



the digital marketing group

3D Interactive achieves IASH Australia accreditation

3D Interactive one of first media companies to achieve IASH Australia accreditation

Sydney, Australia, 8th October, 2010 The Internet Advertising Sales Houses of Australia association has announced 3D Interactive among the first companies to achieve successful accreditation after a code of conduct audit.

3D Interactive is one of nine companies, including Microsoft, PostClick and Tribal Fusion to achieve IASH accreditation.

IASH Australia recognizes its members have taken the appropriate steps to define and manage inventory lists in accordance with the Code of Conduct classifications. IASH Australia will partner with the Media Federation of Australia (MFA) and the ABC to deliver an Australia-wide education campaign for media buyers. Kerry Field, MFAs Digital Sub-Committee Chair and Partner, Innovation for Mindshare congratulated the 10 IASH Australia members. The MFA is looking forward to working more closely with IASH Australia accredited ad networks and ad sales houses. The MFA has been an enthusiastic and active supporter in the development process for this important breakthrough. The MFA endorses IASH Australia members commitment to provide transparency and confidence to those who use ad networks and ad sales houses.

-ENDS-

About 3D Interactive 3di is an interactive advertising sales network that provides sales representation for Australasia's premier permissioned databases and digital media properties, to advertising agencies and their clients. The 3di team is a group of specialist sales people who passionately believe the future of advertising is in mediums which provide interactivity between a brand and consumer. The centre of our experience is data marketing, permission databases and direct marketing. 3di is part of the Q group of companies.

About IASH Australia

IASH Australia, founded in 2009, exists to encourage best practice among online advertising sales houses through the adoption of an effective Code of Conduct. IASH Australia also exists to promote the real benefits of the online advertising network and ad sales houses business model.

For more information about 3D Interactive, contact:

Oakley Kaddish Marketing Manager Q Limited

T: 02 9339 6783 E: Oakley.kaddish@qxq.com.au W: www.qxq.com.au

Mark Halstead Managing Director 3D Interactive

T: 02 9339 6784 E: mark@3dinteractive.com.au W: www.3dinteractive.com.au

Contacts

Oakley Kaddish

0293396783

[mailto: oakley.kaddish@qxq.com.au](mailto:oakley.kaddish@qxq.com.au)