



ADS Seller Information

- 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.
- ACP member 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 - the ADS Classified Ad Network and 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 the ADS office.
- ADS processes the orders by combining all the ads to be published into one list for that week and distributes the ads to participating publications.
- 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, so your advertiser can be assured that their ad is running.
- ADS weekly lists are distributed to the participating publications each Wednesday. The deadline for ads to be included in the list for that week is Monday by 3:00 PM EST. The ad lists are processed on Tuesday and a preliminary list is distributed to sellers each Tuesday afternoon so sellers can check their ads prior to final distribution. Final lists are distributed each Wednesday morning to publishers.



- The ADS office must receive payment by the Monday prior to the ad running. In other words if your ad is scheduled to run on 2/17/21 the payment must be received no later than 2/15/21.
- The member discount and quarterly incentive program will only be available to ACP members who are actively participating in the ADS Network Program with an up-to-date and active membership in good standing.
- ADS classifieds are 20 words each. An advertiser may choose to run extra words at an additional cost.
- Categories can be requested but not guaranteed. The final decision is left up to each publisher as to where the ad will fit best in his or her publication(s). Bold print or uppercase lettering will not be accepted due to the variance in capability among publishing members.
- Due to the variance in publishing schedules among members, each ad list is given a three-week window in which the ads must appear in the member publication.
- The ADS office will only accept two display ad per week on a first come, first serve bases. You will be placed on a list for the next available week if the program is sold. Please check with the office for availability prior to the sale.
- For the display network, the advertiser/seller is responsible for creating the ad and providing the files in both a color and black & white version to the ADS office. The actual dimensions of the ad should be 3.8" wide x 2" high.
- All ADS Network placements (classified & display) are required to be placed on a signed insertion order provided by the ADS office.
- Once an advertiser purchases an ADS Network ad from a selling member, they cannot purchase ADS advertising from any other ADS selling member until the advertiser has been out of the network for a period of at least 90 days.



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.