

Site	URL	Description
<b><u>News/Opinion</u></b>		
<b>AdAge</b>	www.adage.com	The Ad Age Group publishes three print magazines and four web sites, including AdAge.com and AdCritic.com; as well as two newsletters and the Ad Age E-mail Alert. AdAge.com is a leading site for breaking news about marketing, advertising and media for marketing and media professionals and provides resources and tools for researching. AdAge.com features a career center, a podcast radio program "Why it Matters," a customizable "My AdAge," and QwikFIND™ which enables readers to find news on AdAge.com that expands on news in the print edition. Users can also sign up for free E-mail alerts with breaking advertising and marketing news.
<b>Adrants</b>	www.adrants.com	Adrants is a blog providing marketing and advertising news and opinion, covering the straight, the questionable, the absurd, the new and the noteworthy including new campaign launches, emerging trends, useful facts and figures and alternative advertising practices sprinkled with wit, humor and sarcasm. Adrants has received numerous "best of" accolades from AdAge (December 2004), MarketingSherpa and the Wall Street Journal.
<b>ADWEEK</b> <b>BRANDWEEK</b> <b>MEDIAWEEK</b> <b>ADFREAK</b>	www.adweek.com www.brandweek.com www.mediaweek.com www.adfreak.com	ADWEEK has the inside stories on: creativity, client/agency relationships, successful global advertising strategies, accounts in review and the best creative work. ADWEEK ONLINE includes daily industry headlines and regional news as well as links to news from sister publication sites, Mediaweek and Brandweek including the IQ Interactive Report on interactive media and links to Industry Reports (top agencies and brands). Daily and breaking news are delivered free through various newsletters. ADFREAK is a sister blog of ADWEEK featuring personal commentary on advertising creative, off the wall news, viral campaigns, and pop culture.
<b>Avant/Marketer</b>	www.avantmarketer.com	Avant marketer is a weekly, interview-based email newsletter for Internet Advertising professionals that is devoted to providing its readers with strategy and insight from the foremost Internet advertising practitioners and theoreticians in the world today.
<b>B2B Magazine</b>	www.btobonline.com	BtoBOnline.com from BtoB Magazine is for marketing strategists, providing up-to-date news, articles, features, research and special reports. Special reports cover integrated marketing, including advertising, CRM, interactive marketing, search, direct marketing and sales management. Several free email newsletters and reports are available.

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<b>BizReport adsGuide.com</b>	www.bizreport.com www.adsguide.com	BizReport website delivers breaking news, in-depth reports and interviews with industry leaders. BizReport Network also includes adsGuide.com, a directory and search engine for interactive advertising, marketing, and commerce research and services.
<b>Business 2.0 Magazine</b>	www.business2.com	Integrated with CNNMoney.com, Business 2.0 is an essential tool for navigating today's changing marketplace, particularly as it's driven by the Internet and other technologies. It reports on innovative business practices and the people behind them. This website includes daily features and columns, full articles of recent issues, archives and databases as well as "What Works," "Hits & Misses," "What's Cool" and "What's Next."
<b>Chief Marketer</b>	www.chiefmarketer.com	Chief Marketer is a full portfolio of editorial and marketing services that is designed to help marketing executives make critical connections between the many marketing disciplines. Chief Marketer features articles on various media including Print, Broadcast/Cable, Search, E-mail, Catalogs, Direct and Event Marketing. The site features a career database, white papers, webinars, blogs, "Ask The Experts" and several e-mail newsletters including Chief Marketer Report, E-zine IQ, CRM Loop and CM Plus.
<b>ClickZ</b>	www.clickz.com	The ClickZ Network offers personal perspective on issues facing internet media and marketing professionals. The site features daily columns and blogs written by experienced industry professionals on dozens of media and marketing topics including media buying, email marketing, search marketing, ad serving, research/stats, wireless advertising, and rich media.
<b>C/NET</b>	www.news.com	C/NET is a global source of information and commerce services for the technology industry, featuring news, product reviews, prices, Internet services, and downloads. News.com, has a new section highlighting major stories covering media, emerging technology and e-business.
<b>Digital Edge</b>	www.digitaledge.org	The Digital Edge is published by the Newspaper Association of America's New Media Federation. This site includes the news and analysis for the newspaper industry as well as covers the newspaper industry's online editions, internet marketing research reports, and cross-media optimization integrating online and print advertising.
<b>DIRECT Magazine</b>	www.directmag.com	DIRECT Magazine features news on search engine marketing, e-mail marketing, creative, direct mail and other marketing mediums. Additionally, they provide case studies, exclusive surveys/research, reports, opinions, newsletters, a list finder, and a legal database for various forms of marketing regulations.

Site	URL	Description
<b>DM News</b>	www.dmnews.com	DMNews helps direct marketers stay abreast of the changing times by identifying new trends, new markets and new technologies and developing focused "newspapers within newspapers" to cover these new markets and disciplines.
<b>Edison Media Research</b>	www.edisonresearch.com	Edison Media Research in affiliation with Arbitron, conducts survey research and provides strategic information to radio stations, television stations, Internet companies, newspapers, cable networks, record labels and other media organizations.
<b>Editor &amp; Publisher</b>	www.editorandpublisher.com	Editor & Publisher covers all aspects of the newspaper business in North America. E&P Online offers daily headlines, in-depth features, and exclusive columnists. In addition to it's primary focus of print media, E&P has a vast selection of articles related to the convergence of print and online media and the innovative publishers capitalizing on internet media.
<b>eMarketer</b>	www.emarketer.com	<i>"The Worlds Leading Provider of e-Business Statistics"</i> eMarketer provides aggregated statistics, trends and analysis about e-business. Its reports combine original analysis with aggregated numbers from leading sources worldwide. The eStat Database a comprehensive compilation of up-to-date Internet and e-business statistics. If you subscribe to the free email updates, you'll be able to preview or download full summaries of articles with graphs before it reverts back to its pay-per-view format at the end of the month.
<b>Ephron on Media</b>	www.ephrononmedia.com	Erwin Ephron is a media consultant and the acknowledged father of "recency planning." He writes about subjects such the TV upfront , media auditing, and strategic planning. Erwin Ephron publishes his opinions on his web site.
<b>Executive Summary</b>	www.executivesummary.com	A blog commenting on the Internet marketing and media industry, written by Rick Brunner, who has worked in the industry since the late 1980's and specializes in e-business strategy consulting and research.
<b>Forbes.com</b>	www.forbes.com	Forbes.com publishes the entire content of Forbes Magazine, Forbes Global, ASAP, Forbes FYI and Forbes Best of the Web. Forbes features tools showing a snapshot of Advertising Agency stocks, and industry snapshots and reports for the Advertising Industry, among other industries.
<b>HispanicAd</b>	www.hispanicad.com	HispanicAd.com is a leading advertising and media news and information site in the USA, Latin America and the Caribbean. HispanicAd.com offers daily news updates regarding Hispanic advertising, creative, marketing, media, promotions and research.

Site	URL	Description
<b>iMedia Connection</b>	www.imediaconnection.com	iMediaConnection provides news, opinions, commentary, case studies, newsletters, and resources for integrated media planning and strategy including websites, email, wireless, search, desktop apps, video, and emerging media. In addition, their resource connection features a list of vendors for search marketing, e-mail marketing, rich media, and identifies ad networks, ad servers, and publishers.
<b>internet.com</b>	www.internet.com www.atnewyork.com	internet.com is a provider of news, information and media resources for Internet industry and information technology professionals, Web developers and experienced Internet users. INT Media Group includes the internet.com and EarthWeb Network of 160 Web sites and nearly 300 e-mail newsletters, 136 online discussion forums and 79 moderated E-mail discussion lists and 40 offline events.
<b>I Want Media</b>	www.iwantmedia.com	I WANT MEDIA is a Web site focusing on diversified media news and resources. It provides quick access to timely media news and relevant industry data, updated throughout the day. I WANT MEDIA provides detailed lists of media organizations, resources, media industry layoffs, and features interviews with industry leaders.
<b>KnowThis Internet Marketing</b>	www.knowthis.com/internet.htm	KnowThis.com features news and articles giving general overviews, insight, tutorials and further resources on such subjects as market research, affiliate marketing, email marketing, mobile marketing, online advertising, and search engine marketing.
<b>Marketing Sherpa</b>	www.marketingsherpa.com	MarketingSherpa provides news, case studies, and research reports covering internet advertising, marketing, and public relations. Many of the articles are free for the first 10 days of publication before being converted into pay-per-view content.
<b>Marketing Today</b>	www.marketingtoday.com	MarketingToday provides news, commentary, analysis, research, newsletters, book recommendations, and legal resources on various forms of marketing.
<b>MarketingVox</b>	www.marketingvox.com	MarketingVOX comprehensively aggregates online marketing news, adding a practitioner's spin and additional reporting where necessary. It's archives are highly articulated into relevant categories. MarketingVOX Daily is a free daily newsletter, which is archived on it's website. MarketingVOX has received many of the industry's accolades as the best blog for online advertising and media.
<b>MediaBristo</b>	http://www.mediabistro.com	Mediabistro.com is for content professionals including editors, television producers, graphic designers, book publishers, production, online media, advertising, PR, and graphic design.

