

Retailers asked and GA Communications delivers!

ADsembly.com 3.0 incorporates plenty of new, requested features

ATLANTA, Aug. 1, 2007 – GA Communications' Web-based grocery advertising program, ADsembly.com, already provides retailers the ability to create flyers, shelf signs and posters from their own computers for very low prices. It has over 60,000 products in the database to advertise, as well as thousands of design templates to use.

After a year of gathering feedback from existing users, the ADsembly.com program has been upgraded to include the following new features:

Add and Edit products

ADsembly.com 3.0 now allows users to add a product if the product does not exist in the database through a very simple online process. Users also have the ability to edit the sales text on all of ADsembly.com's 60,000 available products. Users can also change the sales text to bold or light-face.

Improved search capability

Users now have the ability to search for products in a selected department or category. This helps narrow the search results to speed up the product selection process.

Improved Logo placement

Users can now select a location where a logo will be placed on the product. Users also have the ability to add their own logo if the logo is not already in the database.

Improved product selection user interface

Now users that build 10 and 16 item-count flyers do not have to scroll up and down the page to select products. Web 2.0 technologies (AJAX) have been implemented to improve the page display. This speeds the flyer-building process by not displaying the entire page each time a product is selected.

Order Templates

Users that can't find a template design in the database can now make a template request in the flyer-building process.

G·A Communications

GA Communications has also made upgrades to one of its privately, wholesaler-owned advertising program used exclusively by its retailers. In addition to the above features, it now includes the following:

PIMS

Product Information Management System is the ability to collect and update products from manufacturers.

Publish Ad

This feature will allow company administrators to build ads and publish them for retailers to use with a single click.

Order imprint

Users can request a custom imprint (header or footer) in the flyer-building process.

My Products

Users can save a collection of private products that are separated from the main database for exclusive use by that individual retailer.

My Cart

Users can purchase flyers, shelf signs, and posters from a single location.

“Because this program is used exclusively by grocery retailers, it was important that we listened to their needs and made updates based primarily on the retailers’ requests,” said Martin Disher, Vice President of Information Systems, GA Communications. “Now ADsembly.com has all the tools they need to help retailers create professional-quality advertising in minutes.”

About GA Communications

ADsembly.com is a product of GA Communications. GA Communications is a 100% employee-owned advertising and production firm that provides clients with customized solutions across all media channels. Together with PureRed Creative, a GA Communications Company, GA Communications specializes in creative services, photography, database management, prepress, print management, Web production, and broadcast services for the retail industry. Headquartered in Atlanta since 1967, GA also has facilities in Philadelphia, Pittsburgh and San Francisco.

For more information on GA Communications, please visit www.GAsolutions.com or call 800.562.4091.