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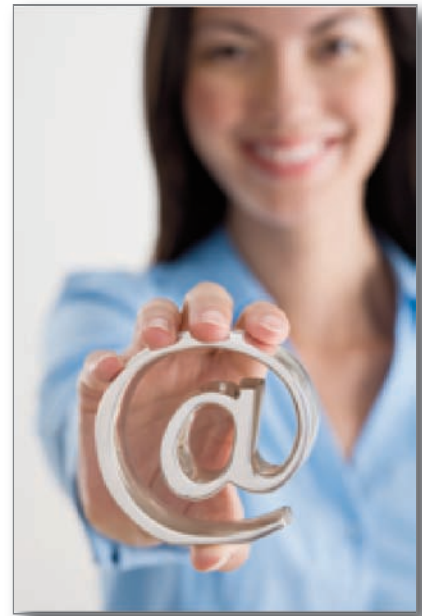
## Young Consumers Reading News Online

Younger US consumers are not as likely to be print newspaper readers, but they are reading news online heavier than average, according to a March comScore press release detailing the results of a recent study.

“The Internet represents a significant opportunity to extend – and even improve upon – existing news brands and reach out to new consumers with living, breathing real-time content,” said Jack Flanagan, executive vice president of comScore. “Just because print circulations are declining does not mean there are fewer news consumers. In fact, just the opposite is true.”

Younger readers ages 18 - 24 responded that they 38 percent more likely than average do not read a print newspaper during a typical week. Conversely, respondents ages 65 and above are nearly three times more likely than average to be heavy readers and pick up the print edition of a newspaper six times per week.

Interestingly, these same frequent print



readers are also frequent consumers of print news brands online.

comScore stated, “[Both] the heavy print newspaper readers and the non-readers show similarly heavy consumption of print news brands online, which suggests that print news sites are not merely an extension of their offline brands but have a stand-alone brand presence in the online world.”

For example, the study showed that the web sites for three of the nation’s largest city newspapers, the New York Times, LA Times and Chicago Tribune,

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# Young Consumers Reading

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show above average visitation from both frequent newspaper readers and non-readers.

Print newspapers face competition for their non-readers not just with other online newspaper sites, but also with TV and Internet news brands as well. Foxnews.com and Topix.com ranked among the most popular sites these largely young respondents are more than likely to visit.

The study illustrates that non-newspaper readers are still an important segment to reach since they are heavier than average news consumers; they're just obtaining their news through a different medium.

Flanagan continued, "[The] brands that will ultimately win over these key news consumers are the ones that successfully integrate cutting edge digital content with high quality journalism."

This press release is available at [www.comscore.com](http://www.comscore.com).

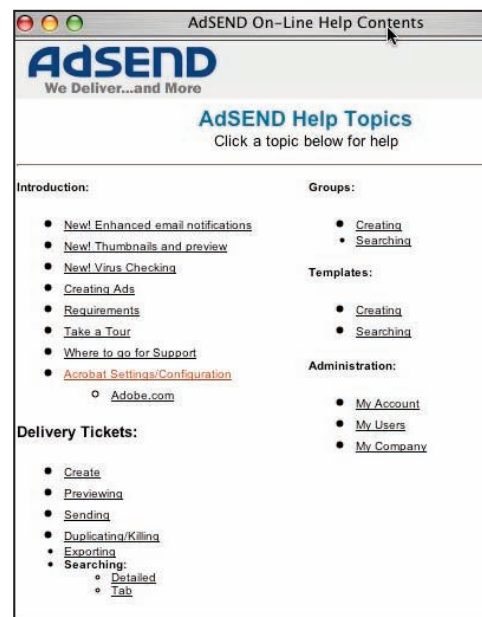
## AdSEND Technical Support Information

Available to customers of AdSEND is our 24/7 technical support team, located in our Cranbury, NJ office. They can be reached by phone at 800-T-ADSEND or by email at [adsendsupport@adsend.com](mailto:adsendsupport@adsend.com).