Site	URL	Description
<b>MediaBuyer Planner</b>	www.mediabuyerplanner.com	MediaBuyerPlanner comprehensively covers the six major media types every weekday, focusing on news that affects the day-to-day work of media buyer/planners. MediaBuyerPlanner is available as a free daily newsletter.
<b>Media Life Magazine</b>	www.medialifemagazine.com	This online magazine covers media from both an online and offline perspective. It offers articles, items and data on content, technology, legislative, research, career, and financial issues affecting the media world.
<b>MediaPost</b>	www.mediapost.com	Mediapost.com is an advertising and media Internet portal providing free tools, news, and directories, for both traditional, online, and new media advertising professionals. Some of the resources available are: The Media-Knowledge Base Directory with over 55,000 media and agency contacts, as well as resource links, events, news and classifieds.
<b>NY Times Media &amp; Advertising</b>	www.nytimes.com/pages/business/media/index.html	The New York Times Media & Advertising section contains a newsletter, advertising/media stock information, and a variety of articles on advertising and the media. Site registration is required.
<b>Online Journalism Review</b>	http://www.ojr.org	OJR.org, the, is a publication of the Annenberg School for Communication at the University of Southern California. It includes news briefs from around that world that impact online journalism as well as covers topical links to stories on advertising, business and technology.
<b>PaidContent</b>	www.paidcontent.org	PaidContent is an independent service for the digital media and technology industry with news and resources on the paid content business models, subscription-enabling technologies and corporate initiatives in gaining subscription revenues through content.
<b>Publish</b>	www.publish.com	Publish.com is an independent resource to help web publishing professionals evaluate and use the best software tools, find the right resources, learn the best practices from industry experts, and discover emerging market trends. Publish.com covers all the products, software, tools and solutions that enable Web publishing.
<b>Red Herring</b>	www.redherring.com	RedHerring.com is known for its original, leading-edge analysis and commentary about the business of technology. The site provides news, pre-IPO and IPO company tracking, business and investing information, and insight on the latest events and trends.
<b>Search Engine Watch</b>	www.searchenginewatch.com	Search Engine Watch provides tips and information about searching the web, analysis of the search engine industry and help to site owners trying to improve their ability to be found in search engines.

Site	URL	Description
<b>SEO/SEM Journal</b>	Search.sys-con.com	SEO/SEM Journal features a large section of stories and expert commentary on the technical/programming side of enterprise search marketing.
<b>Strategy+ business Media</b>	www.strategy-business.com	strategy+business media publishes a quarterly magazine, (www.strategy-business.com), books, and ancillary publications. Its mission is to provide executives with commentary, research, and practical ideas that bridge the gap between theory and practice in contemporary global business. strategy+business is published by the technology firm Booz Allen Hamilton.
<b>VentureWire</b>	www.venturewire.com	VentureWire is a free daily e-mail news service about private companies and venture capital. VentureWire brings breaking news about venture-backed companies, venture-capital funds, and the firms that do business with them. It provides concise, capsule summaries of the latest news about investments, alliances, acquisitions, and personnel changes at the rapidly growing startups.
<b>Wall Street Journal Media &amp; Marketing Edition</b>	online.wsj.com/public/media	The Wall Street Journal contains breaking news on advertising, media, marketing, and entertainment from all over the world. This site also features columns, industry stock results, special features, media company research and a job center.

### Industry Research

<b>AccuStream iMedia Research</b>	www.accustreamresearch.com	AccuStream iMedia Research publishes a comprehensive series of data and analysis reports on streaming media, on-demand broadcasting and user directed content. Streaming Media and Advertising Report provides extensive market research and analysis of streaming advertising and subscription media, sites and available inventory, how inventory is growing and created.
<b>Arbitron</b>	www.arbitron.com	Arbitron is a marketing research firm serving radio and internet radio broadcasters, cable companies, advertisers and advertising agencies. Arbitron's core business is measuring radio audiences in local markets across the US. Its informational services are used to develop local marketing strategies of the electronic media, and of their advertisers and agencies. It's Webcast Ratings service measures the audiences to audio and video content on the Internet.
<b>Center for the Digital Future</b>	www.digitalcenter.org	The Center for the Digital Future at the USC Annenberg School has been tracking a representative sample of the American population for over five years watching as people move on-line and then move from modems to broadband. The project also carefully tracks those who drop off the net each year and whether they return and if so, when and what brings them back.

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<b>Forrester Research</b>	www.forrester.com	Forrester is a leading independent research firm that analyzes the future of technology change and its impact on businesses, consumers, and society. Forrester helps their customers understand how to use technology as a strategic tool to develop innovative products and services and reach new markets. Forrester offers strategy research, technographics data (the attitudes and behaviors of Internet users), assessment tools, advisory services and numerous industry events.
<b>Hitwise</b>	www.hitwise.com	Hitwise monitors over 25 million home, work and education Internet users worldwide and provides syndicated research services ranking websites based on key media measures. The Competitive Intelligence Service provides daily insights on how Internet users interact with their websites and gives marketers a complete view of the online competitive environment. Hitwise also provides a Keyword Intelligence service that allows advertisers to monitor the most popular and competitive search terms.
<b>IDC</b>	www.idc.com	IDC (International Data Corporation) provides data, analysis, and advisory services. IDC's research and opinions are based on the results of more than 300,000 end-user surveys, in-depth competitive analysis, broad technology coverage, and strategic analysis.
<b>In-Stat</b>	www.instat.com	In-Stat covers the full spectrum of digital communications research from technology to end-user, providing the analysis and perspective. In-Stat's digital communications research provides complete coverage of data, voice, and video communications, from wireless to wireline, computing to Internet, consumers to businesses. Comprehensive research covering the entire value chain.
<b>Jupiter Media</b>	www.jupitermedia.com	Jupitermedia is a leading global provider of information, images, research and events for information technology, business and creative professionals. JupiterWeb, the online division of Jupitermedia runs internet.com, graphics.com, devx.com, and earthweb.com for IT professionals. JupiterResearch specializes in business and technology market research in 18 business areas and 14 vertical markets.
<b>Leitchman Research</b>	http://mbc-thebridge.com	Leitchman Research Group, Inc. (LRG) specializes in research and consulting on the impact and adoption of broadband products and services. Areas of expertise include: Cable and Satellite TV; Broadband Internet Access; Video-on-Demand; Digital and Interactive TV; Online and Streaming Media; Convergence, bundling and packaging of services.

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<b>Mediamark (MRI)</b>	www.mediamark.com	Mediamark Research provides audience research data, consumer demographics, product and brand usage and exposure in all forms of advertising media. MRI's Interactive offers media panels, online surveys and usability testing.
<b>Pew Internet and American Life Project</b>	www.pewinternet.org	The Pew Internet & American Life Project creates and funds original, academic-quality research that explores the impact of the Internet on children, families, communities, the work place, schools, health care and civic/political life. The Project is the source for timely information on the Internet's growth and impact on society and releases 15-20 pieces of research a year and is a non-profit initiative of the Pew Research Center for People and the Press.
<b>Points North Group</b>	www.pointsnorthgroup.com	Points North Group provides research and consulting on digital media strategy providing media companies, media-device makers, and advertisers the advice and insights they need to win in the digital space.
<b>Scarborough Research</b>	www.scarborough.com	Scarborough Research offers local market research data by measuring 66 markets, adults 18+. Categories measured reflect local market advertising expenditures and detailed demographics, lifestyle, leisure, broadcast and cable, TV, radio, newspaper, online, city/regional magazines, outdoor, yellow pages and direct mail).
<b>StatMarket</b>	www.statmarket.com	StatMarket publishes real-time statistics based on the combined data from tens of millions of daily Internet users visiting the tens of thousands of sites that are members of the HitBOX.com community and use HBX and HitBox analytics technology. HitBOX/HBX Analytics is a Web Traffic analysis tool that tells Web site owners the "who, what, when, and where" of every visit to their site. In addition, StatMarket allows marketers to see which ISP portals attract the most visitors, the most popular screen resolutions, browsers, and which web tools to support.
<b>The Media Audit</b>	www.themediaaudit.com	This company's primary product is a syndicated local-market, qualitative-audience survey currently conducted in 86 markets throughout 37 states.
<b>UCLA Center for Communication Policy</b>	http://ccp.ucla.edu/index.asp	This The Center is a forum for the discussion and development of policy alternatives addressing the leading issues in media and communication. The Center conducts and facilitates research, courses, seminars, working groups, and conferences designed to have a major impact on policy at the local, national, and international levels.
<b>UCLA Internet Report "Surveying the Digital Future"</b>	http://www.digitalcenter.org/pdf/Center-for-the-Digital-Future-2005-Highlights.pdf	This report provides baseline profile data on Internet behavior and attitudes areas as well as year-to-year impact of online technology on America. The report, released in December 2005, is available as a free PDF download.

