



News Release

August 2010

News International extends AdSEND to Classified ads

News International has added Classified advertising receipt to its publication titles through Vio's AdSEND ad delivery platform.

For more than five years News International (NI) have utilised Vio's ad delivery solutions for colour display advertising, and since the launch of AdSEND in 2009 they have seen the volume of ads delivered by Vio increase four-fold.

"This is an exciting and important addition to AdSEND." said Gavin Page, Sales Director of Vio. "Increasingly, AdSEND is the only delivery mechanism of choice for our users due to ease of use, central tracking and history reporting. We are always seeking to extend publication support to add value so it is exciting that we can now offer full support for all advertising across the NI portfolio – any ad type and any ad size, preflighted and checked for a standard delivery fee of £4."

AdSEND includes the option for advertisers submitting colour ads to benefit from a Certified Soft Proof of their ad, providing them with an on screen representation of how the final ad will reproduce. This means that they can gain increased control and additional quality assurance against how the final ad will appear.

"We are pleased to be offering AdSEND's users the opportunity to also deliver classified ads across our portfolio. We have seen the service grow in popularity and it is a natural choice for us to be able to extend the delivery options for our advertisers and provide choice." _ said Andy Lugton, Advertising Production Manager at NI. "Vio have also been able to fully integrate to our internal production solution enabling us to gain further efficiencies in production."

To sign up to the world's premier managed ad delivery service and send ads to NI go to www.adsend.com or call the Vio sales team on 020 7427 2150. Existing AdSEND customers with any queries should also contact Vio Sales or Support.

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About Vio Worldwide

Vio are world leaders in creating robust online Digital Supply Chain solutions for real-time digital file transfer management.

Every day our clients choose to send tens-of-thousands of files through our systems knowing they will be securely managed and immediately traceable within time-sensitive, business-critical, inter-company workflows.

Our highly trained in-house Support Managers are UK-based with in-depth knowledge of the products and the sector. Why not call us?

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