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## **AdBuilderPro Launches On-Line Ad Creation And Brand Management**

By Paul R. White, Partner, OnDemand Publishing.com

**San Francisco, CA - September 5, 2002** - Memphis, TN based Graphic Resource Center announces the launch of its PDF/X-1a compliant co-op advertising software AdBuilderPro. AdBuilderPro will be demonstrated in the PDF Pavilion during Seybold-San Francisco, running September 9 through 12 at Moscone Center. Although just launching, AdBuilderPro already has 15 customers-many are household names, i.e., Toro, Lawn-Boy, Murray, Porter Cable, Rowe Furniture, Hartmann Luggage, JanSport and others.

The AdBuilderPro product solves many long standing problems with brand management, ad creation and tracking for cooperative ads run in local markets, and eliminates the need for costly, paper ad kits. With AdBuilderPro, these problems are resolved through a browser based access to corporate images, pre-approved ad copy, corporate specifications-even price checks, if desired-and templates of various formats for diverse print media. The manufacturer stores their high resolution images in the ImageVault database. The local retailer uses his password to access the stored content to build an appropriate ad over the Internet. If desired, retailers can also upload their own logo, at the time of ad creation, if not already resident, or if it has changed. Based on the retailer's login password, the system automatically drops in retailer- specific information.

Upon completion, an e-mail notification of the completed ad's URL link is sent to the ad agency or media outlet and recorded with the manufacturer, for tracking and accounting. Since the ad is first generation-high resolution and pre-approved, brand management and corporate image are guaranteed. Thus, eliminating surprises for both retailer and manufacturer. An added benefit is that no matter how many ads are created, the manufacturer only pays a fixed monthly fee.

Graphic Resource Center, headquartered in Memphis, TN, has been providing line conversions, imaging, programming and asset management solutions to major advertisers in the United States and Europe since 1965. Heliogramme, ImageVault and AdBuilderPro are registered trademarks. For more information call 800-884-2656. Graphic Resource Center's complete range of products and services can be accessed on the World Wide Web at or <http://www.adbuilderpro.com>.

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