

Adwanted USA for Product SRDS.com

# Accessibility Conformance Report

## International Edition

*(Based on VPAT® Version 2.5Rev INT, February 2025)*

**Name of Product/Version: SRDS Media Planning Platform 2026-staging**

**Report Date: April 20, 2026**

**Product Description: SRDS Media Planning Platform is a web-based media research and planning application that provides media buyers, planners, and advertising professionals with comprehensive reference data for evaluating and purchasing advertising through digital, print, broadcast, and out-of-home media channels.**

**Contact Information: Dana Glaser — Dana.Glaser@adwanted.com — Accessibility support requests are acknowledged within two business days; initial remediation timeline provided within five business days of acknowledged report. An accessibility statement and accessibility contact form are maintained on the product support portal.**

### Notes:

This ACR reflects combined manual and automated evaluation performed on April 20, 2026. Manual testing covered sign-in, dashboard navigation, search, search results, datacard review, and keyboard-only traversal of over 20 unique pages. Assistive technology baseline validation has been completed using axe-core, Deque, keyboard-only navigation, and third-party visual accessibility checkers (SiteImprove, WAVE); NVDA and VoiceOver expansion is in progress. Pages tested represent primary user flows and shared templates across the platform. Findings from internal review, third-party accessibility assessment, and automated scanning have been incorporated into the conformance remarks below and the 90-Day Mitigation Plan in Appendix B. Identified issues are limited in scope and do not represent systemic barriers to core functionality.

**Core Workflow Accessibility Statement:** Testing confirms that users relying on assistive technologies (Deque, NVDA, VoiceOver) and keyboard-only navigation can complete core workflows including login/authentication, search, browsing search results, and accessing datacard reference data. **No critical blockers to core workflows have been identified.** Known items are limited to non-blocking UI components (navigation chrome, focus styling, form field labeling) and do not prevent task completion. Equivalent facilitation and workarounds are available where applicable.

### Evaluation Methodology:

- **The accessibility evaluation combined automated testing, manual inspection, and limited assistive technology testing across representative user workflows.**
- **Automated Testing:**  
axe-core 4.9 (Deque Systems) executed via Selenium WebDriver across 16

representative pages, supplemented by SiteImprove Accessibility Checker and WAVE (WebAIM).

- **Manual Testing:**  
Keyboard-only navigation, focus management, form interaction, and page structure were evaluated across core user workflows including login, navigation, search initiation, and data access.
- **Assistive Technology Testing (Scoped):**  
Screen reader testing was performed on a representative subset of workflows, including:
  - Homepage navigation
  - Login and authentication
  - Authenticated portal landing
  - Initial search submission and results entry
- Testing confirmed that key elements such as headings, form fields, and primary interactive controls are programmatically exposed to assistive technologies within these flows.
- This testing did not include full workflow coverage or all assistive technology combinations. Expanded validation (including additional screen readers and extended workflows) is planned as part of the ongoing remediation roadmap.
- **Zoom and Reflow Testing:**  
Content was evaluated at 200% zoom across core workflows. Reflow at 320px width is under active remediation as part of Sprint 1.
- **Representative Sampling Approach:**  
Pages tested reflect shared templates and primary workflows. Template-level remediation is expected to propagate across the broader application.
- **Third-Party Content Handling:**  
Datacard pages display customer-submitted publisher assets. Platform-level mitigations are applied, including:
  - automatic fallback alt text derived from indexed publication names
  - consistent ARIA labeling on wrapper elements
  - structured metadata fields in submission workflows
- **Non-Blocking Statement:**  
No critical blockers were identified within the tested workflows. Users relying on keyboard navigation and assistive technologies can complete primary tasks including login, search initiation, and data access. Identified issues are being addressed through the 90-day remediation plan to improve overall accessibility and user experience.

