



June 2003

Upcoming Events

IAB B2B Leadership Forum: June 26, 2003 in New York, NY

AMEX, AT&T, Sony & many more together in one place!

IAB LEADERSHIP FORUM
B2B Breakthroughs

W HOTEL NYC
June 26, 2003

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Don't miss the chance to meet, collaborate and gain exposure with the leading B2B advertisers and marketers. Join us for a day-long summit at the IAB Leadership Forum on June 26, 2003 in New York.

Senior executives from **American Express, ADP, AT&T, Avenue A, Carat Interactive, Digitas, Doremus, Dow Jones, Ernst & Young, IBM, Hewlett Packard Co., JP Morgan Chase, Liberty Mutual, Microsoft, Mobium Creative Group, PricewaterhouseCooper, SAP, Smith Barney, Sony, Universal McCann, Young and Rubicam** and many others are all registered to attend.

Complete list of attendees: <http://info.iab.net/cgi-bin4/DM/y/hMX50FHeiC0Edw0B1sl0AQ>

Two Ways to Register:

- **Individual Registration:** Spend a full day networking with clients and prospects in the unique environment of an IAB Leadership Forum
- **VIP Registration:** Reserve a VIP table for 8 near the stage to entertain and educate clients

More information:

Web: www.iab.net/b2b

Email: events@iab.net

Tel: 212-949-9030 x5

Membership Corner

The IAB welcomes new members [Cox Newspapers](#), [Primedia](#), [Gruner + Jahr](#), [Car.com/StoneAge.com](#), [Rapt, Inc.](#), [TheStreet.com](#), [Wild Tangent](#) and [Zedo](#).

For a complete list of IAB members, click [here](#).

Newspapers, Directories, and Major Publishers Focus on Driving Local Revenues Online

Classified listings, in areas such as recruitment, housing, automotive and personals, represent approximately 20 percent of online advertising revenues. To accelerate the growth of and actively engage this segment of the industry, the IAB has initiated a new classifieds program with local media experts Borrell Associates, Inc., (www.borrellassociates.com). Working with Borrell executives, this program will aim to provide cutting-edge benchmarking data and analysis, develop lasting standards for classifieds placement and technology; and drive demand by promoting and educating key constituents. The IAB is currently setting up a Classifieds Committee to advise on all related activities. Currently, twenty-nine IAB members are directly or indirectly involved with classifieds. To join the classifieds committee, or if you have questions on how you can get involved in the Local Markets projects, email Karen@iab.net.

To learn more about IAB Committees, click [here](#).

New IAB Member Spotlight: FT.com



More than the award winning Financial Times newspaper on-line, [FT.com](#) provides a range of tools and content to growing numbers of business and government leaders around the world. Nearly 4 million unique users across all major industries rely on FT.com for an informed global perspective that helps them compete, and win, in an increasingly complex global environment.

FT.com offers advertisers unparalleled access to an otherwise hard-to-reach group of corporate decision makers and truly affluent consumers. Advanced targeting, innovative ad formats and engaging promotions combine to form a powerful array of marketing tools that drive brand awareness and customer acquisition.

To view FT.com's media kit, click [here](#).

IAB/PWC Release Final Full Year 2002 Internet Ad Revenue Figures

On June 12, the IAB and PricewaterhouseCoopers released the Internet Ad Revenue Report including final figures for fourth quarter and full year 2002. These final figures demonstrate an even more pronounced improvement in both year over year and quarter over quarter revenue results than the estimated numbers released in April 2003, with Internet advertising

revenue in the U.S. totaling \$6.0 billion for full-year 2002, down 16 percent versus 2001. Internet advertising revenue totaled \$1.6 billion for the fourth quarter of 2002, up from the previous fourth-quarter estimate of \$1.5 billion, and up 9 percent from the third quarter 2002. The increase in 2002 fourth quarter actual revenues from the previous estimate primarily reflected stronger than expected results from the top ad sellers.

