

# Pop-Up Banner Ad Brouhaha

There's a dispute brewing between Gator.com and the IAB (Interactive Advertising Board), reports Jonathon Rabinowitz, of the The Industry Standard, concerning the introduction of new technology that allows for a website's banner ads to be superimposed by that of another company.

We are all familiar with the little pop-up ads that often appear when visiting sites like Yahoo and AOL. Now Gator has introduced technology that will allow their banner ads to be superimposed upon that of a visited website.

The IAB, whose members include Yahoo, AOL Time Warner, CNET, The New York Times and The Wall Street Journal, has issued a statement describing the new service as "unfair competition", and that it "interferes with the contractual relationships between Web publishers and advertisers."

"Who are they to decide what is authorized for consumers?" retaliates Jeff McFadden, Gator's CEO.

**Source:** [The Industry Standard](#)

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