Site	URL	Description
<b><u>Marketing Research</u></b>		
<b>AdResource</b>	www.adresource.com adres.internet.com	Ad Resource is a listing of resources for the Web advertising and marketing community. Web marketers can use the site to conduct research, build contacts, and keep up to date on the latest happenings in Internet advertising.
<b>Ad\$Spender</b>	http://www.tns-mi.com/miMedia.htm	A TNS Media company, Ad\$Spender provides competitive Internet advertising expenditures and monitoring of millions of brands across 18 forms of media and over 350 top ad revenue sites.
<b>Association of National Advertisers (ANA)</b>	www.ana.net/book/book.htm	<i>Web Site Management and Internet Advertising Trends</i> - This annual study provides key benchmarks on Web site management and Internet advertising based on a 2000 survey of ANA members.
<b>BIGResearch</b>	www.bigresearch.com	BIGResearch is a leading marketing research firm deriving consumer knowledge and consumer focused marketing research via online marketing intelligence. They offer several services to discover and monitor the insights and behavior of large samples of consumers.
<b>Borrell Associates</b>	www.borrellassociates.com	A media research and consulting company that focuses on local media. The "Web Audit" provides competitive review on potential web ad revenue.
<b>Evaliant</b>	http://www.tns-mi.com/prodEvaliant.htm	A TNS Media company, Evaliant provides competitive online advertising information, tracking 100,000 brands and products on thousands of web sites. Evaliant allows marketers to view competitors' online media plans including keywords, links, sites, formats, flight dates, channels, budget and creative.
<b>Journal of Interactive Advertising (JIAD)</b>	www.jiad.org	The <i>Journal of Interactive Advertising</i> (JIAD) is an official online publication of the Departments of Advertising at Michigan State University and The University of Texas at Austin.
<b>Kelsey Group</b>	www.kelseygroup.com	The Kelsey Group is a provider of research and fact-based analysis focusing on local advertising and electronic commerce. They publish annual reports, in addition to providing customized services.
<b>Marketing Central</b>	www.marketingcentral.com	This for-fee service offers users an online suite of marketing collaboration tools plus relevant marketing, advertising, public relations, trade show and other types of content.
<b>Marketing Today Research</b>	marketingtoday.com/research	MarketingToday combines vital stats, marketing surveys, research, trends, and analysis from free sources across the internet.

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<b>NPD</b>	www.npd.com	NPD offers a full spectrum of marketing information options, from industry tracking to custom solutions, including a number of services focusing on the Internet.
<b>Sloan Center for Internet Retailing at Vanderbilt University, Owen Graduate School of Business</b>	www2000.ogsm.vanderbilt.edu	Project 2000 was founded in 1994 to study the effects of marketing in computer mediated environments and has emerged as one of the premiere research centers in the world for the study of Electronic Commerce. There is a voluntary pretest panel that is surveyed 2-3 times per year. The information gathered here helps improve the research design before they conduct their surveys.

### Media Research and Measurement

<b>@Plan &amp; AdRelevance</b>	www.netratings.com	Both @Plan and AdRelevance are information/research services from Nielsen//NetRatings. @Plan reveals details of the online population – capturing basic demographics and in-depth lifestyle and preference data, using more than 2,500 profile points. AdRelevance provides online advertising intelligence, capturing advertising activity across all major industries, channels, ad formats and ad types on the Web.
<b>BPA Worldwide</b>	www.bpaww.com	BPA Worldwide is the global industry resource for verified audience data and media knowledge. In more than 20 countries, BPA delivers consumer and business media audits of unsurpassed rigor, objectivity, accuracy, transparency and timeliness—audits that provide solid assurance for both media owners and media buyers.
<b>comScore Networks &amp; comScore Media Metrix</b>	www.comscore.com	comScore Networks is a global information provider and consultancy with more than 1.5 million global Internet users who have given comScore explicit permission to confidentially capture their Web-wide browsing, buying and other transaction behavior, including offline purchasing. comScore. ComScore Media Metrix provides Internet audience measurement services that report details of online media usage, visitor demographics and online buying power for the home, work and university audiences across local U.S. markets and across the globe.
<b>DynamicLogic</b>	www.dynamiclogic.com	Dynamic Logic, Inc., a Milward Brown Research company specializes in measuring the effectiveness of online advertising. AdIndex, Dynamic Logic's measures the impact of an online advertisement using traditional brand metrics. CrossMedia Research measures the branding effectiveness of integrated marketing campaigns that combine the Internet and offline media advertising. MarketNorms, is an analytical tool that provides a comprehensive database for measuring online advertising and marketing effectiveness.

Site	URL	Description
<b>Ipsos-ASI, The Advertising Research Company</b>	www.ipsos.com	Ipsos is a global research company dedicated to advertising testing, marketing, media, public opinion and social research. Ipsos-ASI provides advertisers with advertising research products to evaluate the impact and efficiency of their communications. Ipsos-ASI is a provider of Internet ad effectiveness studies for Web sites.
<b>Nielsen//NetRatings.com</b>	www.netratings.com	Nielsen//NetRatings provides Internet and digital media measurement and analysis, offering technology-driven Internet information solutions for media, advertising, ecommerce and financial companies which enable customers to make informed decisions regarding their Internet strategies. These services include AdRelevance, @Plan, WebRF (media reach and frequency planning tool), and custom research and analysis.
<b>TNS Media Intelligence/CMR</b>	www.tns-mi.com/	TNS Media Intelligence is the leading provider of competitive advertising and marketing information – across brands, media, industries and markets, monitoring 190 million advertising occurrences and \$140 billion in advertising expenditures for more than 2.1 million brands across 19 media.

### Web Metrics/Online Research

<b>Alexa</b>	www.alexa.com	Alexa toolbar is a free download, browser plug, in that provides information and statistics about the site, traffic trends as well as links to other, related sites.
<b>Coremetrics</b>	www.coremetrics.com	Coremetrics offers a comprehensive Web visitor reporting service, enabling analysis of the relationship between lead generation, customer acquisition, and retention activities to provide a view of the online consumer.
<b>Enquiro Research</b>	www.enquiro.com/research.asp	Enquiro provides research and services on search engine user behavior, A/B optimization testing, and technical research to help companies better understand the search engine ranking process.
<b>Eyetoools</b>	www.eyetoools.com	Eyetoools provides tools and services to measure eye-movement as people look at web pages and search engines to quantify what people read and don't read or see.
<b>Greenfield Online</b>	www.greenfield.com	A provider of online marketing research, Greenfield provides market studies, surveys and custom research including focus groups.
<b>Insight Express</b>	www.insightexpress.com	Insight Express is a custom research firm helping companies build better concepts and ads through ad effectiveness studies, custom online attitude and opinion research, and streaming commercial testing.

Site	URL	Description
<b>Millward Brown Intelliquest</b>	www.intelliquest.com	Millward Brown IntelliQuest is the technology research center of the Millward Brown Group. Millward Brown IntelliQuest provides marketing research services enabling clients to understand and improve the strategic position of their brands, products, media or channels.
<b>Poynter Online EyeTrack</b>	http://www.poynterextra.org/eyetrack2004/	The Poynter Institute is a school for journalists, future journalists, and teachers of journalists. Poynter Institute with the Estlow Center for Journalism & New Media (with Eyetools) sponsored of the EyeTrack III studies that analyzed home page layout, advertising and navigation.
<b>Urchin (Google Analytics)</b>	http://www.google.com/analytics/	Formerly known as Urchin, Google Analytics provides top-tier web analytics and surfing behavior information with custom views for executives, marketers, and web developers. Google's Conversion University explains the terms and strategies behind analytics for driving traffic and converting visitors.
<b>Conversion University</b>	http://www.google.com/analytics/conversionuniversity.html	
<b>Useit.com</b>	www.useit.com	Dr. Jakob Nielsen's blog on user interface design.
<b>WebSideStory (StatMarket)</b>	www.websidestory.com www.statmarket.com	StatMarket provides data on global Internet user trends. The statistics at StatMarket are culled from the collective surfing behavior of more than 50 million daily unique visitors to more than 150,000 sites using WebSideStory's HitBox technology. This massive sample size makes StatMarket the recognized authority on global Internet user statistics.

### Competitive Information and Directories

<b>AdBrands.net</b>	www.adbrands.net	Adbrands.net provides analysis of more than 1,000 leading advertisers, brands and agencies and over 20,000 consumer brands, corporate and worldwide links. The account assignment database tracks account management for the leading brands and companies.
<b>AdForum</b>	www.adforum.com	AdForum.com in association with AdAge.com, is a information provider focused on the global advertising industry with over 18,000 agencies and 50,000 ads (tv, print, interactive, etc.) from around the world. AdForum's AgencyPreview helps advertisers when they are in the process of selecting a new agency. The creative library, AdFolio, helps professionals keep on top of important creative work, prepare for client reviews and pitches, brainstorm new ideas and other creative research/monitoring needs.

