



**News Release**  
**May 6, 2008**

### **AdSEND Announces the Newspaper & Advertiser Summit**

Cranbury, NJ May 6, 2008 – This fall, AdSEND will bring together newspapers and advertisers to discuss best practices and how each can make the other's job easier. The Summit will feature one day of open forums and lively discussions to share ideas between these two important industry players.

AdSEND/Vio President Al Edwards said, "In today's tough economy where businesses are forced to do more with less, it makes sense that newspapers and advertisers have spoken to us about having this dialogue on conducting better business so that each continues to thrive and be prosperous. The Summit is about bringing together two of our largest customers and helping them achieve this important goal."

The Newspaper & Advertiser Summit will take place in three cities across the country, so individuals can attend the one that's most convenient and cost-effective for them. The dates and locations are:

- New York City: Sept. 15 - 16
- Chicago: Oct. 6 - 7
- L.A.: Nov. 12 - 13

Hotel meeting locations are currently being finalized, so those interested in attending should watch our web site, [www.adsend.com](http://www.adsend.com), for details in the coming weeks.

AdSEND is committed to attracting the most attendees possible in order to present high-quality events with plenty of compelling dialogue. Therefore, the company is waiving all registration fees.

Besides best practices, there will be a session about the upcoming move of AdSEND.com off of Associated Press (AP) satellite and servers and onto the Internet. Since AdSEND was acquired from the AP in December 2006 many infrastructure improvements have been made, and this is yet another.

This session will detail the replacement product, AdSEND MANAGER PRO, and how it allows for even more powerful automation than newspapers employ currently using the satellite and servers.

Finally, there will be a session that explores the growing field of self-service advertising. Some newspapers have been going the route of outsourcing their advertising production, and we'll discuss self-service as a viable alternative.

For example, consider the practice of creating spec ads for small advertisers. Rather than simply moving the cost associated with this from the newspaper to an outsourcing company, perhaps newspapers can eliminate the cost entirely by transferring the responsibility to the customer.

Self-service advertising also allows newspapers to reach those smaller advertisers that previously would not be cost-effective. If 80 percent of advertising revenue comes from 20 percent of the available advertisers, self-service allows newspapers to tap into a new revenue stream with that other 80 percent of small, local businesses.

The Newspaper & Advertiser Summit will provide plenty of opportunities for casual networking. We're featuring a cocktail reception the evening prior to sessions so everyone can meet each other. During the day of the sessions, attendees are free to mingle during breakfast, lunch and break time.

Details and registration information will follow in the coming weeks, so check our web site, [www.adsend.com](http://www.adsend.com), often for updates. If you'd like to join our mailing list, please call us at 609-642-1102 or email [usmarketing@adsend.com](mailto:usmarketing@adsend.com).

We'd love to hear from you and we are collecting feedback and suggestions for the Summit. If you would like to participate and offer your opinion, visit the following web site and fill out a very quick survey <http://www.adsend.com/submitsurvey.html>

#### About AdSEND:

AdSEND specializes in the development of solutions that link workflow partners in innovative ways that allow them to not only exchange files, but also vital information *about* those files. Tens of thousands of users around the world depend on AdSEND—advertisers and their suppliers for automating ad creation, proofing and fulfillment, and publishers for their ad checking and managed reception. The company offers a broad spectrum of tools serving the diverse needs of the publishing industry including: automated movement and tracking of digital data; customer-facing service portals; automated page composition; digital asset management; automated, remote pre- and postflighting solutions; color managed monitor soft proofing; and integration of business and production systems with industry-standard metadata. AdSEND is a trading brand of Vio Worldwide, Ltd., which has offices in the U.S., U.K., Israel and France. The company offers securely managed, tracked and automated online file delivery for over 10,000 users globally. Vio Worldwide leads the way in technology standards, participating in XML standards-setting bodies for JDF and AdsML, and the AAAA ebiz for media initiative.

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