

# The OPA opens its doors to advertising agencies

Issued by [IAB South Africa](#)

21 Apr 2008

The OPA invites advertising agencies to constructively contribute towards the development of a flourishing online industry in South Africa.

The Online Publishers Association (OPA), South Africa's independent representative body for online publishers, has played a significant role in consolidating the online industry, and continues to strengthen the online advertising proposition. In recognition of the role that advertising agencies play in the success of online mediums, and in a proactive attempt to create an open dialogue between the online media platform and agencies, the OPA has now extended an invitation for them to join the organisation.

Media and Advertising agencies who wish to know more about this medium, as well as contribute towards the development of the online industry in South Africa, can now join the OPA as Associate members, the cost of which is R5000 per annum. The benefits include access to industry research, discounted rates with Nielson's Online Market Intelligence and invitations to industry networking events. Other benefits include; a profile page on the OPA site, the rights to use the OPA logo on their corporate site, association with OPA as an endorsed agency, the right to use the OPA site for dissemination of press releases and job postings, free workshops and training, as well as two invitations to OPA members meetings per annum.

According to Adrian Hewlett, new OPA Chairperson, 'The decision to include agencies as Associate members is a significant development for the OPA. Agencies are the future of a mature online media landscape, and we appreciate the value of them constructively contributing to our industry. We look forward to increased engagement with our major agencies and helping them up skill their business for online'.

GroupM Interaction are one of the first agencies to take up the membership offer. Joanne Scholtz, GroupM Interaction Director expressed her delight at the offer by adding; 'The forging of this relationship allows us to be part of an evolving online/digital environment, where building awareness is key. Together we are taking active steps to build the online industry and to de-mystify the process. At present, GMI is the digital 'hotshop' for all WPP owned media companies and our output can only be bolstered by bonds with key industry bodies, such as the OPA, as the growth will come from optimised solutions that are 'tailor-made' for our clients. It surprised no-one when we grabbed this much appreciated offer with both hands! We are honoured to be part of an Association that helps to raise the standard of our industry and benchmarks measurement in the digital space.'

For more information on OPA and on becoming an Associate Member, please contact Theresa Vitale on 011 454 3534, or email her on .

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