details on the Exec Council Membership please reach out to Annette Bova, Head of Membership and Events at [annette@iabaustralia.com.au](mailto:annette@iabaustralia.com.au) .

*The table below provides further detail on the membership inclusions for each package.*

*If you have any questions or require assistance please feel free to contact **Annette Bova, Head of Membership and Events** at [annette@iabaustralia.com.au](mailto:annette@iabaustralia.com.au)*

	General	Council	Executive
Corporate membership access to all employees.	✓	✓	✓
Individual employee log-in access to the IAB website.	✓	✓	✓
<b>Marketing your brand to the industry</b>			
Promotion and distribution of your selected press releases, events, research pieces and case studies on our website and newsletter.	✓	✓	✓
Your company listed in the member directory.	✓	✓	✓
Entitlement to use the IAB Australia member's logo on your marketing material	✓	✓	✓
<b>Events</b>			
Eligible for 2 free tickets to selected IAB events.	✓	✓	
Eligible for 3 free tickets to selected IAB events.			✓
Eligible for member rates on tickets to selected IAB events.	✓	✓	✓
Eligible for special discounts at industry events and digital training partners.	✓	✓	✓
Opportunities to speak at IAB events.			✓
<b>Training &amp; Certification</b>			
Eligible for member rates when applying for the IAB Certification exams.	✓	✓	✓
Eligible for member rates on tickets to IAB Training Workshops.	✓	✓	✓
<b>Research and Resources</b>			
Unrestricted access to all research reports and case studies on the IAB website, including monthly Nielsen research.	✓	✓	✓
Exclusive access to the full IAB/PwC Online Advertising Expenditure Report (OEAR).	✓	✓	✓
Unrestricted access to selected resources from over 40 international IABs	✓	✓	✓
Monthly newsletter with unrestricted access to all the content	✓	✓	✓
<b>Councils</b>			
Eligible for selection to one IAB Australia Council (Mobile Advertising, Video Advertising, Audio Advertising, Standards and Guidelines, Regulatory).		✓	✓
Involvement in shaping key policy and guidelines relevant to the industry.		✓	✓
Opportunity to lead discussions at IAB Events relevant to the council you represent.		✓	✓
Opportunity to profile yourself in the industry as a thought leader through channels such as LinkedIn and the IAB social channels.		✓	✓
Input into strategic policy, guidelines and key plays.			✓
Eligible for selection to one IAB Australia Executive Council (Technology, Measurement).			✓