Site	URL	Description
<b>SRDS</b>	www.srds.com	SRDS is a provider of media planning/buying information covering all media. Using the SRDS Interactive Advertising Source™ (IAS), media professionals can review information on 5000+ opportunities to develop online campaigns efficiently.
<b>Top9.com</b>	www.top9.com	This is a rankings and search directory. Top9 rankings are based on "unique users," a calculation of the number of unduplicated monthly visitors to a site. The rankings are based on survey data retrieved and categorized during the previous month. Rankings are based in data collected by PC Data.

### Associations

<b>AdMonsters</b>	www.admonsters.org	AdMonsters is an association for advertising technology and operations professionals. AdMonsters identifies best practices in online ad operations to help reduce cost and time required to implement, deploy, and track online advertising.
<b>American Association of Advertising Agencies</b>	www.aaaa.org	The American Association of Advertising Agencies (AAAA) is the national trade association representing the advertising agency business in the US. Also referred to as the 4A's.
<b>American Advertising Federation (AAF)</b>	www.aaf.org	The American Advertising Federation (AAF) is a professional advertising association that binds the mutual interests of corporate advertisers, agencies, media companies, suppliers and academia. AAF has over 220 local advertising chapters and 200 college chapters.
<b>American Business Media</b>	www.americanbusinessmedia.com	American Business Media is the association for business-to-business information providers, including producers of print publications, websites, trade shows and other media. The 250-plus member companies represents 2000 print publications and websites, and more than 850 trade shows and events.
<b>American Marketing Association (AMA)</b>	www.ama.org	AMA is a professional nonprofit organization whose purpose is to promote education and to assist in personal/professional career development of marketing professionals. AMA Online is for managers, researchers, educators, students, special interest groups.
<b>Association of National Advertisers (ANA)</b>	www.ana.net	ANA is a trade association that is dedicated to supporting the largest corporations that advertise and market their services in the U.S. The organization's mission is to act as a catalyst in bringing together industry leaders, advertising, marketing, and communications professionals and members of other trade associations.

Site	URL	Description
<b>Advertising Research Federation (ARF)</b>	www.arfsite.org	ARF seeks to improve the practice of advertising, marketing and media research towards more effective marketing and communications. Covers research pertaining to variety of media; focuses on interactive with events, i.e., the ARF Interactive Media Research Summit.
<b>Council of American Survey Research Organizations</b>	www.casro.org	Council of American Survey Research Organizations (CASRO) is the trade organization for commercial, full-service survey research companies based in the United States. It organizes conferences on various research topics and provides a newsletter for members.
<b>Cellular Telecommunications &amp; Internet Association (CTIA)</b>	www.ctia.org	The Cellular Telecommunications & Internet Association (CTIA) is the international organization that represents all elements of wireless communication - cellular, personal communication services enhanced specialized mobile radio, and mobile satellite services - serving the interests of service providers, manufacturers, and others.
<b>Council for Marketing and Opinion Research (CMOR)</b>	www.cmor.org	CMOR was established to protect the value that marketing and opinion research represents to the public and industry. Members consist of research companies and their clients (the end-users of the data compiled by the researchers), as well as other trade associations.
<b>Digital Media Association</b>	www.digmedia.org	DiMA is a national trade organization devoted to the online audio and video industries and to commercially innovative digital media opportunities. DiMA best understands the complex policies and issues surrounding digital media, including copyright, competition and consumer rights.
<b>Direct Marketing Association (DMA)</b>	www.the-dma.org	The DMA is the largest trade association for businesses interested in database marketing, and boasts some of the most influential direct marketers as members. There is coverage of online marketing on this site (such as Online Marketing Privacy issues, etc.).
<b>eMarketing Association</b>	Emarketingassociation.com	The eMA is the professional association for companies and individuals involved in the practice of e-marketing and the integration of on and off-line marketing.
<b>Interactive Advertising Bureau (IAB)</b>	www.iab.net	IAB was the first association devoted exclusively to maximizing the use and effectiveness of advertising on the Internet. IAB establishes the standards, formats, guidelines, and best practices for internet advertising across the industry and its publishers.

Site	URL	Description
<b>IAB Canada</b>	www.iabcanada.com	The IAB Canada is a not-for-profit association representing its membership composed of publishers, advertisers, advertising agencies and service associates in the Canadian interactive marketing industry.
<b>International Internet Marketing Association</b>	www.imaonline.org	The International Internet Marketing Association (IIMA) is a non-profit organization that helps marketers understand the value and potential of marketing online. Through the IIMA you can become professionally certified as an Internet Marketing and Business Strategist.
<b>International Nanocasting Alliance</b>	www.nanocasting.org	The International Nanocasting Alliance (INA) is a trade organization dedicated to accelerating the growth of commercial Internet radio and Nanocasting (commercial podcasting) and to promoting the necessary self-regulation required for the industry to stably expand.
<b>Magazine Publishers of America (MPA)</b>	www.magazine.org	The MPA is the industry association for consumer magazines representing more than 240 domestic publishing companies with more than 1,400 titles and more than 100 associate members providing services to the industry. It is the primary source of information and expertise about the publishing industry.
<b>Marketing Research Associations (MRA)</b>	www.mra-net.org	Membership comprises companies and professionals in all segments of marketing and opinion research, including data collectors, full service research, users of research and those who provide related services.
<b>Mobile Marketing Association (MMA)</b>	www.mmaglobal.com	The Mobile Marketing Association is a global association that strives to stimulate the growth of mobile marketing, M-commerce and supporting technologies. MMA members include agencies, advertisers, handheld device manufacturers, carriers and operators, retailers, software providers and service providers.
<b>National Association of Broadcasters (NAB)</b>	www.nab.org	NAB is a full-service trade association which represents the interests of free, over-the-air radio and television.
<b>Network Advertising Initiative</b>	www.networkadvertising.org	A cooperative group of network advertisers developed, in conjunction with the Federal Trade Association, a set of privacy principles, to provide consumers with clear explanations of Internet advertising practices.
<b>Newsletter &amp; Electronic Publishing Association</b>	www.newsletters.org	NEPA is the international trade association dedicated to advancing the interests of for-profit subscription newsletter publishers and specialized-information services.

Site	URL	Description
<b>Newspaper Association of America (NAA)</b>	<a href="http://www.naa.org">http://www.naa.org</a>	The NAA focuses on strategic issues important to newspapers: marketing, public policy, diversity, industry developments and newspaper operations.
<b>Online Publishers Association (OPA)</b>	<a href="http://www.online-publishers.org">www.online-publishers.org</a>	Online Publishers Association (OPA) is an industry trade organization dedicated to representing online publishers before the advertising community. The OPA is committed to producing groundbreaking research into online advertising and media consumption with the goal of advancing the online publishing industry.
<b>Radio Advertising Bureau</b>	<a href="http://www.rab.com">www.rab.com</a>	The Radio Advertising Bureau provides an array of in-depth marketing resources available to radio industry professional.
<b>SafeCount</b>	<a href="http://www.safecount.org">www.safecount.org</a>	Safecount is a coalition of professionals working in or around the advertising, online technology, and market research space. It is a group that advocates for safe counting mechanisms - safe for consumers and safe for advertisers. Safecount's goal is to help the industry find mechanisms and policies that will protect consumers as well as enable accurate measurement of media.
<b>Search Engine Marketing Professional Organization (SEMPO)</b>	<a href="http://www.sempo.org">www.sempo.org</a>	Search Engine Marketing Professional Organization (SEMPO) is a non-profit professional association working to increase awareness and promote the value of Search Engine Marketing worldwide.
<b>Software &amp; Information Industry Association</b>	<a href="http://www.siiia.net">www.siiia.net</a>	The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industry.
<b>US Internet Industry Association</b>	<a href="http://www.usiia.org">www.usiia.org</a>	The US Internet Industry Association (USIIA) is the North American trade association for Internet commerce, content and connectivity.
<b>Web Analytics Association (WAA)</b>	<a href="http://www.webanalyticsassociation.org">www.webanalyticsassociation.org</a>	The WAA is for industry practitioners, vendors, consultants and educators who use, sell, implement, consult, teach or train in the field of web analytics. The WAA will establish standards, best practices, influence legislation and develop training and certification programs.
<b>Word of Mouth Marketing Association (WOMMA)</b>	<a href="http://www.womma.com">www.womma.com</a>	WOMMA is an industry group promoting word-of-mouth marketing (WOM) as part of the broader marketing mix, including providing information, education and resources that will enrich their careers and programs, advancing the ethical practice of word-of-mouth marketing and measurements, and developing common metrics and vocabulary to facilitate WOM activities.

Site	URL	Description
<b>The Yellow Pages Association</b>	<a href="http://www.ypima.org/">http://www.ypima.org/</a>	The Yellow Pages Association is the association of the publishers, marketers and suppliers responsible for producing Yellow Pages directories.

