

Public Policy Leadership for Ad-Tech Companies



The Network Advertising Initiative (NAI) is the leading ad-tech industry association, helping member companies navigate the increasingly challenging legal and regulatory environment. The NAI's advocacy program also promotes and protects the interests of advertising technology companies before federal and state policymakers, and the media.

Keep Up-to-Date on Crucial Legislative and Regulatory Developments

Legislation and regulation around advertising, data, and privacy brings constant change to the industry. Through our regular newsletters, alerts, working group discussions, member webinars and panel discussions, NAI members are the most informed companies regarding legal and regulatory developments at the state, federal and international levels.

Adapt to New Laws and Regulations

The expertise and leadership of the NAI public policy and compliance teams enable member companies to discuss the implementation of new regulations in a consistent manner, leveraging collective industry expertise and best practices. This provides companies the opportunity for strategic business decision-making as the industry enhances data privacy and security for consumers.

Make Your Voice Heard by Key Policymakers

As the leading association of the ad-tech industry, the NAI actively engages member companies and policymakers in Washington, across the U.S. and around the globe, to promote the benefits of digital advertising. The NAI's Public Policy Working Group provides the opportunity for member companies to engage in both group discussions and one-on-one meetings with policymakers at the federal, state and international levels.

Shape Industry Policies and Practices as Third-Party Advertising Evolves

The NAI's Data Governance Working Group is a set of leading members dedicated to working with key stakeholders to develop privacy-protective industry policies. The working group helps NAI form a consensus around the evolving digital advertising marketplace that considers new technology solutions, as well as the changing needs and roles of publishers, advertisers and agencies.

Join the NAI, a Pro-Privacy Non-Profit Membership Organization

NAI membership consists of more than 100 premier companies that engage with consumers online and across online platforms to deliver relevant advertising.

To apply, contact
membership@networkadvertising.org

 NetworkAdvertising.org

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