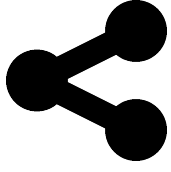




Join empowered conversations about technology, media and marketing.



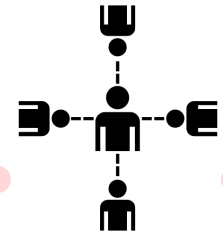
Build your contacts and expand your partnership capabilities.



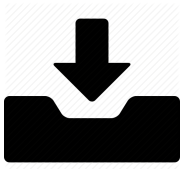
Share important news through IAB channels and member communications.



Access professional advice on education, transformation and regulatory affairs.



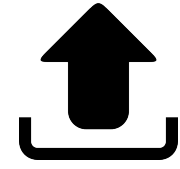
Affiliate to a globally recognised body.



Receive and participate in local and international research studies.



Save on special offers to members for IAB member & partner events and initiatives.



Publish press releases and research studies on IABSA.net.



Receive the credibility that comes with being an association member, a press office on the website, and an IAB trust seal for application on your website.



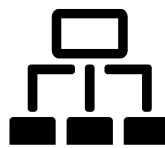
Tag up with Effective Measure - to include member data in the dashboard used by IAB SA agency members for digital media planning. Receive monthly EM reports.



Learn via IAB SA professional development programs and online courses for media buying and sales certification at reduced rates.



Amplify your brand message through PR & marketing to the industry at large in online and offline press and through social media.



Network with other business professionals & IAB members at quarterly meetings, workshops, the annual IAB Digital Summit and other IAB SA events.



Be acknowledged for excellence via industry awards including the annual Bookmark Awards & IAB Mixx Awards.



Promote your industry expertise via the IAB SA communication network.



Tap into the IAB's global network for guidelines, best practice and digital trends from around the world.



Be informed and protected: receive IAB SA updates including the IAB Member Brief and IAB Legal Brief prepared by digital experts.



Access local and international member research, reports and presentations, provided in full to IAB SA members.



Increase participation of South African brands in the digital marketing ecosystem.