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Internet Advertising Institute Overview:

The Internet Advertising Institute (www.internetadvertisinginstitute.com) is a web based portal that helps professionals, business executives and career changers better understand the world of Internet advertising. It provides an affordable suite of online programs with content from active industry leaders. Headquartered in New York, the IAI was co-founded by David Moore, chairman and founder of 24/7 Real Media, and Michael Flannery, managing partner of Redwood Partners; and is led by co-founder and CEO Steve Bookbinder and President Tom Mahar.

Executive Management:

- Steve Bookbinder, co-founder and CEO
- Tom Mahar, president and COO
- David J. Moore, co-founder
- Michael Flannery, co-founder

Advisory Council Members:

- David J. Moore, chairman of IAI advisory council
- Wenda Harris Millard, president and COO, MediaLink LLC
- Jim Spanfeller, president and CEO, The Spanfeller Group
- Joe Doran, founder and former CEO, Media6°
- Shane Steele, vice president global B2B marketing, Yahoo!
- Ari Bluman, president, 24/7 Real Media
- Rob Rasko, president and COO, CPX Interactive
- Chris Moore, account manager for the media business, 24/7 Real Media

Fast Facts:

- Founded in 2009
- Headquartered in New York City
- Pricing: Courses range from \$99 to \$259
- Partners: Interactive Advertising Bureau (IAB)
- Initial courses offered:
 - The Essential of Digital Sales - Prospect and Appointment Making
 - The Essential of Digital Sales - Information Gathering and Interviews
 - The Essential of Digital Sales - Pipeline Management
 - The Essentials of Online Display Marketing
 - The Essentials of Account Management
 - The Essentials of Search Engine Marketing
 - Social Media Marketing for Sellers and Marketers

- What the Executive Needs to Know about Digital Marketing
- How to Sell Search Engine Marketing
- How to Sell Online Display Marketing

How is the Internet advertising industry poised for growth?

According to the Internet Advertising Bureau (IAB), Internet advertising revenues rose to \$5.9 billion in Q1 2010, a 7.5 percent increase from the same period year-over-year. President and CEO of the IAB Randall Rothenberg believes that this year-over-year growth “reflects marketers’ confidence in the value and effectiveness of interactive advertising.”

Additionally, analyst group eMarketer predicts that U.S. online ad spending will increase 11 percent in 2010, which translates to nearly \$25.1 billion being spent on online advertisements.

What does the IAI offer to business professionals? College graduates?

The IAI offers business professionals the ability to move from one vertical industry to another with the digital skills that employers look for in their employees. Whether you’re in sales, marketing, public relations, etc., the IAI’s courses can help you gain the knowledge needed to secure a job opportunity in any industry.

With almost two million college graduates currently unemployed, it can be a daunting task applying for jobs without having any real work experience. With basic courses from the IAI, graduates can receive practical skills and training within a matter of hours, not months or years. IAI students stand out amongst their peers and are noticed by hiring managers looking to fill positions within the industry.

How does IAI differ from other online training courses available today?

The IAI differs from other online courses that teach Internet advertising for a number of reasons. First, the company’s courses are strictly online but emulate a classroom environment with hands-on, interactive training methods. In addition, the IAI’s courses are inexpensive compared to those offered by universities or similar distance learning companies.

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