### Advertising/Creative

<b>TheAdStop</b>	<a href="http://www.theadstop.com">www.theadstop.com</a>	TheAdStop.com has launched as a free Internet advertising directory and marketing resource, allowing users to search and compare Web advertising opportunities based on specific criteria including pricing, site traffic, availability, demographics and ad specifications.
<b>AdTools</b>	<a href="http://www.adtoolsinc.com">www.adtoolsinc.com</a>	Adtools creates and maintains branded desktop applications for interactive marketers enabling them to expand and extend their online relationships. A custom-built AdTools desktop application provides the user with permission-based entertainment, utility and timely information directly on their desktop. In return the marketer gains a personalized private communication channel that cuts through online clutter and delivers higher levels of user interaction, loyalty, and retention.
<b>BannerReport</b>	<a href="http://www.bannerreport.com">www.bannerreport.com</a>	Banner Report features specification guidelines from the Interactive Advertising Bureau (IAB), banner design tutorials, and a large gallery archive of banners in various formats
<b>Get The Juice, Joe Jaffe</b>	<a href="http://www.getthejuice.com">www.getthejuice.com</a> <a href="http://www.jaffejuice.com">www.jaffejuice.com</a> (Blog) <a href="http://www.battlefortheheart.com">www.battlefortheheart.com</a> (Creative)	Joe Jaffe is editor at large for iMediaConnection, speaker on interactive media, marketing, gaming, PVR's, integration and accountability.

### Affiliate Marketing

<b>AffiliateMatch</b>	<a href="http://www.affiliatemark.com">www.affiliatemark.com</a>	The AffiliateMatch site offers a directory of affiliate programs to help site owners find the right program for their site.
<b>Commission Junction</b>	<a href="http://www.cj.com">www.cj.com</a>	Commission Junction, part of ValueClick, is a provider of media, technology and related services that enable advertisers, agencies and publishers increase online leads and sales through Affiliate Marketing, Search Marketing, and Automated Merchandising programs.
<b>Refer-It</b>	<a href="http://www.refer-it.com">www.refer-it.com</a>	Refer-it.com is the leading search engine for revenue-sharing programs. Refer-it's database includes descriptions and ratings of affiliate programs, including Amazon.com, CarPrices.com, and Match.com.

Site	URL	Description
<b><u>Privacy</u></b>		
<b>Better Business Bureau Online</b>	www.bbbonline.com	BBBOnLine's mission is to promote trust and confidence on the Internet through the BBBOnLine Reliability and Privacy Seal Programs. BBBOnLine's web site seal programs allow web sites to display seals once they have been evaluated and confirmed to meet the program requirements. The BBBOnLine Privacy Program features verification, monitoring and review, consumer dispute resolution, a compliance seal, enforcement mechanisms, and an educational component. Consumers can file complaints online, and businesses can apply for a "Privacy Seal".
<b>CAN-SPAM Act of 2003</b>	www.spamlaws.com/federal/	Site with the original text of the Federal Law passed by the Senate and approved by the House of Representatives which regulates commerce by imposing limitations and penalties on the transmission of unsolicited commercial electronic mail via the Internet.
<b>Federal Trade Commission</b>	www.ftc.gov/privacy/index.html	The FTC educates consumers and businesses about the importance of personal information privacy. It includes sections on Online Privacy Reports to Congress, Children's Online Privacy Protection Rule, Online Privacy Cases, and Advisory Committee on Online Access and Security.
<b>International Association of Privacy Professionals (IAPP)</b>	www.privacyassociation.org	The IAPP is the world's leading association of privacy and security professionals. With more than 1,000 individual and corporate members, the IAPP defines and supports the profession of privacy by being a forum for interaction, education and discussion across industries.
<b>Network Advertising Initiative (NAI)</b>	www.networkadvertising.org	The NAI is a cooperative group of network advertisers that has developed a set of privacy principles, in conjunction with the Federal Trade Commission. The NAI provides consumers with clear explanations of Internet advertising practices. The NAA has also defined "Online Preference Marketing" or OPM techniques for network advertisers.
<b>Online Privacy Alliance</b>	www.privacyalliance.org	This is a group of corporations and associations that support self-regulatory initiatives to create an environment of trust and that foster the protection of individuals' privacy online and in electronic commerce. Provides information to both companies and individuals regarding privacy policies and includes a section on children's privacy policies.
<b>Privacy &amp; American Business</b>	www.pandab.org	Conducts surveys of Internet users regarding business privacy issues. Its surveys, undertaken by Louis Harris & Associates and other survey organizations, document s what consumers want in business services and also what concerns they have about safeguarding their personal data.

Site	URL	Description
<b>Privacy Exchange</b>	www.privacyexchange.org	Privacy Exchange provides timely information on national data protection laws, regulations, standards, and practices to small-, medium-, and large-sized businesses around the world concerned about how to handle their trans border consumer and employee data activities. It also explains how to operate worldwide Web sites in ways consistent with accepted consumer privacy standards.
<b>TRUSTe</b>	www.truste.org	TRUSTe is an independent, nonprofit privacy initiative dedicated to building users' trust and confidence on the Internet and accelerating growth of the Internet industry. Developed a third-party oversight "seal" program that alleviates users' concerns about online privacy while meeting the specific business needs of web sites.
<b>Verisign</b>	www.verisign.com	Verisign is a provider of Internet trust services including authentication, validation, and payment, needed by Web sites, enterprises, and e-commerce service providers to conduct trusted and secure electronic commerce and communications over IP networks.

### Rich Media

<b>Atlas Rich Media</b>	www.atlasrichmedia.com	Atlas Rich Media, an aQuantive company, integrates campaign planning, delivery and reporting of flash-based rich media formats with standard banner ads. Atlas handles everything from trafficking, metrics, ad programming, and reporting all from one provider.
<b>Bluestreak</b>	www.bluestreak.com	Bluestreak offers a variety of rich media solutions for banners and E-mail. Bluestreak technology creates ads that can expand from any size to another size (Expand Ads), allows users to play interactive games, and generate E-mail request forms within the banner.
<b>DoubleClick Motif</b>	http://www.doubleclick.com/us/products/online_advertising/dart_motif/	DART Motif automates and expedites every phase of the rich media process, simplifying the creating, managing, and measuring rich media ads. A fully integrated solution, DART Motif makes the entire rich media process work faster, smoother, and more effectively, empowering users by providing them with the convenience of one unified system that automates the entire rich media workflow.
<b>EyeBlaster</b>	www.eyebalster.com	Eyeblaster is a Rich Media Ad Management System that allows Publishers, Agencies and Advertisers to independently create and manage out-of-banner advertising campaigns. Eyeblaster Ad Platform is compatible with leading ad serving solutions, enabling agencies and advertisers to create and manage out-of-banner campaigns with the same ease as running banners.

Site	URL	Description
<b>EyeWonder</b>	www.eyewonder.com	EyeWonder develops instant streaming video technologies for Internet and wireless devices without the need for media players. The company's solutions include EyeMedia for advertising, EyeMail video e-mail, as well as content and learning integration. All solutions utilize the company's proprietary, Java-based video compression technology to provide high-quality video and audio to more than 90 percent of Internet audiences.
<b>Falk AdSolution fx</b>	www.falkag.com/page.php?Id=20	AdSolution fx provides agencies with a full featured ad server that allows agencies to create, traffic, and track rich media ads through one provider. This solution allows ads to be created in any rich media format.
<b>KlipMart</b>	www.klipmart.com	Klipmart provides online marketing solutions to advertisers who want to incorporate broadcast television or video assets within online advertising units or on corporate websites. Klipmart's technology works with Flash, Java, Windows Media and Quick Time.
<b>PointRoll</b>	www.pointroll.com	PointRoll offers a suite of online advertising technologies that enhance internet marketing campaigns. These technologies add value to online initiatives for agencies, advertisers, and publishers by increasing conversion opportunities and brand awareness. PointRoll provides additional, interactive advertising real estate from existing ad space. The user simply rolls the mouse over the PointRoll Ad and additional messages appear below, above, to the left or right of the original ad, depending on the placement and size of the ad. When the user moves the mouse off the PointRoll Ad or the panel, the panels instantly disappear and permit the user to continue viewing the original website.
<b>PopStick</b>	www.popstick.com	POPstick provides interactive marketing and sales technologies called POPgrams. A POPgram is comprised of two components: the customer-facing rich media front end, and a lead capture and campaign tracking engine, called POPgram Manager. The integrated solution allows sales and marketing executives to provide prospects with a link to engaging presentations that use Macromedia's Flash technology to promote events, demonstrate new products, and broadcast corporate newsletters.
<b>RichMedia Today</b>	www.richmediatoday.com	Blog by the advertising group of Viewpoint Corporation.
<b>Unicast (ViewPoint Corporation)</b>	www.unicast.com www.viewpoint.com	Unicast is an online advertising solutions provider. Unicast's Online Format Suite enables advertisers to utilize their offline assets including commercials, to create In Between-Page (SUPERSTITIAL®) ads to anchor their online campaigns, extend these messages in Over-Page (Ad4ever's TopLayer® and In-Page units (Enliven <sup>sm</sup> )).

