

**IAB Ad Sizes Working Group
Ad Format Standardization Process
As amended January 11, 2008**

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. Data collected from the IAB Creative Specs Database will be reviewed by the IAB on a quarterly basis.
2. The top 5 non-standard sizes that appear for at least 2 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.
 - b. Commercial data (i.e., Nielsen//NetRatings Ad Relevance) may be used to supplement or verify initial findings.
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 vote on a bi-annual basis – a quorum of 2/3 of the represented companies must vote. 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