

www.buysafemedia.com

news release

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FOR IMMEDIATE RELEASE

American Advertising Federation (AAF) becomes latest Supporter of BuySafeMedia initiative

July 27, 2011 — The [American Advertising Federation \(AAF\)](#) has become the most recent Supporter of [BuySafeMedia](#), an industry-wide initiative to heighten the awareness of utilizing independently audited media.

The AAF, the oldest national advertising trade association, represents 40,000 professionals in the U.S. advertising industry. The AAF protects and promotes the well-being of advertising through a nationally coordinated grassroots network of advertisers, agencies, media companies, local advertising clubs and college chapters.

"Advertising works best, for marketers and consumers, when the right information gets to the right people," explained Clark Rector, AAF's Executive Vice President-Government Affairs. "BuySafeMedia is an invaluable tool for advertisers and media buyers to assure that the metrics of their media buy matches the metrics of their expectations. The AAF is pleased to be a supporter of BuySafeMedia and its important work on behalf of the advertising industry."

About BuySafeMedia

The BuySafeMedia initiative provides information and education regarding the risks associated with buying unaudited media of all types. The BuySafeMedia coalition includes industry associations, media companies, brands and marketing agencies that support the use of best practices in the marketing, advertising and publishing professions. Supporters include:

- American Advertising Federation
- American Association of Advertising Agencies
- Association of Business-to-Business Agencies
- Audit Bureau of Circulations
- The Association of Canadian Advertisers
- American Business Media
- Association of National Advertisers
- The Business Marketing Association
- The Business Marketing Institute
- BPA Worldwide
- Canadian Business Press
- The Canadian Marketing Association
- The Canadian Media Directors' Council
- The CMO Council
- The Institute for the Study of Business Markets
- The Trade Show Exhibitors Association
- Linda Musgrove, The Tradeshow Teacher

For more information, visit www.BuySafeMedia.com.

Insist on audited media, and be safe.