



NEWS RELEASE
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NOW LIVE: Next Generation AdSEND Online Ad Delivery Service

AdSEND online and sending ads. Major publishers signed up and accepting ads via AdSEND.

AdSEND, Vio Worldwide's next generation online ad delivery management service is now live and accepting registrations. City AM, Hachette and IPC are among the first to accept ads via AdSEND with more publishers integrating AdSEND into their production workflows over the coming weeks.

"It is very exciting to now be able to receive via AdSEND. We are always looking for new innovations to improve our business position, and this system puts us at the cutting edge of the industry," said Abigale Borsberry of City AM. "The automation and validated PDF service receipt will streamline our workflows and drive down unnecessary costs. In the current financial climate, this must be a priority for every company in the industry, no matter what size they are."

AdSEND halves the average cost of sending an ad to a national publication and cuts up to 90% off sending to overseas titles. The advertising industry has welcomed the new initiative which introduces all the benefits of web based, managed ad delivery but at a fraction of the cost of comparable services. Other comparable systems charge by ad size and destination, so a full page ad could cost from £20 upwards. AdSEND takes this variability out and simply charges a low flat fee of £4 to send an ad of any size to over 10,000 publications anywhere in the world.

"The whole pay by size concept for this type of technology is quite outdated now. With the proliferation of broadband and our ability to provide AdSEND as Software as a Service, it does not cost us more to process a full page ad compared to a half page. We have therefore taken this variability out for our customers," says Vio Worldwide European Sales Director Gavin Page. "AdSEND provides high-end ad management features, is extremely easy to use and is at least half the cost of anything else currently available."

AdSEND also allows advertisers to send to UK regional newspaper titles via the Newspaper Society's free Adfast delivery service at no added premium. Consequently, for the first time, advertisers have a single web-based access portal for all their advertising management and delivery needs across magazines, national and regional newspapers. "We have worked closely with Vio to ensure to ensure a seamless transition and advertisers will continue to be able take advantage of the extensive Adfast delivery network, without incurring an additional premium," says Rob Fothergill of AdFast. "

AdSEND: Easy to access and user friendly

Both high-volume and occasional users find AdSEND extremely user friendly, since the service is accessed from a standard web browser, with no downloads or desktop software required. Advertisers simply log on and follow the simple steps to upload ads, preflight, size check, proof and send to the selected magazines and/or newspapers. AdSEND's advanced back-end technologies ensure that every ad meets the publication's specification and that the file has been suitably created for

the particular print process, resulting in 'right-first-time' output. The service can also provide automated corrections to publication specifications, such as ink weight conversion, all controlled through a single interface.

Not only does AdSEND ensure perfect ad files for publishers, but it streamlines the advertising production by managing important order, booking and delivery information and importing it automatically into internal booking and billing systems. AdSEND provides a free API based on standard SOAP/XML web services that allows publishers to integrate into the system seamlessly.

To start sending with AdSEND, simply go to <http://new.atsend.com> and register. It takes less than two minutes.