

## The Online Publishers Association joins Proudly South African

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The South Africa Online Publishers Association (OPA) is pleased to announce its membership of the Proudly South African campaign.

The OPA is a grouping of South Africa's most prominent online publishers. Members include: 365 digital, Ananzi, BDFM, CareerJunction, iafrica.com, iol, ITWeb, Johnnic Publishing, Mail & Guardian online, Media24 Digital, Moneymax, Moneyweb, MSN SA, M-Web, Ramsay Son & Parker, SuperSport, and Tiscali.

The OPA aims to promote the growth and profitability of the local online publishing industry, by setting the highest standards, which falls directly in line with the goal of the Proudly SA campaign which seeks to promote SA companies, products and services in order to create economic growth in our country.

- "Urgent: Shape the future of South African digital marketing 30 Apr 2024
- Be part of this year's IAB South Africa Internet Advertising Revenue Report 1 Mar 2024
- IAB South Africa Bookmark Awards 2024 early bird entry extension 28 Feb 2024
- \* IAB SA's new white paper: A roadmap for influencer marketing 21 Feb 2024
- "Msizi James, 'togetherness' and more expected at this year's Bookmark Awards event 21 Jul 2022

## **IAB South Africa**



The Interactive Advertising Bureau (IAB) South Africa is an independent, voluntary, non-profit association focused on growing and sustaining a vibrant and profitable digital media and marketing industry within South Africa.

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