



## **First Light Net Announces IAB Compliance in Three Key Internet Advertising Categories**

*First Light Net receives IAB compliance in the areas of Rich Media Creative, Digital Video In-Stream Ad Format, and Universal Ad Package (UAP).*

Colorado Springs, CO, October 07, 2008 --(PR.com)-- First Light Net, a provider of targeted internet advertising for the [fishing](#), hunting, sports & outdoor industries, has been awarded three seals of compliance from the Interactive Advertising Bureau (IAB). The seals represent First Light Net's commitment to conforming to the IAB's published standards and best practices in the areas of Rich Media Creative, Digital Video In-Stream Ad Format, and Universal Ad Package (UAP).

“By achieving IAB compliance in these three categories, we ensure that clients can implement the same advertising creative with all compliant advertising networks,” said Michael Hodgdon, COO of First Light Net. “compliance is not meant to place a limit on what can be accepted, just to add convenience to agencies that work with multiple networks.”

Per the IAB's guidelines, Rich Media Creative compliant publishers adhere to a group of standards that govern “advertisements with which users can interact (as opposed to solely animation and excluding click-through functionality) in a web page format.” Digital Video Ad Format compliant publishers subscribe to a set of standard video advertising specifications designed to be accepted by many of the leading interactive publishers. UAP compliant publishers provide a set of four standard ad unit sizes (728x90, 300x250, 160x600, and 180x150) that allow advertisers to reach the majority of the publisher's audience.

The details of the IAB's internet advertising standards and guidelines can be found at this link:  
[http://www.iab.net/iab\\_products\\_and\\_industry\\_services/1421/1443](http://www.iab.net/iab_products_and_industry_services/1421/1443)

First Light Net offers internet advertising on its own network of over 400 fishing, hunting, and outdoors web sites. First Light Net has been active in the online outdoor community since 1996.

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**Online Version of Press Release:**

You can read the online version of this press release at: <http://www.pr.com/press-release/109697>

**News Image:**