Site	URL	Description
<b>United Virtualities</b>	www.unitedvirtualities.com	Creators of the Shoshkeles – a browser-driven, Intelligent Branding™ solution that can be targeted by geographic, time, technological, relevancy and demographics. The technology has the capability to track exposures and click-throughs, as well as user's behavior. They do not require action from the users (such as downloading a plug in) in order to be viewed.

### **Behavioral Marketing**

<b>180Solutions</b>	www.180solutions.com	180solutions/MetricsDirect is a free, permission-based application that consumers opt-in to view ads and receive premium content for free. When a consumer enters a search term or URL that matches an advertiser's keyword targets, the consumer is automatically re-directed to the advertisers website. 180solutions has an estimated reach of 20 million active users.
<b>Accipiter VIBE</b>	www.accipiter.com/products/vibe.php	Accipiter is an online ad management firm and provider of behavioral marketing services. Their behavioral targeting technology Visitor Interest Behavioral Engine (VIBE) allows marketers to identify and reach key prospects at the right time and place with the right offers. VIBE allows publishers to extend their ad inventory and generate new sources of revenue through behavioral targeting.
<b>Claria</b>	www.claria.com	Claria's BehaviorLink and GAIN Networks allow advertisers to reach consumers based on their interests and demographics.
<b>ClickZ Behavioral Marketing</b>	www.clickz.com/experts/media/behavioral_marketing/	ClickZ team of behavioral marketing experts explores the latest news to hit behavioral marketing and provides new ideas and strategies for making the most of behavioral marketing.
<b>iMediaConnection Behavioral Marketing</b>	www.imediaconnection.com/behavioral/index.asp	A section of iMediaConnection, that delivers news, podcasts, strategies and insight into behavioral marketing.
<b>Revenue Science</b>	www.revenuescience.com	Revenue Science is a provider of behavioral targeted audiences for advertisers. The Audience Search technology lets advertisers customize campaigns based on audience segments and consumer behavior. Revenue Science behavioral targeting services include comprehensive support for ad sales, ad ops, marketing, IT, and agency demand generation at no extra charge.

Site	URL	Description
<b>TACODA</b>	www.tacoda.com	TACODA develops and produces ASP-based software programs and strategies that enable media companies with significant online channels to increase the value of the audiences they sell. TACODA launched the AudienceMatch Network that enables direct marketing and search advertisers to use behavioral targeting in combination with non-personal demographic data to reach defined audience segments.
<b>WhenU</b>	www.whenu.com	WhenU is a desktop ad delivery program that provides consumers with information and promotions when keywords, URLs, and search terms are entered or visited.

### **Mobile Marketing**

<b>Enpocket</b>	www.enpocket.com	Enpocket is a mobile media company that provides integrated entertainment and marketing services to build and retain mobile audiences by mobile branding, aggregating and distributing your brand's content, and ensuring targeting of the appropriate audience.
<b>Ipsh!</b>	www.ipsh.net	Ipsh!, an Omnicom agency, allows advertisers to reach potential customers across multiple wireless carriers, through SMS, MMS, and emails.
<b>MMetrics</b>	www.mmetrics.com	MMetrics is a comprehensive syndicated data and mobile market measurement service that provides records and monitors the use of mobile media to help marketers become more efficient in their mobile marketing campaigns.
<b>Mobile Marketing Association</b>	www.mmaglobal.com	The Mobile Marketing Association is a global association that strives to stimulate the growth of mobile marketing, M-commerce and supporting technologies. MMA members include agencies, advertisers, handheld device manufacturers, carriers and operators, retailers, software providers and service providers, as well as any company focused on the potential of marketing via mobile devices.
<b>ThirdScreenMedia</b>	www.thirdscreenmedia.com	ThirdScreenMedia enables advertising on mobile phones and wireless devices through its MADX Advertising Platform. For agencies, MADX provides all the necessary research and planning resources, means to buy, create, test, optimize, measure, and report on mobile ad campaigns. For Publishers, MADX will manage the whole operations process from creating mobile ad inventory, launching, and delivering mobile campaigns. Through MADX you can target users by frequency, geography, keyword, device capabilities, and demographics.

Site	URL	Description
<b>Vindigo</b>	www.vindigo.com	Vindigo is a mobile media publisher providing local guide, access to maps, restaurants, ATMs, movies, and other syndicated content. Vindigo is owned by Zingy.
<b>Zingy</b>	www.zingy.com	Zingy is a mobile media publisher providing applications, wallpapers, ringtones, mobile guides, and games for mobile devices.

### Local Resources

<b>212NYC</b>	www.212nyc.org	New York City Interactive Advertising Club
<b>Ad Club of Los Angeles (ACLA) Ad Club Interactive</b>	www.laadclub.com	The Ad Club of Los Angeles. The Ad Club Interactive.
<b>Ad2 of San Francisco</b>	www.ad2sanfrancisco.org	Young Professionals in Advertising, San Francisco Chapter
<b>AdClubSV</b>	www.adclubsv.org	The Ad Club of Silicon Valley
<b>AdCraft</b>	www.adcraft.org	The Ad Club of Detroit, Michigan
<b>American Advertising Federation (AAF)</b>	www.aaf.org	The American Advertising Federation (AAF) is a professional advertising association that binds the mutual interests of corporate advertisers, agencies, media companies, suppliers and academia. AAF has over 220 local advertising chapters and 200 college chapters.
<b>Association of Internet Professionals (AIP)</b>	www.association.org	AIP represents more than 8,500 individual Internet Professionals and over 125 leading Internet industry companies and educational institutions. AIP is a professional association of the Internet industry and exists to unify, support and represent the global community of Internet professionals. The organization also serves as a forum for the ideas, people and issues shaping the future of the Internet industry.
<b>Atlanta Interactive Marketing Association</b>	www.atlantaima.org/	Founded in 1999, the AiMA is a dedicated group of new media and interactive marketing professionals focused on providing the Atlanta Interactive Marketing Community a place to network, share, and learn about proven leading-edge interactive strategies and tactics.
<b>Bay Area Interactive Group (BIG)</b>	www.sfbig.com/	BIG (Bay Area Interactive Group) is a non-profit professional association dedicated to innovation in digital marketing to brand marketers, publishers and agencies through educational, networking, and association events.
<b>Boston Ad Club</b>	www.adclub.org	The local ad club of Boston.

Site	URL	Description
<b>Boston Interactive Media Association (BIMA)</b>	www.bima.org	BIMA was formed to unite those committed to the advancement of interactive advertising, in an educational and social setting. BIMA membership is made up of professionals in New England that represent advertising agencies, clients and sales, all dedicated to Web advertising. In July 2000, BIMA merged with MIMC (Massachusetts Interactive Media Council) (see MIMC).
<b>Chicago Interactive Marketing Association</b>	www.chicagoima.org	CIMA's membership consists of a variety of professionals from key players in the Chicago's interactive market. The community has come together to share ideas and develop new marketing opportunities in Chicago.
<b>DFW Interactive Marketing Association (DFWIMA)</b>	http://dfwima.org	Dallas-Fort Worth Interactive Marketing Association
<b>Great Lakes Interactive Marketing Association</b>	www.glima.org/autoalley/GLIMA+ Network/	Great Lakes Interactive Marketing Association - GLIMA
<b>Greater San Francisco Ad Club</b>	www.gsfadclub.org	The Greater San Francisco Ad Club
<b>Houston Interactive Marketing Association (HiMA)</b>	www.houstonima.org	The Houston Interactive Marketing Association (HiMA) is Houston's advocate for interactive marketing. HiMA is a non-profit business association dedicated to increasing awareness, education and utilization of interactive marketing in the Greater Houston area.
<b>Las Vegas Interactive Marketing Association</b>	www.lvima.com	Las Vegas Interactive Marketing Association
<b>Massachusetts Interactive Media Council</b>	www.mimc.org	MIMC is a non-profit organization established to support the interactive industry in New England. In addition to holding nearly 70 networking and educational events a year, MIMC advocates on important legislative and regulatory issues. July 2000 BIMA became a part of MIMC. (see BIMA)
<b>Milwaukee Interactive Marketing Association (MIMA)</b>	www.milwaukeeima.org	The Milwaukee Interactive Marketing Association (MIMA) is Milwaukee's only interactive –centric professional organization dedicated to the enhancement and acceleration of business opportunities, professional development, and exponential networking for the interactive media professionals in Milwaukee.