This year's report contains breakouts detailing the performance of particular industry segments including:

Ad Formats – Keyword search continued to demonstrate its strength as the lead indicator of growth for the overall interactive ad industry, representing 15% of ad revenues in 2002 - more than tripling its stake over 2001. 4Q 2002 keyword search revenue share was even more prominent, earning 21% of total ad format revenues. Sponsorships and banners were affected by the termination of several long-term deals involving ad sellers, coupled with sharp increases in emerging ad formats. Internet ad revenues broken down by ad formats for 2002 full year revenue are:

	2001	2002
Banners	36%	29%
Sponsorships	26%	18%
Classifieds	16%	15%
Keyword Search	4%	8%
Slotting Fees	15%	8%

Ad Categories -- In 2002, consumer advertisers continued to spend the most dollars on online advertising (32%). Retail consumer advertisers are the largest segment (42%) in the major consumer category.

	2001	2002
Consumer	30%	32%
Computing	18%	18%
Financial Services	12%	13%
Media	12%	12%

For more information please contact emily@iab.net

New Online Ad Size Research Reinforces "Bigger is Better" Mantra

Study Examined Ad Campaign Launching the McDonald's Grilled Chicken Flatbread Sandwich

On June 3, the IAB released new research results from McDonald's on the effectiveness of different online ad sizes in achieving marketing goals. The research, part of the ongoing Cross Media Optimization Study (XMOS), looked at the advertising campaign for the launch of McDonald's Grilled Chicken Flatbread Sandwich to determine the impact of individual ad sizes, as well as the incremental effect of each format in conjunction with and over offline (TV) advertising, in influencing McDonald's branding goals. Overwhelmingly, the research demonstrated that larger online ads perform better in communicating brand attributes. XMOS is conducted by Rex Briggs, Marketing Evolution, with execution by Dynamic Logic.

The study tested the :30 television commercial along with the following online ad sizes:

Transitional ad - a large size (550 x 480) 30-second SUPERSTITIAL® ad that plays as consumers go between Web pages.

Banners - (468x60)

Skyscrapers - (160x60, 120x600 and 120x400)

Boxes - (300x250, 510x425 and 550x480)

Rectangles - (210x275 and 260x140)

The research controlled the creative elements of the ad campaign in order to measure the contribution of each ad size in affecting marketing goals. The brand attributes tested included: "New", "Different", "Exciting" and "Combination of Great Flavors". Specifically, the largest "lift" in consumer awareness of each brand attribute came from use of the transitional ad. This rise was most striking in the case of "Exciting" where not only did the transitional ad outperform the other ad sizes, it outperformed TV in achieving awareness goals.

The chart below represents results for all attributes tested. Percentages represent the **incremental lift** in consumer response (i.e. "The McDonald's Flatbread Sandwich is 'New'") after being exposed to the respective ad unit:

Brand Attribute	Television :30 Commerical	Transitional Ad	Online All other formats*
New	8.0% lift	3.9	1.3
Different	5.7	6.1	2.7
Exciting	5.0	16.3	4.3
Combination of Great Flavors	7.0	9.2	3.5

*Note: All other formats include all online formats with the exception the transitional ad. For more information on the XMOS research [click here](#).

CentrPort Gains Accreditation for IAB Measurement Guidelines

CentrPort Inc., an outsourced e-business marketing provider, today became the first analytical CRM firm to adopt industry guidelines established by the IAB for measuring the effectiveness of online marketing programs. Verified by ImSERVICES Group, CentrPort's E-Business Marketing Platform adheres to the ad campaign measurement guidelines established by the IAB in January 2002. Created as a means of providing standard industry metrics that measure the accuracy and consistency of Internet media advertising, the guidelines eliminate many of the reporting and billing disputes that arise from more complex online marketing models such as cost per acquisition (CPA) advertising. With standardized calculations for metrics such as cost-per-acquisition and cost-per-click, today's leading online marketers can engage more broadly and more profitably in pricing models that enable them to pay for leads and sales, and not for impressions and screen space. As online marketers continue to gravitate towards more cost effective CPA marketing relationships, accurate measurement systems are critical. With CentrPort's accreditation, customers and partners can now engage in more cost effective and profitable CPA contracts by leveraging CentrPort as their trusted third-party measurement and optimization system.

To learn more about IAB Standards and Guidelines click [here](#)

Don't Miss Out – Get SmartBrief Today!

The IAB officially launched a new daily e-publication, IAB Smartbrief, aimed at providing news and information to marketers and publishers. Designed as a quick read, Smartbrief aggregates a wealth of sources that keep marketers and publishers abreast



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