

# New Online Training Courses from Internet Advertising Institute Help Business Pros and College Grads Get Ahead in the Digital World

**David Moore, Founder and Chairman of 24/7 Real Media, Part of Founding Team**

NEW YORK, June 7 /PRNewswire/ -- With nearly ten percent of the nation unemployed, both current job seekers and the newest crop of college graduates are looking for an economical way to get an edge. In response to their needs, the recently created Internet Advertising Institute (IAI), [www.internetadvertisinginstitute.com](http://www.internetadvertisinginstitute.com), has launched its web-based education and training portal offering comprehensive and cost-effective Internet and new media courses.

IAI's courses apply real-life examples to the training process for an interactive and hands-on experience. The company was co-founded by David Moore, chairman and founder of 24/7 Real Media, and Michael Flannery, managing partner of Redwood Partners; and is led by co-founder and CEO Steve Bookbinder and President Tom Mahar.

"Real world training means learning the industry inside and out. We're not just giving business professionals and students a superficial understanding to help them get by – we're giving them the tools that they need to function in the burgeoning digital market," said Mr. Bookbinder.

Initial courses cover a wide range of topics including:

1. Social Media Marketing for Sales and Marketing Professionals – This course explores the current and future state of the social media market with trainer Joe Doran, founder and former CEO of Media6degrees.
2. The Essentials of Online Display Marketing – This course, featuring trainer Ari Bluman, president of 24/7 Real Media, teaches how to communicate like a pro with advertisers, agencies, publishers and ad networks.
3. The Essentials of Search Engine Marketing (SEM) – Taught by Mr. Bookbinder, this course outlines how to harness the rules of SEM to produce successful campaigns.
4. What Senior Executives Need to Know about Digital Marketing – This course, taught by Mr. Bookbinder, helps business leaders to define the key terms in digital marketing as well as survey the ever-changing landscape.

Introductory course pricing is \$99 each. IAI is offering a limited time, 20 percent discount for students using the promo code **priai2010**.

"We formed Internet Advertising Institute to bring quality content to a mass market," said Mr. Moore. "The newly designed web portal allows users to save time and money and better their careers in a convenient online setting."

The company's advisory council is made up of executives from leading Internet advertising companies including Mr. Bluman; Mr. Doran; Wenda Harris Millard, president and COO of MediaLink LLC; Chris Moore, account manager for the media business of 24/7 Real Media; Rob Rasko, president and COO of CPX Interactive; Jim Spanfeller, president and CEO of The Spanfeller Group; and Shane Steele, VP-global b-to-b marketing communications and operations of Yahoo.

IAI courses will be available starting June 8. To register for courses, please visit[www.internetadvertisinginstitute.com](http://www.internetadvertisinginstitute.com). Follow Internet Advertising Institute on Twitter at [www.twitter.com/iadinstitute](http://www.twitter.com/iadinstitute) or on Facebook.

## About Internet Advertising Institute (IAI)

Internet Advertising Institute is a web-based portal that helps professionals, business executives and career changers better understand the world of Internet advertising. It provides an affordable suite of online programs with content from active industry leaders. Headquartered in New York, IAI was co-founded by David Moore, chairman and founder of 24/7 Real Media, and Michael Flannery, managing partner of Redwood Partners; and is led by co-founder and CEO Steve Bookbinder and President Tom Mahar.

SOURCE Internet Advertising Institute

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