

IAB categories

IAB compliant

All our native ad inventory is classified with standard IAB categorization as follow

IAB1 Arts & Entertainment

- IAB1-1 Books & Literature
- IAB1-2 Celebrity Fan/Gossip
- IAB1-3 Fine Art
- IAB1-4 Humor
- IAB1-5 Movies
- IAB1-6 Music
- IAB1-7 Television

IAB2 Automotive

- IAB2-1 Auto Parts
- IAB2-2 Auto Repair
- IAB2-3 Buying/Selling Cars
- IAB2-4 Car Culture
- IAB2-5 Certified Pre-Owned
- IAB2-6 Convertible
- IAB2-7 Coupe
- IAB2-8 Crossover
- IAB2-9 Diesel
- IAB2-10 Electric Vehicle
- IAB2-11 Hatchback
- IAB2-12 Hybrid
- IAB2-13 Luxury
- IAB2-14 MiniVan
- IAB2-15 Mororcycles
- IAB2-16 Off-Road Vehicles
- IAB2-17 Performance Vehicles
- IAB2-18 Pickup

- IAB2-19 Road-Side Assistance
- IAB2-20 Sedan
- IAB2-21 Trucks & Accessories
- IAB2-22 Vintage Cars
- IAB2-23 Wagon

IAB3 Business

- IAB3-1 Advertising
- IAB3-2 Agriculture
- IAB3-3 Biotech/Biomedical
- IAB3-4 Business Software
- IAB3-5 Construction
- IAB3-6 Forestry
- IAB3-7 Government
- IAB3-8 Green Solutions
- IAB3-9 Human Resources
- IAB3-10 Logistics
- IAB3-11 Marketing
- IAB3-12 Metals

IAB4 Careers

- IAB4-1 Career Planning
- IAB4-2 College
- IAB4-3 Financial Aid
- IAB4-4 Job Fairs
- IAB4-5 Job Search
- IAB4-6 Resume Writing/Advice
- IAB4-7 Nursing
- IAB4-8 Scholarships
- IAB4-9 Telecommuting
- IAB4-10 U.S. Military
- IAB4-11 Career Advice

IAB5 Education

- IAB5-1 7-12 Education
- IAB5-2 Adult Education
- IAB5-3 Art History
- IAB5-4 College Administration
- IAB5-5 College Life
- IAB5-6 Distance Learning
- IAB5-7 English as a 2nd Language
- IAB5-8 Language Learning

- IAB5-9 Graduate School
- IAB5-10 Homeschooling
- IAB5-11 Homework/Study Tips
- IAB5-12 K-6 Educators
- IAB5-13 Private School
- IAB5-14 Special Education
- IAB5-15 Studying Business

IAB6 Family & Parenting

- IAB6-1 Adoption
- IAB6-2 Babies & Toddlers
- IAB6-3 Daycare/Pre School
- IAB6-4 Family Internet
- IAB6-5 Parenting - K-6 Kids
- IAB6-6 Parenting teens
- IAB6-7 Pregnancy
- IAB6-8 Special Needs Kids
- IAB6-9 Eldercare

IAB7 Health & Fitness

- IAB7-1 Exercise
- IAB7-2 A.D.D.
- IAB7-3 AIDS/HIV
- IAB7-4 Allergies
- IAB7-5 Alternative Medicine
- IAB7-6 Arthritis
- IAB7-7 Asthma
- IAB7-8 Autism/PDD
- IAB7-9 Bipolar Disorder
- IAB7-10 Brain Tumor
- IAB7-11 Cancer
- IAB7-12 Cholesterol
- IAB7-13 Chronic Fatigue Syndrome
- IAB7-14 Chronic Pain
- IAB7-15 Cold & Flu
- IAB7-16 Deafness
- IAB7-17 Dental Care
- IAB7-18 Depression
- IAB7-19 Dermatology
- IAB7-20 Diabetes
- IAB7-21 Epilepsy
- IAB7-22 GERD/Acid Reflux
- IAB7-23 Headaches/Migraines

IAB7-24 Heart Disease
IAB7-25 Herbs for Health
IAB7-26 Holistic Healing
IAB7-27 IBS/Crohn's Disease
IAB7-28 Incest/Abuse Support
IAB7-29 Incontinence
IAB7-30 Infertility
IAB7-31 Men's Health
IAB7-32 Nutrition
IAB7-33 Orthopedics
IAB7-34 Panic/Anxiety Disorders
IAB7-35 Pediatrics
IAB7-36 Physical Therapy
IAB7-37 Psychology/Psychiatry
IAB7-38 Senior Health
IAB7-39 Sexuality
IAB7-40 Sleep Disorders
IAB7-41 Smoking Cessation
IAB7-42 Substance Abuse
IAB7-43 Thyroid Disease
IAB7-44 Weight Loss
IAB7-45 Women's Health