When emailing for assistance, please be sure to include your phone number as well. This will provide us with an alternate means to contact you, which may help to expedite your request.

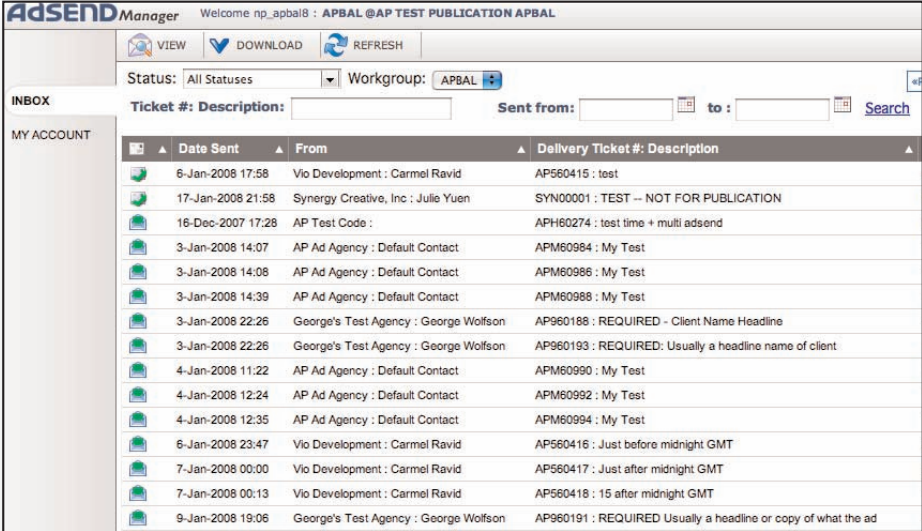
If you would like to request removable stickers displaying our contact information for placement onto your laptop or monitor, call or email us.

You may also visit the help section of the AdSEND site, which has many useful tips.



# Tips for Former Preserver Users

AdSEND MANAGER users see a list with all their ads. No more separate light boxes to toggle back and forth!



The screenshot shows the AdSEND Manager web interface. At the top, it says 'AdSEND Manager' and 'Welcome np\_apbal8 : APBAL @AP TEST PUBLICATION APBAL'. Below this are buttons for 'VIEW', 'DOWNLOAD', and 'REFRESH'. There are also dropdown menus for 'Status: All Statuses' and 'Workgroup: APBAL'. A search bar is present with 'Ticket #: Description:' and 'Sent from: to:'. The main area is a table with columns: 'Date Sent', 'From', and 'Delivery Ticket #: Description'. The table contains 12 rows of data, including dates from 6-Jan-2008 to 9-Jan-2008, various 'From' addresses like 'Vio Development : Carmel Ravid' and 'George's Test Agency : George Wolfson', and 'Delivery Ticket #'s with descriptions such as 'test', 'TEST -- NOT FOR PUBLICATION', and 'REQUIRED: Usually a headline name of client'.

Date Sent	From	Delivery Ticket #: Description
6-Jan-2008 17:58	Vio Development : Carmel Ravid	AP560415 : test
17-Jan-2008 21:58	Synergy Creative, Inc : Julie Yuen	SYN00001 : TEST -- NOT FOR PUBLICATION
16-Dec-2007 17:28	AP Test Code :	APH60274 : test time + multi adsend
3-Jan-2008 14:07	AP Ad Agency : Default Contact	APM60984 : My Test
3-Jan-2008 14:06	AP Ad Agency : Default Contact	APM60986 : My Test
3-Jan-2008 14:39	AP Ad Agency : Default Contact	APM60988 : My Test
3-Jan-2008 22:26	George's Test Agency : George Wolfson	AP960188 : REQUIRED - Client Name Headline
3-Jan-2008 22:26	George's Test Agency : George Wolfson	AP960193 : REQUIRED: Usually a headline name of client
4-Jan-2008 11:22	AP Ad Agency : Default Contact	APM60990 : My Test
4-Jan-2008 12:24	AP Ad Agency : Default Contact	APM60992 : My Test
4-Jan-2008 12:35	AP Ad Agency : Default Contact	APM60994 : My Test
6-Jan-2008 23:47	Vio Development : Carmel Ravid	AP560416 : Just before midnight GMT
7-Jan-2008 00:00	Vio Development : Carmel Ravid	AP560417 : Just after midnight GMT
7-Jan-2008 00:13	Vio Development : Carmel Ravid	AP560418 : 15 after midnight GMT
9-Jan-2008 19:06	George's Test Agency : George Wolfson	AP960191 : REQUIRED Usually a headline or copy of what the ad

