

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

SECRETARY
07 AUG -6

LOBBYING REGISTRATION

Lobbying Disclosure Act of 1995 (Section 4)

Check One: ☒ New Registrant ☐ New Client for Existing Registrant ☐ Amendment

1. Effective Date of Registration 06/

2. House Identification _____

Senate Identification _____

REGISTRANT ☒ Organization ☐ Individual

3. Registrant Organization Interactive Advertising Bureau

Address 575 7th St., NW Address2 E9009
City Washington State DC Zip 20004 - Cot _____

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

City New York State NY Zip 10016 - Cot _____

5. Contact name and telephone number

☐ International Number

Contact Mr. Michael Zaneis Telephone (202) 253-1466 E-mail mike@iab.net

6. General description of registrant's business or activities

New media trade association

CLIENT

A Lobbying Firm is required to file a separate registration for each client. Organizations employing in-house lobbyists should labeled "Self" and proceed to line 10. ☒ Self

7. Client name Interactive Advertising Bureau

Address _____

City _____ State _____ Zip _____ - Cot _____

8. Principal place of business (if different than line 7)

City _____ State _____ Zip _____ - Cot _____

9. General description of client's business or activities

LOBBYISTS

10. Name of each individual who has acted or is expected to act as a lobbyist for the client identified on line 7. If any person in this section has served as a "covered executive branch official" or "covered legislative branch official" within two years of the date of registration, state the executive and/or legislative position(s) in which the person served.

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

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LOBBYING ISSUES

11. General lobbying issue areas. Select all applicable codes listed in instructions and on the reverse side of Form LD-1,

ADV COM CSP MIA SCI TEC

12. Specific lobbying issues (current and anticipated)

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. H.R. 2900, I Drug Administration Amendments Act, sections dealing with Direct to Consumer Advertising, S. 1082, Prescription Drug Amendments, sections dealing with Direct to Consumer Advertising. Privacy issues in the House and Senate.

AFFILIATED ORGANIZATIONS

13. Is there an entity other than the client that contributes more than \$10,000 to the lobbying activities of the registrant in a semiannual period and in whole or in major part plans supervises or controls the registrant's lobbying activities?

☒ No --> Go to line 14.

☐ Yes --> Complete the rest of this section for each entity match criteria above, then proceed to line 14.

Name	Address			Principal Place of Bus
	Street City	State/Province	Zip Code	Country
				City State Country
				City State Country
				City State Country

FOREIGN ENTITIES

14. Is there any foreign entity

- a) holds at least 20% equitable ownership in the client or any organization identified on line 13; or
 b) directly or indirectly, in whole or in major part, plans, supervises, controls, directs, finances or subsidizes at the client or any organization identified on line 13; or
 c) is an affiliate of the client or any organization identified on line 13 and has a direct interest in the outcome of lobbying activity?

☒ No --> Sign and date the registration.

☐ Yes --> Complete the rest of this section for each entity match the criteria above, then sign the registration.

Name	Street City	Address State/Province Country		Principal place of business (city and state or country)	Amount of contribution for lobbying activities
				City State Country	
				City State Country	

Signature ☒

Digitally Signed By: Michael S Zaneis

Date 07/19

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

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

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