

Form 144

FORM 144

NOTICE OF PROPOSED SALE OF SECURITIES
PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933

144: Filer Information

Filer CIK 0001955607
Filer CCC XXXXXXXXX
Is this a LIVE or TEST Filing? LIVE TEST

Submission Contact Information

Name
Phone
E-Mail Address

144: Issuer Information

Name of Issuer INTEGRAL AD SCIENCE HOLDING CORP.
SEC File Number 001-40557
Address of Issuer 99 WALL STREET
#1950
NEW YORK
NEW YORK
10005
Phone (646) 278-4871
Name of Person for Whose Account the Securities are To Be Sold SECOR TANIA

See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (e) of Rule 144 to be aggregated with sales for the account of the person filing this notice.

Relationship to Issuer Former Officer

144: Securities Information

| Title of the Class of Securities To Be Sold | Name and Address of the Broker | Number of Shares or Other Units To Be Sold | Aggregate Market Value | Number of Shares or Other Units Outstanding | Approximate Date of Sale | Name the Securities Exchange |
|---|--|--|------------------------|---|--------------------------|------------------------------|
| Common | Fidelity Brokerage Services LLC 900 Salem Street Smithfield RI 02917 | 5940 | 57900.74 | 162670447 | 01/07/2025 | NASDAQ |

Furnish the following information with respect to the acquisition of the securities to be sold and with respect to the payment of all or any part of the purchase price or other consideration therefor:

144: Securities To Be Sold

| Title of the Class | Date you Acquired | Nature of Acquisition | Name of Person from | Is this | Date Donor | Amount of Securities | Date of Payment | Nature of Payment * |
|--------------------|-------------------|-----------------------|---------------------|---------|------------|----------------------|-----------------|---------------------|
|--------------------|-------------------|-----------------------|---------------------|---------|------------|----------------------|-----------------|---------------------|

| | Transaction | Whom Acquired | a Gift? | Acquired | Acquired |
|--------|-------------------------------------|---------------|--------------------------|----------|-------------------------|
| Common | 01/03/2025 Restricted Stock Vesting | Issuer | <input type="checkbox"/> | 5940 | 01/03/2025 Compensation |

* If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

144: Securities Sold During The Past 3 Months

| Name and Address of Seller | Title of Securities Sold | Date of Sale | Amount of Securities Sold | Gross Proceeds |
|--|--------------------------|--------------|---------------------------|----------------|
| Tania R. Secor 12 E 49th Street, 20th Floor New York, NY 10017 | Common | 10/07/2024 | 5240 | 52970.11 |
| Tania R. Secor 12 E 49th Street, 20th Floor, New York NY 10017 | Common | 10/25/2024 | 22613 | 277045.25 |
| Tania R. Secor 12 E 49th Street, 20th Floor New York, NY 10017 | Common | 12/06/2024 | 6450 | 70654.59 |
| Tania R. Secor 12 E 49th Street, 20th Floor, New York NY 10017 | Common | 12/09/2024 | 7504 | 80552.44 |

144: Remarks and Signature

Remarks Sale includes an amount necessary to cover a tax obligation resulting from the settlement of a vested equity award distribution.

Date of Notice 01/07/2025

ATTENTION:

The person for whose account the securities to which this notice relates are to be sold hereby represents by signing this notice that he does not know any material adverse information in regard to the current and prospective operations of the Issuer of the securities to be sold which has not been publicly disclosed. If such person has adopted a written trading plan or given trading instructions to satisfy Rule 10b5-1 under the Exchange Act, by signing the form and indicating the date that the plan was adopted or the instruction given, that person makes such representation as of the plan adoption or instruction date.

Signature /s/ Gary Redman, as a duly authorized representative of Fidelity Brokerage Services LLC, as attorney-in-fact for Tania R. Secor

ATTENTION: Intentional misstatements or omission of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001)