Users formerly going to [www.apadsend.com](http://www.apadsend.com) (aka Preserver) to retrieve ads are now automatically redirected to [www.adsend.com](http://www.adsend.com) (aka AdSEND MANAGER). Following are some useful tips.

## AdSEND MANAGER offers these benefits:

- HTML ad previews are included.
- Ads are sorted by status.
- Access to the system anytime, any place.
- Files are stored for 30 days.
- Users can download as many copies as they want; there is no limit.
- Page displays can show tickets by status, allowing users to see only what they need.
- Users can view/print delivery tickets.

## Browser support

Verify that your browser is supported by clicking "verify my browser" on the log in page, just under the user name and password area. A browser checker will run a system check and display your machine's configuration.

## Logging In

Enter your user name and password and click enter. Next, you will receive a USER ID prompt. This is an added layer of security and the User ID is different from your password. The first time you log in and establish your User ID you will be prompted to verify.

## Inbox

The default screen upon logging in is the Inbox. All of the files for download

will appear here. Note that there are no more separate light boxes to toggle back and forth.

## Delivery Tickets

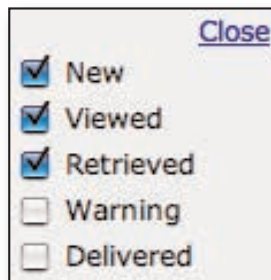
The inbox displays the following information in six columns:

- Status icon
- Date Sent
- From
- Delivery Ticket #
- Delivery Ticket Description
- Size
- Job ID #

These columns can be sorted. By default, items are sorted by Date Sent beginning with the most recent item at the top. By default, all items will display. In order to control the status displayed, click on the arrow next to the status. A drop down menu will

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appear. Select the status(es) you want to appear. The screen will refresh and display only those selected.



## Status icons

**New:** New file delivered.

**Viewed:** The ticket has been viewed but not downloaded.

**Retrieved:** File has been downloaded.

**Warning:** The storage time on the file will expire soon. Upon expiration, the file is purged from the system.

**Delivered:** File has been populated into the inbox.

## Viewing a Ticket

In order to view a line item, click on that line entry (line color will change) and click view or double click on the line item.

	Date Sent	From
	6-Jan-2008 17:58	Vio Development : Carmel Ravid
	17-Jan-2008 21:58	Synergy Creative, Inc : Julie Yuen
	16-Dec-2007 17:28	AP Test Code :

## Ad Information

- Insertion Dates

- Description
- Instructions
- Insertion Information
- Colors
- Columns
- Height

## Attached File information

- File name
- Size
- Preview
- Thumbnail

## Downloading Tickets



Files can be downloaded from the inbox or ticket view. Click the download link in the upper left. A zip file will download to your computer. The name of the zip will be the AdSEND job ID. The unzipped PDF will be the name of the AdSEND delivery ticket.

## Need More Assistance?

To set up an AdSEND MANAGER account or for additional assistance, call 1-800-T-ADSEND (1-800-823-7363) or email [adsendsupport@adsend.com](mailto:adsendsupport@adsend.com).

**AdSEND**

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Cranbury, NJ 08512

[www.adsend.com](http://www.adsend.com)

Sales/Marketing  
1-800-2-ADSEND (1-800-223-7363)

[ussales@adsend.com](mailto:ussales@adsend.com)

Technical Support  
1-800-T-ADSEND (1-800-823-7363)

[adsendsupport@adsend.com](mailto:adsendsupport@adsend.com)