

Clerk of the House of Representatives
Legislative Resource Center
B-106 Cannon Building
Washington, DC 20515

Secretary of the Senate
Office of Public Records
232 Hart Building
Washington, DC 20510

LOBBYING REPO

Lobbying Disclosure Act of 1995 (Section 5) - All Filers Are Required to Complete This Page

1. Registrant Name ☒ Organization ☐ Individual

Interactive Advertising Bureau

2. Address ☐ Check if different than previously reported

Address1 575 7th St., NW

Address2 E9009

City Washington

State DC

Zip Code 20004

Coun

3. Principal place of business (if different than line 2)

City New York

State NY

Zip Code 10016

Coun

4a. Contact Name

b. Telephone Number

c. E-mail

5. Sena

Mr. Michael S. Zaneis

☐ International Number

(202) 253-1466

mike@iab.net

7. Client Name ☒ Self

6. Hou:

Interactive Advertising Bureau

3942:

TYPE OF REPORT

8. Year 2007

Midyear (January1-June30) ☒

Year End (July 1-Dece

9. Check if this filing amends a previously filed version of this report ☐

10. Check if this is a Termination Report ☐ Termination Date

11. No Lobbying Activ

INCOME OR EXPENSES - Complete Either Line 12 OR Line 13

12. Lobbying

INCOME relating to lobbying activities for this reporting period was:

Less than \$10,000 ☐

\$10,000 or more ☐

\$

Provide a good faith estimate, rounded to the nearest \$20,000, of all lobbying related income from the client (including all payments to the registrant by any other entity for lobbying activities on behalf of the client).

13. Organizations

EXPENSE relating to lobbying activities for this r were:

Less than \$10,000 ☐

\$10,000 or more ☒

\$ 50,000.00

14. REPORTING

Check box to indicate accounting method. See instructions for description

☐ Method A. Reporting amounts using LDA definition

☐ Method B. Reporting amounts under section 6033(c) Internal Revenue Code

☒ Method C. Reporting amounts under section 162(e) Revenue Code

Signature ☒ Digitally Signed By: Michael S Zaneis

Date 08/0

US, DST ACES Business Representative, INTERACTIVE ADVERTISING BUREAU, Michael S Zaneis



Printed Name and Title Michael S. Zaneis, Vice President of Public Policy

v5.0.0m

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LOBBYING ACTIVITY Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code

ADV

Advertising

(one per page)

16. Specific lobbying issues

H.R. 2900, Food and Drug Administration Amendments Act, sections dealing with Direct to Consumer Advertising, S. 10 Prescription Drug User Fee Amendments, sections dealing with Direct to Consumer Advertising.

17. House(s) of Congress and Federal agencies

☐

Check if None

☒

House

☒

Senate

Senate, House of Representatives, Department of Commerce, Executive Office of the President, Federal Trade Commission

18. Name of each individual who acted as a lobbyist in this issue area

Name			Covered Official Position (if applicable)
First	Last	Suffix	
Michael	Zaneis		

19. Interest of each foreign entity in the specific issues listed on line 16 above

☒

Check if None

0000073764

Printed Name and Title Michael S. Zaneis, Vice President of Public Policy

v5.0.0m

LOBBYING ACTIVITY Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code

CSP

Consumer Issues/Safety/Products

(one per page)

16. Specific lobbying issues

H.R. 964, SPY ACT, all sections. H.R. 1525, Internet Spyware (I-SPY) Prevention Act, all sections. S. 1625, Counter Sp sections. H.R. 958, Data Accountability and Trust Act, all sections. S. 1260, Data Security Act, all sections.

17. House(s) of Congress and Federal agencies

☐ Check if None☒ House☒ Senate

Senate, House of Representatives, Department of Commerce, Executive Office of the President, Federal Trade Commissi

18. Name of each individual who acted as a lobbyist in this issue area

Name			Covered Official Position (if applicable)
First	Last	Suffix	
Michael	Zaneis		

19. Interest of each foreign entity in the specific issues listed on line 16 above

☒ Check if None

0000073765



Printed Name and Title Michael S. Zaneis, Vice President of Public Policy

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