Site	URL	Description
<b>Minnesota Interactive Marketing Association (MIMA)</b>	www.mima.org	MIMA is a networking and professional development association for interactive marketing professionals.
<b>New York New Media Association</b>	www.nynma.org http://jobsnetwork.nynma.org/	NYNMA is a nonprofit industry association to support and promote the new media industry in New York. NYNMA members work in such diverse fields as broadcasting and publishing, Web site development, design, entertainment, education, and professional and financial services.
<b>Society for Internet Advancement - Orange County</b>	www.siaoc.org	The Society for Internet Advancement (SIA) Orange County Chapter is a non-profit organization dedicated to providing Orange County business professionals with learning opportunities on how to leverage marketing across the Internet. The SIAOC hosts monthly and quarterly events designed to benefit its members by offering networking opportunities with upwardly mobile professionals and learning sessions where they can advance their knowledge of Internet marketing strategies and best practice.
<b>South Florida Interactive Marketing Association</b>	www.sfima.com	South Florida Internet Marketing Association is a forum for professionals to share ideas and information among the business and educational communities in order to develop interactive marketing disciplines and to increase awareness, promote education and achieve excellence in online marketing.
<b>TIMA</b>	www.tima.org	Atlanta's association for new media developers. TIMA (The Interactive Media Alliance) is a nonprofit professional organization in Atlanta, Georgia consisting of various levels of technical and artistic talents. The purpose of the group is to foster the interchange of ideas and knowledge between interactive media disciplines.

### International Resources

<b>Campaign</b>	www.brandrepublic.com/magazines/campaign/index.cfm	A new Internet station of the advertising media and marketing community in the UK. The site offers regular international daily news feed and debate point.
<b>International Advertising Association</b>	www.iaaglobal.org	The IAA is a global partnership of advertisers, agencies, the media and related services. They promote the role and benefits of advertising, provide a forum to communicate with other professionals and provide professional development resources.

Site	URL	Description
<b>International Newspaper Marketing Association</b>	www.inma.org	INMA is a resource for international newspapers. They provide a variety of global information including a calendar of events, professional workshops, and links to other INMA-associated newspapers.
<b>Ipsos-ASI, The Advertising Research Company</b>	www.ipsos.com	Ipsos is a global research company dedicated to advertising testing, marketing, media, public opinion, and social research. Ipsos-ASI provides advertisers with advertising research products to evaluate the impact and efficiency of their communications and provides Internet ad effectiveness studies for Web site
<b>MEDIA Online</b>	www.media.com.hk	MEDIA is the Internet service for professionals involved in the advertising, marketing, and media industries in Asia. MEDIA reports on news and analysis of industry issues and events.
<b>NowEurope.com</b>	www.noweurope.com	NowEurope is a moderated discussion list for European Internet professionals. Users can exchange insights, tips, research, and trends in the industry.
<b>Nua Internet Surveys</b>	www.nua.com/surveys	Part of the ClickZ Stats Network, Nua tracks international Internet demographics, statistics, and trends. They publish this information in the free E-mail newsletters: New Thinking, Nua Internet Surveys Weekly Analysis, Making it Work and The Clickonomist.
<b>Revolution</b>	www.revolution.haynet.com	Revolution is an online publication based in the UK that is targeted at marketing professionals. They provide readers with a variety of resources that include a new media directory, events calendar, award presentations, and a forum to speak with other professionals.
<b>Strategy The Canadian Marketing Report</b>	www.strategymag.com	Strategy is a Canadian publication used by marketers to stimulate new ideas, keep them informed, identify leading talent, and help them find the most effective means of reaching their customers.

Site	URL	Description
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**Agency Directories**

4A's [www.aaaagencysearch.com/](http://www.aaaagencysearch.com/) (In-depth profiles of the 4A's membership)  
 AdAge [www.adage.com/page.cms?pagelid=1121](http://www.adage.com/page.cms?pagelid=1121) (AdAge's Agency Report 2005, PayPoint Access)  
 AdBrands [www.adbrands.net](http://www.adbrands.net)  
 AdForum [www.adforum.com](http://www.adforum.com) (AdForum)  
 Adweek [www.adweek.com/aw/images/pdfs/Top\\_50\\_Interactive.pdf](http://www.adweek.com/aw/images/pdfs/Top_50_Interactive.pdf)  
 Agency Compile [www.agencycompile.com/](http://www.agencycompile.com/) (Agency Compile's Searchable Database, Registration Required)  
 Redbooks [www.redbooks.com](http://www.redbooks.com) (license fee required)

**Blogs on Marketing, Media and Advertising**

AdFREAK (AdWeek Blog) [www.adfreak.com](http://www.adfreak.com)  
 Adrants (Internet advertising) [www.adrants.com](http://www.adrants.com)  
 BrandSuicide (News and reviews) [www.brandsuicide.20six.co.uk](http://www.brandsuicide.20six.co.uk)  
 Business 2.0's (directory of business blogs) [www.business2.com/webguide/0,,45090,00.html](http://www.business2.com/webguide/0,,45090,00.html)  
 BusinessWeek (Brand New Day) [http://businessweek.com/the\\_thread/brandnewday/](http://businessweek.com/the_thread/brandnewday/)  
 CMO Magazine [www.cmomagazine.com/blogs/](http://www.cmomagazine.com/blogs/)  
 Dragon Head Almost Destroyed Me (Collective Community Intelligence: Uncovering the hidden dynamics of interaction) [www.dhadm.com](http://www.dhadm.com)  
 Gary Stein (Blog of former JupiterResearch and BuzzMetrics Interactive Media Analyst discusses viral and search marketing) <http://garysteinblog.blogspot.com/Ypulse> (Youth and Generation Y marketing) <http://ypulse.com>  
 Kelsey Group (internet marketing commentary) <http://www.kelseygroup.com/blog/>  
 MarketerToday (Breaking News & Marketing Strategies) [www.marketertoday.com](http://www.marketertoday.com)  
 Marketingfix (Internet marketing) [www.marketingfix.com](http://www.marketingfix.com)  
 MarketingStudies (RSS Marketing) [rssdiary.marketingstudies.net](http://rssdiary.marketingstudies.net)  
 MarketingVOX (Interactive Marketing Blog) [www.marketingvox.com](http://www.marketingvox.com)  
 MediaBuyerPlanner (Media Planning and Buying Blog) [www.mediabuyerplanner.com](http://www.mediabuyerplanner.com)  
 Poynteronline (media and journalism) [www.poynter.org/](http://www.poynter.org/)  
 PSFK.com (Collaborative trend reporting by Piers Fawkes and Simon King)  
 RichMediaToday  
 SEM Report (Search marketing news, articles, opinions) <http://semreport.blogspot.com/>

**Blog & RSS Services & Networks**

[www.blogads.com](http://www.blogads.com) (Ad network for blogs)  
[www.blogpulse.com](http://www.blogpulse.com) (A service from Intelliseek, to discover trends in the blog world)  
[blogsearch.google.com](http://blogsearch.google.com) (Google Blog Search)  
[www.feedster.com](http://www.feedster.com) (Feedster indexes RSS feeds)  
[www.icerocket.com](http://www.icerocket.com) (Blog Search)  
[www.newsgator.com](http://www.newsgator.com) (web-based and mobile phone RSS feed reader)  
[www.pheedo.com](http://www.pheedo.com) (Pheedo Ad Network serves ads to blogs and RSS feeds)  
[www.rssads.com](http://www.rssads.com) (RSS ad network)  
[www.technorati.com](http://www.technorati.com) (Technorati tracks the number of links, updates and relevance of blogs)  
[www.vivenetwork.com](http://www.vivenetwork.com) (Interactive Multimedia Online Network serving ads for blogs, RSS and Podcasting)

Site	URL	Description
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**Email**

Anti-spam [www.the-dma.org/antispam](http://www.the-dma.org/antispam)  
 Email Authentication [www.emailauthentication.org/index.html](http://www.emailauthentication.org/index.html)  
 CAN-SPAM Act (FTC) [www.ftc.gov/bcp/online/pubs/buspubs/canspam.htm](http://www.ftc.gov/bcp/online/pubs/buspubs/canspam.htm)  
 Cauce (Coalition Against Unsolicited Commercial Email) [www.cauce.org](http://www.cauce.org)  
 Clickz Experts on Email Marketing Strategies [www.clickz.com/experts/em\\_mkt/em\\_mkt/](http://www.clickz.com/experts/em_mkt/em_mkt/)  
 E-mail Marketing News Newsletter [www.dmnnews.com](http://www.dmnnews.com)  
 E-Zine IQ (E-mail Newsletter about E-Mail Newsletters from Chief Marketer)  
[www.chiefmarketer.com](http://www.chiefmarketer.com)  
 iMediaConnection Email Marketing [www.imediaconnection.com/email/index.asp](http://www.imediaconnection.com/email/index.asp)  
 MarketingSherpa's EmailSherpa (articles, blog, newsletter) [www.emailsherpa.com/](http://www.emailsherpa.com/)  
 MarketingProf's Email Marketing Archives [www.marketingprofs.com/arch/allarticles.asp?w=3](http://www.marketingprofs.com/arch/allarticles.asp?w=3)  
 Media Post Email Insider (newsletter) <http://publications.mediapost.com>