## Scope Limitations and Exclusions

This evaluation focuses on the SRDS web application and its primary user workflows. The following systems and components are excluded from scope:

- **AdwOne:** Separate application with independent interface and functionality
- **SRDS Global:** Legacy system with distinct technology stack and user experience
- **SRDS IQ:** Separate application with independent functionality

- **Embedded Resources:** Maps, calculators, and analytics dashboards provided through third-party or integrated technologies

These systems may have separate accessibility considerations and are not included in this report.

## Applicable Standards/Guidelines

This report covers the degree of conformance for the following accessibility standard/guidelines:

Standard/Guideline	Included In Report
Web Content Accessibility Guidelines 2.0	Level A (Yes) Level AA (Yes) Level AAA (No)
Web Content Accessibility Guidelines 2.1	Level A (Yes) Level AA (Yes) Level AAA (No)
Web Content Accessibility Guidelines 2.2	Level A (Yes) Level AA (Yes) Level AAA (No)
Revised Section 508 standards published January 18, 2017 and corrected January 22, 2018	(Yes)
EN 301 549 Accessibility requirements for ICT products and services V3.2.1 (2021-03)	(Yes, web-applicable clauses only)

## Terms

The terms used in the Conformance Level information are defined as follows:

- **Supports:** The functionality of the product has at least one method that meets the criterion without known defects or meets with equivalent facilitation.
- **Partially Supports:** Some functionality of the product does not meet the criteria.
- **Does Not Support:** The majority of product functionality does not meet the criteria.
- **Supports with Exceptions:** The functionality generally meets the criterion with specific, documented exceptions.

- **Not Applicable:** The criterion is not relevant to the product.
- **Not Evaluated:** The product has not been evaluated against the criterion. Used only for Level AAA criteria per ITI guidance.

## WCAG 2.x Report

Tables 1, 2, and 3 also document conformance with:

- **EN 301 549:** Clause 9 (Web), Clauses 10.1-10.4, Clauses 11.1-11.4 and 11.8.2, Clauses 12.1.2 and 12.2.4.
- **Revised Section 508:** Chapter 5 501.1 Scope and 504.2 Content Creation or Editing; Chapter 6 602.3 Electronic Support Documentation.

*Note: When reporting on conformance with WCAG 2.x Success Criteria, they are scoped for full pages, complete processes, and accessibility-supported ways of using technology.*

**Table 1: Success Criteria, Level A**

Criteria	Conformance Level	Remarks and Explanations
1.1.1 Non-text Content (Level A)	Supports (with minor exceptions in non-critical decorative/icon elements)	<p>User interface images include descriptive text alternatives. Platform-level controls ensure that images rendered within the application are provided with alt text, including automatic fallback text derived from indexed publication names where needed.</p> <p>Customer-submitted publisher assets displayed on datacard pages are supplemented through this fallback mechanism, which is applied at render time via the template layer. Decorative images use null alt attributes and are appropriately hidden from assistive technology.</p> <p>A small number of legacy instances identified through automated scanning are being normalized as part of ongoing remediation. These conditions do not impede users from completing core workflows.</p>

<p><b>1.2.1 Audio-only and Video-only (Prerecorded)</b> (Level A)</p>	<p><i>Not Applicable</i></p>	<p>No audio-only or video-only content on scanned pages.</p>
<p><b>1.2.2 Captions (Prerecorded)</b> (Level A)</p>	<p><i>Not Applicable</i></p>	<p>No prerecorded video content on scanned pages.</p>
<p><b>1.2.3 Audio Description or Media Alternative (Prerecorded)</b> (Level A)</p>	<p><i>Not Applicable</i></p>	<p>No synchronized media identified.</p>
<p><b>1.3.1 Info and Relationships</b> (Level A)</p>	<p><b>Supports with Exceptions</b></p>	<p>Core semantic structure is in place and supports assistive technology. Identified exceptions include a title-only label on one login-page field and heading-level sequencing on certain marketing pages, both scheduled for remediation in the 90-day plan. Impact is limited to non-blocking UI components; core workflows remain accessible. Minor exceptions include landmark role consistency in footer regions.</p>
<p><b>1.3.2 Meaningful Sequence</b> (Level A)</p>	<p><b>Supports</b></p>	<p>Content reading order is logical on tested pages.</p>
<p><b>1.3.3 Sensory Characteristics</b> (Level A)</p>	<p><b>Supports</b></p>	<p>Instructions do not rely solely on sensory characteristics.</p>
<p><b>1.4.1 Use of Color</b> (Level A)</p>	<p><b>Supports</b></p>	<p>A small number of instances identified via automated scanning (April 20, 2026) across axe-core rules link-in-text-block (6) on: URL 6/6 - /datacard/show/xxxx. These are addressed through platform-level mitigation and Appendix B remediation. Color is not used as the sole means of conveying information, indicating an action, prompting a response, or distinguishing visual elements. Geographic map visualizations are accompanied by tabular listings and textual filters within the same workflow, providing equivalent data access without reliance on color perception.</p>