IAB8 Food & Drink

IAB8-1 American Cuisine
IAB8-2 Barbecues & Grilling
IAB8-3 Cajun/Creole
IAB8-4 Chinese Cuisine
IAB8-5 Cocktails/Beer
IAB8-6 Coffee/Tea
IAB8-7 Cuisine-Specific
IAB8-8 Desserts & Baking
IAB8-9 Dining Out
IAB8-10 Food Allergies
IAB8-11 French Cuisine
IAB8-12 Health/Lowfat Cooking
IAB8-13 Italian Cuisine
IAB8-14 Japanese Cuisine
IAB8-15 Mexican Cuisine
IAB8-16 Vegan
IAB8-17 Vegetarian
IAB8-18 Wine

IAB9 Hobbies & Interests

- IAB9-1 Art/Technology
- IAB9-2 Arts & Crafts
- IAB9-3 Beadwork
- IAB9-4 Birdwatching
- IAB9-5 Board Games/Puzzles
- IAB9-6 Candle & Soap Making
- IAB9-7 Card Games
- IAB9-8 Chess
- IAB9-9 Cigars
- IAB9-10 Collecting
- IAB9-11 Comic Books
- IAB9-12 Drawing/Sketching
- IAB9-13 Freelance Writing
- IAB9-14 Genealogy
- IAB9-15 Getting Published
- IAB9-16 Guitar
- IAB9-17 Home Recording
- IAB9-18 Investors & Patents
- IAB9-19 Jewelry Making
- IAB9-20 Magic & Illusion
- IAB9-21 Needlework
- IAB9-22 Painting
- IAB9-23 Photography
- IAB9-24 Radio
- IAB9-25 Roleplaying Games
- IAB9-26 Sci-Fi & Fantasy
- IAB9-27 Scrapbooking
- IAB9-28 Screenwriting
- IAB9-29 Stamps & Coins
- IAB9-30 Video & Computer Games
- IAB9-31 Woodworking

IAB10 Home & Garden

- IAB10-1 Appliances
- IAB10-2 Entertaining
- IAB10-3 Environmental Safety
- IAB10-4 Gardening
- IAB10-5 Home Repair
- IAB10-6 Home Theater
- IAB10-7 Interior Decorating
- IAB10-8 Landscaping
- IAB10-9 Remodeling & Construction

IAB11 Law, Gov't & Politics

- IAB11-1 Immigration
- IAB11-2 Legal Issues
- IAB11-3 U.S. Government Resources
- IAB11-4 Politics
- IAB11-5 Commentary

IAB12 News

- IAB12-1 International News
- IAB12-2 National News
- IAB12-3 Local News

IAB13 Personal Finance

- IAB13-1 Beginning Investing
- IAB13-2 Credit/Debt & Loans
- IAB13-3 Financial News
- IAB13-4 Financial Planning
- IAB13-5 Hedge Fund
- IAB13-6 Insurance
- IAB13-7 Investing
- IAB13-8 Mutual Funds
- IAB13-9 Options
- IAB13-10 Retirement Planning
- IAB13-11 Stocks
- IAB13-12 Tax Planning

IAB14 Society

- IAB14-1 Dating
- IAB14-2 Divorce Support
- IAB14-3 Gay Life
- IAB14-4 Marriage
- IAB14-5 Senior Living
- IAB14-6 Teens
- IAB14-7 Weddings
- IAB14-8 Ethnic Specific

IAB15 Science

- IAB15-1 Astrology
- IAB15-2 Biology
- IAB15-3 Chemistry
- IAB15-4 Geology
- IAB15-5 Paranormal Phenomena

IAB15-6 Physics
IAB15-7 Space/Astronomy
IAB15-8 Geography
IAB15-9 Botany
IAB15-10 Weather

IAB16 Pets

IAB16-1 Aquariums
IAB16-2 Birds
IAB16-3 Cats
IAB16-4 Dogs
IAB16-5 Large Animals
IAB16-6 Reptiles
IAB16-7 Veterinary Medicine

