

Join the Network Advertising Initiative



The Network Advertising Initiative (NAI) can help you navigate today's complex privacy challenges. Being an NAI member distinguishes your company at a time when the digital advertising ecosystem is more dependent than ever on privacy protection, brand integrity, and consumer trust.

Show Your Commitment to Privacy

The number one reason to join the NAI is our widely recognized Code of Conduct, which promotes trust, transparency, and privacy protections for digital advertising. Adherence to the NAI Code and participation in our compliance program can help you navigate complex privacy challenges. Compliance with the NAI Code empowers consumers to make informed decisions about how their data may be used for tailored advertising by requiring members to provide an easy-to-use choice mechanism.

Access Industry Experts and Industry Best Practices

As the leading association for the ad-tech industry, the NAI provides a range of opportunities for members to benefit from discussions among peers, industry experts, and stakeholders that lead to the development of industry best practices. Particularly as new laws, regulations, and the evolution of the market are reshaping the ad-tech industry, the NAI is an essential forum to collaborate with other industry leaders.

Influence Public Policy Debates Driving the Industry

The NAI is not only the leading self-regulatory organization for digital advertising, but it also is the leading association representing the ad-tech industry before policymakers at the state and federal level. Receive regular policy briefs and participate in working groups on state and federal privacy legislation, and stay on top of the constantly evolving technical and policy issues affecting the ad-tech industry.

Participate in NAI's Industry-Leading Annual Summit

The NAI Annual Summit is the premier conference for digital advertising and privacy. As digital advertising content continues to grow and diversify, new technologies emerge, and new laws and regulations are put forward, the NAI summit offers a venue for industry leaders to discuss responsible advertising standards and effective self-regulation where everyone wins – industry, regulators, and most importantly, consumers.

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](https://www.networkadvertising.org)

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