**Mobile Marketing Best Practices, Case Studies, and Guidelines**

[www.mmaglobal.com/bestpractices.pdf](http://www.mmaglobal.com/bestpractices.pdf) (best practices for Mobile Marketing)  
[www.mmaglobal.com/modules/wfsection/index.php?category=1&submenu=case](http://www.mmaglobal.com/modules/wfsection/index.php?category=1&submenu=case) (case studies of mobile campaigns)  
[www.mmaglobal.com/uploads/mobilewebbanners.pdf](http://www.mmaglobal.com/uploads/mobilewebbanners.pdf) (an overview of mobile ad features and specifications)  
 (see Mobile Marketing section above for more Mobile Marketing resources)

**Podcasting**

The Advertising Show Podcast [www.theadvertisingshow.com](http://www.theadvertisingshow.com)  
 iMediaConnection Podcasts [www.imediaconnection.com](http://www.imediaconnection.com)  
 WebMasterRadio Podcast (SEO Rock Stars, Daily Search Cast) [www.webmasterradio.fm/](http://www.webmasterradio.fm/)

**Resources for Finding Potential Interactive Marketing Personnel**

AdAge Career Center [www.crain.com/classified/adage/index.cfm](http://www.crain.com/classified/adage/index.cfm)  
 AdWeek Job Search [adweek.careercast.com/js.php](http://adweek.careercast.com/js.php)  
 AMA Job Bank [jobs.marketingpower.com/search](http://jobs.marketingpower.com/search)  
 CareerBuilder [www.careerbuilder.com](http://www.careerbuilder.com)  
 Craigslist [www.craigslist.com](http://www.craigslist.com)  
 DMA Job Bank [www.the-dma.org/cgi/jbsearch](http://www.the-dma.org/cgi/jbsearch)  
 HotJobs [www.hotjobs.com](http://www.hotjobs.com)  
 iMediaConnection Job Connection [www.imediaconnection.com/jobs/default.aspx](http://www.imediaconnection.com/jobs/default.aspx)  
 iMediaRecruiters [www.imediarecruiters.com](http://www.imediarecruiters.com)  
 Internet Tech Jobs [jobs.internet.com](http://jobs.internet.com)  
 Jobs in Search (Internet Marketing) <http://www.jobsinsearch.com/>  
 Marketing Hire [www.marketinghire.com](http://www.marketinghire.com)  
 MarketingSherpa [www.marketingsherpa.com](http://www.marketingsherpa.com)  
 MediaPost Job Board [www.mediapost.com/cls\\_main.cfm](http://www.mediapost.com/cls_main.cfm)  
 MonsterJobs [www.monster.com](http://www.monster.com)  
 MonsterTRAK (Interns) [www.monstertrak.monster.com/](http://www.monstertrak.monster.com/)  
 Multicultural Advertising Training Program (Interns in LA/OC) [www.matprogram.org](http://www.matprogram.org)  
 Net-Temps [www.net-temps.com/jobs/internet/index.htm](http://www.net-temps.com/jobs/internet/index.htm)

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Quiet Agent [www.quietagent.com](http://www.quietagent.com)  
 SEMPO (SEM Jobs) [www.sempo.org/jobs/](http://www.sempo.org/jobs/)  
 TalentZoo [www.talentzoo.com](http://www.talentzoo.com)  
 Variety Careers [www.variety.com/index.asp?layout=variety\\_careers](http://www.variety.com/index.asp?layout=variety_careers)  
 Wall Street Journal Media Job Search [jobs.careerjournal.com/js.php?pbt=categoryadvertising](http://jobs.careerjournal.com/js.php?pbt=categoryadvertising)

**Resources for Researching People & Companies**

[www.1jump.com](http://www.1jump.com) (subscription service providing business intelligence research tool)  
 Biz Journals [www.bizjournals.com](http://www.bizjournals.com)  
[www.biz.yahoo.com/ic](http://www.biz.yahoo.com/ic)  
[www.brint.com](http://www.brint.com) (compilation of news sources)  
 Business 2.0 [www.business2.com/webguide](http://www.business2.com/webguide) (links to business news/industry/resources links)  
 CBS MarketWatch [www.cbsmarketwatch.com](http://www.cbsmarketwatch.com)  
[www.ceoexpress.com](http://www.ceoexpress.com) (compilation of resources for ceo's)  
[www.corante.com](http://www.corante.com) (technology news)  
[www.dnb.com/us/](http://www.dnb.com/us/) (company info and credit lookup)  
[www.executivelibrary.com](http://www.executivelibrary.com) (compilation of resources for executives)  
[www.freepint.com/gary/newscenter.htm](http://www.freepint.com/gary/newscenter.htm)  
[www.iwantmedia.com](http://www.iwantmedia.com) (media resources)  
[www.lexisnexis.com](http://www.lexisnexis.com) (company records, news, info)  
[www.lexisnexis.com/redbooks/](http://www.lexisnexis.com/redbooks/) (Advertising Red Books on agencies & advertisers)  
[www.marketbridge.org/library](http://www.marketbridge.org/library) (links to media resources)  
[www.newspaperlinks.com/home.cfm](http://www.newspaperlinks.com/home.cfm) (links to major newspaper sites)  
[www.prnewswire.com](http://www.prnewswire.com) (full-text news releases public & private companies & organizations)  
[www.reuters.com](http://www.reuters.com)  
[www.tsnn.com](http://www.tsnn.com) (trade show directory)  
[www.vss.com](http://www.vss.com) (Veronis, Suhler, Stevenson, forecasts)  
[www.zenithmedia.com](http://www.zenithmedia.com) (links to media resources)  
[www.zoominfo.com](http://www.zoominfo.com)

**Sales Tips, Blogs & Newsletters**

AllBusiness Sales Strategies [www.allbusiness.com/business\\_advice](http://www.allbusiness.com/business_advice)  
 B2B Lead Generation Blog [blog.startwithalead.com/weblog/](http://blog.startwithalead.com/weblog/)  
 David Stein How Winners Sell (Newsletters) [www.howwinnerssell.com](http://www.howwinnerssell.com)  
 Just Sell Sales Tools & Quotes (Newsletter) [www.justsell.com](http://www.justsell.com)  
 No-Brainer Selling Tips (Blog) [www.meisenheimer.com/no-brainer\\_selling\\_tips.html](http://www.meisenheimer.com/no-brainer_selling_tips.html)  
 Sales & Marketing Executives International (SMEI Sales Newsletters) [www.smei.org](http://www.smei.org)  
 Sales Caffeine by Jeffrey Gitomer [www.gitomer.com](http://www.gitomer.com)  
 Sales Coach (All Business Blog) [www.allbusiness.com/blog/SalesCoach/3487/](http://www.allbusiness.com/blog/SalesCoach/3487/)  
 Sales Resources (Library of Articles & RSS) [www.salesresources.com](http://www.salesresources.com)  
 Selling Power Magazine [www.sellingpower.com](http://www.sellingpower.com)  
 Consumer Generated Media [www.consumergeneratedmedia.com](http://www.consumergeneratedmedia.com)

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**Search Engine Marketing and Optimization**

[www.cre8asite.com](http://www.cre8asite.com) (Forums)  
[www.dmnews.com](http://www.dmnews.com) (DM News iMarketing)  
[www.highrankings.com](http://www.highrankings.com) (High Ranking Advisor & Forums)  
[www.isedb.com](http://www.isedb.com) (Internet Search Engine Database)  
[www.marketingfind.com/](http://www.marketingfind.com/) (Marketing Find: Tips, “Tools and Ideas to Market Your Website”)  
<http://searchengineformarketers.com> (Search Engine for Marketers)  
[www.searchengineguide.com](http://www.searchengineguide.com) (Search Engine Guide)  
[www.searchenginelowdown.com/](http://www.searchenginelowdown.com/) (Search Engine Lowdown blog by Andy Beal)  
[www.searchenginewatch.com](http://www.searchenginewatch.com) (Search Engine Watch / Forums)  
[www.sempo.org](http://www.sempo.org) (Search Engine Marketing Professional Organization)  
[www.seoat.com](http://www.seoat.com) (SEO Chat News / Forums)  
[www.seotoday.com/](http://www.seotoday.com/) (SEO Today)  
[www.seroundtable.com](http://www.seroundtable.com) (Search Engine Roundtable reporting on most interesting threads in SEM forums)  
<http://websearch.about.com/> (About.com’s Guide section)

**Viral and Word of Mouth Marketing**

Nielsen BuzzMetrics [www.nielsenbuzzmetrics.com/](http://www.nielsenbuzzmetrics.com/)  
Umbria [www.umbria.com](http://www.umbria.com)  
Cymfony [www.cymfony.com](http://www.cymfony.com)  
Technorati <http://technorati.com/blogs/WOM>  
BzzAgent [www.bzzagent.com](http://www.bzzagent.com)  
ConsumerGeneratedMedia blog [www.consumergenertedmedia.com](http://www.consumergenertedmedia.com) (blog by Pete Blackshaw)