IAB17 Sports

IAB17-1 Auto Racing
IAB17-2 Baseball
IAB17-3 Bicycling
IAB17-4 Bodybuilding
IAB17-5 Boxing
IAB17-6 Canoeing/Kayaking
IAB17-7 Cheerleading
IAB17-8 Climbing
IAB17-9 Cricket
IAB17-10 Figure Skating
IAB17-11 Fly Fishing
IAB17-12 Football
IAB17-13 Freshwater Fishing
IAB17-14 Game & Fish
IAB17-15 Golf
IAB17-16 Horse Racing
IAB17-17 Horses
IAB17-18 Hunting/Shooting
IAB17-19 Inline Skating
IAB17-20 Martial Arts
IAB17-21 Mountain Biking
IAB17-22 NASCAR Racing
IAB17-23 Olympics
IAB17-24 Paintball
IAB17-25 Power & Motorcycles
IAB17-26 Pro Basketball
IAB17-27 Pro Ice Hockey

IAB17-28 Rodeo
IAB17-29 Rugby
IAB17-30 Running/Jogging
IAB17-31 Sailing
IAB17-32 Saltwater Fishing
IAB17-33 Scuba Diving
IAB17-34 Skateboarding
IAB17-35 Skiing
IAB17-36 Snowboarding
IAB17-37 Surfing/Bodyboarding
IAB17-38 Swimming
IAB17-39 Table Tennis/Ping-Pong
IAB17-40 Tennis
IAB17-41 Volleyball
IAB17-42 Walking
IAB17-43 Waterski/Wakeboard
IAB17-44 World Soccer

IAB18 Style & Fashion

IAB18-1 Beauty
IAB18-2 Body Art
IAB18-3 Fashion
IAB18-4 Jewelry
IAB18-5 Clothing
IAB18-6 Accessories

IAB19 Technology & Computing

IAB19-1 3-D Graphics
IAB19-2 Animation
IAB19-3 Antivirus Software
IAB19-4 C/C++
IAB19-5 Cameras & Camcorders
IAB19-6 Cell Phones
IAB19-7 Computer Certification
IAB19-8 Computer Networking
IAB19-9 Computer Peripherals
IAB19-10 Computer Reviews
IAB19-11 Data Centers
IAB19-12 Databases
IAB19-13 Desktop Publishing
IAB19-14 Desktop Video
IAB19-15 Email
IAB19-16 Graphics Software

IAB19-17 Home Video/DVD
IAB19-18 Internet Technology
IAB19-19 Java
IAB19-20 JavaScript
IAB19-21 Mac Support
IAB19-22 MP3/MIDI
IAB19-23 Net Conferencing
IAB19-24 Net for Beginners
IAB19-25 Network Security
IAB19-26 Palmtops/PDAs
IAB19-27 PC Support
IAB19-28 Portable
IAB19-29 Entertainment
IAB19-30 Shareware/Freeware
IAB19-31 Unix
IAB19-32 Visual Basic
IAB19-33 Web Clip Art
IAB19-34 Web Design/HTML
IAB19-35 Web Search
IAB19-36 Windows

IAB20 Travel

IAB20-1 Adventure Travel
IAB20-2 Africa
IAB20-3 Air Travel
IAB20-4 Australia & New Zealand
IAB20-5 Bed & Breakfasts
IAB20-6 Budget Travel
IAB20-7 Business Travel
IAB20-8 By US Locale
IAB20-9 Camping
IAB20-10 Canada
IAB20-11 Caribbean
IAB20-12 Cruises
IAB20-13 Eastern Europe
IAB20-14 Europe
IAB20-15 France
IAB20-16 Greece
IAB20-17 Honeymoons/Getaways
IAB20-18 Hotels
IAB20-19 Italy
IAB20-20 Japan
IAB20-21 Mexico & Central America
IAB20-22 National Parks
IAB20-23 South America

- IAB20-24 Spas
- IAB20-25 Theme Parks
- IAB20-26 Traveling with Kids
- IAB20-27 United Kingdom

IAB21 Real Estate

- IAB21-1 Apartments
- IAB21-2 Architects
- IAB21-3 Buying/Selling Homes

IAB22 Shopping

- IAB22-1 Contests & Freebies
- IAB22-2 Couponing
- IAB22-3 Comparison
- IAB22-4 Engines

IAB23 Religion & Spirituality

- IAB23-1 Alternative Religions
- IAB23-2 Atheism/Agnosticism
- IAB23-3 Buddhism
- IAB23-4 Catholicism
- IAB23-5 Christianity
- IAB23-6 Hinduism
- IAB23-7 Islam
- IAB23-8 Judaism
- IAB23-9 Latter-Day Saints
- IAB23-10 Pagan/Wiccan

IAB24 Uncategorized

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