

Network World is one of the first IT Websites to join the ranks of Interactive Advertising Bureau (IAB) members who have been audited against the Ad Impression Measurement Guidelines.

Network World, Inc., the premier provider of information, intelligence and insight for Network IT Executives, today announced it has achieved compliance with the Interactive Advertising Bureau's (IAB) Measurement and Audit Guidelines. As part of the process, Network World received certification and accreditation from ImServices Group Ltd. a leading provider of independent consulting and verification services.

The guidelines were established in November 2004 by the IAB and an industry task force made up of representatives from the advertising agency, advertiser, media including IDG, and research disciplines. The guidelines effectively address the long-standing need for a standardized method of counting online ad impressions. These guidelines are considered vital to maintaining confidence in interactive advertising metrics.

The IAB guidelines offer a detailed definition for counting ad impressions, a critical component in establishing consistent and accurate online advertising measurements across publishers and ad serving technologies. In addition, the IAB industry taskforce recommends third-party independent auditing and certification guidelines for all ad-serving applications used in the buying and selling process.

"We are very pleased that Network World has joined the ranks of IAB members who have been audited against the Ad Impression Measurement Guidelines. This brings greater accountability to our industry," said Sherrill Mane, SVP, Industry Services of the Interactive Advertising Bureau.

Complying with the IAB's Measurement and Audit Guidelines requires companies to pass a certification audit which is comprised of a review of the technological infrastructure as well as verification that appropriate control systems are in place. Companies audited by a third-party organization, such as ImServices Group Ltd., certifies that an online publishers' ad impression numbers have the same reliability as any other media organization, online or offline.

"Network World and IDG are committed to leading and participating in initiatives that bring credibility and validation to the online advertising industry," said John Gallant, CEO of Network World. "We're extremely proud to be one of the first IT Websites to meet the IAB guidelines for compliance, and believe it reinforces our commitment to our customers as well as the industry overall."