

Web Marketing Association Launches the 2006 Internet Advertising Competition Awards

FOR IMMEDIATE RELEASE — The Web Marketing Association announces the launch of its fourth annual Internet Advertising Competition (IAC) Awards. The IAC Awards are the first and only industry-based advertising award competition dedicated exclusively to online advertising. The Competition Web site is located at www.iacaward.org and the deadline for entry is January 31, 2006

“We created the IAC Awards to highlight the best in this unique advertising medium by industry, and also to help advertising professionals validate their efforts to clients and senior management,” said William Rice, president of the Web Marketing Association, Inc. “As spending for online advertising continues to explode, it is important to make sure the ads delivered to advertisers are up to the challenge”.

2005 Best of Show Awards were awarded in each of the online medium categories. Last year's winners include:

EVB, Inc. for Redwood Creek (Best of Show Online ad)

TMX Communications for Endo_Lidoderm Campaign (Best of Show Email Message Campaign)

she communications (Hong Kong) for Heineken Pulse (Best of Show Online Campaign)

Power Design for Wanda Sykes Cotton T-shirt Tour (Best of Show Email Message)

Organic, Inc. for Jeep Brand Web Site (Best of Show Integrated ad campaign), Jeep Trail Rated Challenge (Best of Show Interactive application) and ROBOTS - CONQUEST AD (Best of Show Rich Media Online Ad)

i33 Communications for Buick Email Re-contact Program (Best of Show Online Newsletter Campaign)

Agency.com for Someone To Turn To (Best of Show Rich Media Online Campaign) and Where Did The Time Go? (Best of Show Microsite/Landing Page)

Two agencies tied for the 2005 Top Agency Award, each winning 21 IAC Awards.

Organic, Inc. of Bloomfield Hills, MI received 21 IAC Awards, including Best of Show Integrated ad campaign for Jeep Brand Web Site, Best of Show Interactive application for Jeep Trail Rated Challenge and Best of Show Rich media Online ad for ROBOTS - CONQUEST AD.

TMX Communications of Conshohocken, PA for recognition of winning the most awards in the competition. TMX Communications took home 21 IAC Awards including Best of Show Email message campaign for Endo_Lidoderm Campaign.

The Internet Advertising Competition Awards are open to all organizations and individuals (advertising and interactive agencies, corporate marketing departments, etc.) involved in the process of developing Internet advertising. Entries may be submitted

online at <http://www.iacaward.org>. The deadline for entry is January 31, 2006 and will be judged on creativity, innovation, impact, design, copywriting, and use of the medium.

Awards will be presented within each of the industry categories and advertising formats such as online ad (including banner, pop-up or interstitial) , rich media online ad , email message, online newsletter campaign, microsite/landing page and integrated ad campaign. This year, “ads the client did not choose” has been changed from an industry to a medium. Best of show award for each medium will be selected from among the industry winners. Ads eligible for entry in the competition must have run during the period from January 1, 2005 through January 31, 2006.

Judging for the IAC Awards will take place in February, 2006, and winners will be notified by e-mail one week prior to the general announcement of winners in March, 2006. Judges will consist of a select group of Internet advertising professionals with an in-depth understanding of the current state-of-the-art in Web advertising. Past WebAward competition judges have included top executives from leading corporations, institutions and media organizations such as Ogilvy Interactive, Saatchi & Saatchi, Blattner Brunner, Comedy Central, Sun Microsystems, National Cable & Telecom Association, Refinery, Euro RSCG, EPB Interactive, New York Post Interactive, The Cincinnati Enquirer, J. Walter Thompson, Xerox, Art Institute of Pittsburgh, Modem Media, Answerthink, and Zentropy Partners.

The 2006 Internet Advertising Competition Awards are sponsored by BURST!Media, Macworld Conference and Expo, ExactTarget, Line56 Media, and Small Army Marketing Services.

About the Web Marketing Association

The Web Marketing Association (www.webmarketingassociation.org) is an organization working to create a high standard of excellence for Web site development and marketing on the Internet. Staffed by volunteers, it is made up of Internet marketing, advertising, PR and design professionals who share an interest in improving the quality of advertising, marketing and promotion used to attract visitors to Web sites. Since 1997, the Web Marketing Association’s annual WebAward Competition (www.webaward.org) has been helping interactive professionals promote themselves, their companies, and their best work to the outside world. Now in its tenth year, the WebAward Competition has become the premier industry-based site recognition program for Web developers and marketers worldwide.

For current news on the Web Marketing Association, visit it’s blog at webaward.blogspot.com

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