

**IAB Ad Sizes Working Group
Ad Format Standardization Process
As adopted April 27, 2007**

Overview

This process has been adopted by the IAB Ad Sizes Working Group for consideration of additions to the IAB Ad Unit Guidelines. Updated IAB Ad Unit Guidelines will be circulated with other appropriate industry bodies as necessary, and then published.

Proposed Process

1. Commercial data (e.g. Nielsen//NetRatings' Ad Relevance) will be collected on a quarterly basis by the IAB.
2. Non-standard ad sizes that maintain a placement amongst the top 5 non-standard sizes for at least three consecutive quarters will be included in the slate of new ad sizes to be considered by the IAB Ad Sizes Working Group.
 - a. At any time, Working Group participant companies may provide additional sizes for consideration to the IAB along with to a Brief of no more than two pages substantiating the nomination.
3. Prior to the bi-annual meeting, the IAB shall then provide the Working Group with the ad sizes that qualify under step #2.
 - a. IAB may also provide additional information relevant to particular properties that may require special consideration, e.g. Maps.
4. The Working Group will be convened to vote on a bi-annual basis, only if a quorum of 2/3 of the represented companies is present. To qualify for inclusion, a size must garner a majority of votes from the quorum.
5. The additional sizes shall be circulated with other appropriate industry bodies, as necessary, and then published.

Note: At this time, ad sizes will only be added to, not removed from, the Ad Unit Guidelines