



Publisher Information - How the ADS Network Works

- The ADS Network is the most efficient advertising buy with a circulation of over 7.3 million homes across North America with additional online exposure from many publications.
- Publications provide space for the ads in the ADS Network in exchange for reduced membership costs, member benefits, semi-annual rebates and an opportunity to contribute to the strength and growth of the free community publication industry.
- In addition to reducing the cost of membership, participating publications are the sole selling agents for the ADS Network and can earn commissions by selling national ads into the network.
- ADS offers 2 different advertising programs. When you participate in ADS, you are required to participate in the ADS Classified Ad Network as well as the ADS 2X2 Display Ad Network.
- Advertisers place orders for the ADS program through participating ADS Network members. Participating members submit the ad orders and payment to ADS.
- ADS processes the orders by combining all the ads to be published into one list for that week.
- Member publications receive a list of ADS Network ads to be published by email or they can be downloaded from the website.
- Participating members publish the list of ads in their publications during the three-week publishing window.
- ADS sends a request for tearsheets semi-annually, which are used to verify each publication's participation.
- Publishers who submit tearsheets and have run the ads correctly will be entered into a rebate pool. Rebates are distributed based on audited circulation or verified mailed circulation.
- Checks are issued to each participating member based on their audited/verified circulation, the number of ads they published and the total number of ads that ran during that six-month period.



- Publications have their circulation audit renewed every two years. The audit must be performed by a circulation audit firm, which is approved by the ADS board of directors. Members are not eligible to earn rebates until a valid circulation audit has been completed and submitted to ADS headquarters or the circulation can be verified by documentation of delivery through the USPS or by a certified Publisher Statement.
- All ACP members in good standing are eligible to participate in the ADS program. To maintain eligibility, ACP members must pay dues timely. To participate in the semi-annual ADS rebate, participating members must also provide circulation verification as mentioned above. Members who do not supply a verification of circulation can still participate in the ADS program. You will not receive rebates, but will still be eligible for all other ADS participation benefits, including dues reductions and reduced costs to attend the ACP annual conference.
- ADS rebates a significant portion of the revenue it earns back to the participating publications semi-annually. The remaining revenues are used to fund other member benefits, principally ACP's annual conference, CVC Audits and administrative expenses.
- CVC audits are offered as a member benefit to those members who choose to participate at that level. CVC audits are only available for the portion of your circulation that you are running the ADS Network ads in. If you participate in the CVC audit benefit, you will receive a combined audit for your circulation.

Advertiser Acceptability Guidelines

- The ADS Board of Directors has established standards to protect readers from ads, which may be inappropriate and/or deceiving. The ADS Board of Directors retains full discretion to allow or disallow any ad from being published through the ADS Network.
- While a background check is performed before any advertiser is allowed to run in the ADS network, no guarantee, expressed or implied, is provided. All ADS advertisers must maintain a "No questions asked, 100% refund" policy on all products and services advertised through the ADS network.
- Contact the ADS headquarters prior to selling ads for approval.