

## **Social Media Ad Council launches, includes Boston execs**

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Representatives from more than 25 advertising agencies and social media companies are joining to form the **Social Media Advertising Council**, which will aim to set the first standards for buying and measuring marketing in social media, the organization said on Wednesday.

Several local advertising executives are involved in the launch of the organization including Tom Gerace, CEO of social network Gather.com in Boston, who announced the creation of the council Wednesday in New York.

The goal of the SMAC is to create a common vocabulary, standard buying units and uniform measurement methods for marketing within social media.

Social networking advertising revenue will hit an estimated \$1.82 billion in 2009, out of a total online ad market of \$30 billion in the United States, according to research firm e-Marketer in New York.

Other local executives involved in the effort include Larry Weber, CEO and chairman of **The W2 Group Inc.** in Waltham; Diane Hessian, president and CEO of **Communispace Corp.** in Watertown; Dave Balter, CEO of **BzzAgent Inc.** in Boston; and Kel Kelly, founder and CEO of **Kel & Partners**.