

# ADP Media Fact Sheet

## ADVERTISING and PROMOTIONAL OPPORTUNITIES

With late breaking Yellow Pages industry news, a Membership Roster, information-packed Conventions, a dynamic Web site and online newsletter, ADP Media can provide a dependable communication network to directory Publishers, Partners, and CMRs. If your company provides products and services to the Yellow Pages industry, seriously consider the following venues for reaching your target audience at reasonable rates.

### ADP Web site

[www.adp.org](http://www.adp.org) is a must-visit for members and those learning about the Yellow Pages industry. News, tools, Convention materials, and much more all draw members back for repeat visits.

**Your company name and logo on the desktop of ADP members with just a click! Only \$100/month for 3 months.**

Please contact ADP headquarters with questions about the ADP Web site at 800.267.9002 or [hq@adp.org](mailto:hq@adp.org).

### ADP Annual Membership Roster

The annual Membership Roster of the Association is published each summer. Don't miss your chance to promote products and services within its pages!

**ANNUAL MEMBERSHIP ROSTER - at the fingertips of ADP members throughout the year!**

The printed Roster is four-color capable throughout, accepts bleeds and fractional ads.

Publication Close Date: May 1, 2009

Technical specs:  
Trim size: 8" x 10"  
Full page bleed: 8" x 10"  
Full page no bleed: 7.5" x 9.5"  
Half page horizontal: 7.5" x 5"  
Quarter page: 3.5" x 5"

Digital Photo files are accepted in EPS or PDF formats. An advertising insertion order form is provided.

<u>Premium</u>	I.F. Cover:	\$1,000	
<u>Positions &amp; Rates:</u>	I.B. Cover:	\$ 750	
	B. Cover:	\$1,250	-SOLD-
<u>Random</u>	Full page:	\$ 525	
<u>Positions &amp; Rates:</u>	Half page horizontal:	\$ 325	
	Quarter page:	\$ 200	

Publication Distribution: Summer 2009

Also available is the ADP printable Roster online and Members by Products and Services online at [www.adp.org](http://www.adp.org).

### ADP Newsletter

theEXTRA online newsletter of the Association accepts company press releases and banner advertising. ADP's online newsletter has generated more than 1,000 impressions on average monthly.

**ONLINE NEWSLETTER – online and on-duty for ADP members at every moment!**

Announce company changes! Link to your site! Place banner advertising! Ad materials are due one week prior to posting; include with instructions and referring URL, or alternate text.

Company Press Releases - at no charge to members.  
Note: submissions sent via e-mail to [hq@adp.org](mailto:hq@adp.org).

#### Technical Specs & Rates:

150x190 pixel banner ad (4k max. file size) SPECIAL Banner Ad Rate \$50.00 bimonthly (14 consecutive days).

Electronic files are accepted in GIF, animated GIF, JPG, or PDF. An advertising insertion order form is provided.

Please contact ADP headquarters with questions about news items or banner ads at 800.267.9002 or [hq@adp.org](mailto:hq@adp.org).

### ADP Events

Round out your marketing strategy. Numerous sponsorship and exhibit opportunities are available at the Association's Conventions, where your company's name and logo get in front of a large percentage of the Publisher Members.

#### CONVENTION SPONSORSHIPS & EXHIBITS

Sponsorships are available on a first-come, first-serve basis, by reservation. Visit Conventions at [www.adp.org](http://www.adp.org) to learn more.

Please contact ADP headquarters about promotional opportunities available at upcoming ADP events at 800.267.9002 or [hq@adp.org](mailto:hq@adp.org).



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