



NEWS

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Ad-ID Eliminates Fees for 501(c)(3) Organizations

New York, NY, November 18, 2011-- In the spirit of giving back to the community it serves, Ad-ID, the industry standard for identifying digital advertising assets, has kicked-off a program which allows 501(c)(3) non-profit organizations to reap the benefits of Ad-ID at no cost.

Organizations count on Ad-ID for a more efficient way to identify their advertising assets across all media platforms. Using Ad-ID, greatly improves workflow between agency, advertiser, distributor and medium.

“During a time when it has become more difficult for non-profit organizations to raise funds, we believe this special program is the appropriate step to take for our 501(c)(3) non-profit customers,” said Harold Geller, Ad-ID’s Managing Director.

To take advantage of this offer, the 501(c)(3) non-profit organization should go to www.ad-id.org/501c3 to download the appropriate forms and follow the instructions.

About Ad-ID:

Ad-ID is the industry standard for identifying Advertising assets across all media platforms - a UPC code for ads. It is a joint venture of the American Association of Advertising Agencies (4A’s) and the Association of National Advertisers (ANA). There are currently over 700 advertisers, including 81 of the top 100 in the United States, signed up for Ad-ID.