

Accessible advertising is a business imperative, and everyone has a role to play. Ask these questions of your agencies for greater clarity.



Ask your creative agency:

- How are accessible features considered from the outset?
- Are scripts written to allow space for audio description or to be inclusive by design?
- How will accessibility be reviewed and approved during production?
- Who will be responsible for creating accessible features: a specialist production partner, yourselves or another team?
- How will accessible feature files be delivered?



Ask your media agency:

- Which placements can support captions, audio description and alt text?
- Are there any limitations by publisher, placement, format or market?
- Can you supply an asset list with clear accessibility tech specs for each placement?
- Are there any upcoming accessibility features or pilots we should plan for?
- Will accessibility performance be tracked and reported?



Explore more 1-page guides:

- [Build your business case](#)
- [How to put accessibility in the brief](#)
- [Understand roles and responsibilities](#)
- [How to request digital media capability](#)
- [Agency guide](#)

Find more agency resources at adaccessibility.org

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Put accessibility
in the brief

2

Engage creative and
production teams

3

Involve disabled
people and experts

4

Deliver the proper files
to media partners

Learn more at adaccessibility.org