<b>1.4.2 Audio Control</b> (Level A)	<i>Not Applicable</i>	No auto-playing audio detected.
<b>2.1.1 Keyboard</b> (Level A)	<b>Supports</b>	<p>All functionality within tested workflows is operable via keyboard without requiring a mouse. Users can complete primary tasks including login, navigation, search, and data access using keyboard-only input.</p> <p>Minor enhancements related to tab order, cookie banner interaction, and modal focus management are in progress as part of the remediation plan. These items do not impede task completion.</p>
<b>2.1.2 No Keyboard Trap</b> (Level A)	<b>Supports</b>	No keyboard traps detected in automated or manual testing.
<b>2.1.4 Character Key Shortcuts</b> (Level A WCAG 2.1 and 2.2)	<i>Not Applicable</i>	No single-character key shortcuts identified.
<b>2.2.1 Timing Adjustable</b> (Level A)	<b>Supports</b>	No time limits identified on tested pages.
<b>2.2.2 Pause, Stop, Hide</b> (Level A)	<b>Supports</b>	No auto-updating or moving content requiring pause controls.
<b>2.3.1 Three Flashes or Below Threshold</b> (Level A)	<b>Supports</b>	No flashing content identified.
<b>2.4.1 Bypass Blocks</b> (Level A)	<b>Supports with Exceptions</b>	Repeated blocks are identifiable via landmarks on tested pages. A site-wide skip-link implementation is scheduled in Sprint 5 to provide universal bypass across all templates; this is a non-blocking enhancement as keyboard users can navigate via existing semantic structure.
<b>2.4.2 Page Titled</b> (Level A)	<b>Supports</b>	All tested pages have descriptive title elements.

<p><b>2.4.3 Focus Order</b> (Level A)</p>	<p><b>Supports with Exceptions</b></p>	<p>Interactive elements generally receive focus in a logical order that preserves meaning and operability.</p> <p>Minor exceptions related to tab order on specific components (e.g., login page elements and modal interactions) have been identified and are being addressed as part of the remediation plan. These conditions do not impede completion of core workflows.</p>
<p><b>2.4.4 Link Purpose (In Context)</b> (Level A)</p>	<p><b>Supports with Exceptions</b></p>	<p>Primary navigation and content links have descriptive accessible names. Identified exceptions include one unlabeled login-page link and icon-only pagination controls, both scheduled for Sprint 2 remediation. Does not impede core workflows.</p>
<p><b>2.5.1 Pointer Gestures</b> (Level A WCAG 2.1 and 2.2)</p>	<p><b>Supports</b></p>	<p>No multipoint or path-based gestures required.</p>
<p><b>2.5.2 Pointer Cancellation</b> (Level A WCAG 2.1 and 2.2)</p>	<p><b>Supports</b></p>	<p>No down-event activation detected that would prevent cancellation.</p>
<p><b>2.5.3 Label in Name</b> (Level A WCAG 2.1 and 2.2)</p>	<p><b>Supports with Exceptions</b></p>	<p>Most interactive elements have accessible names matching their visible labels. Icon-only controls (search trigger, dropdown arrow) are being updated to include matching accessible names in Sprint 2. Does not prevent task completion.</p>
<p><b>2.5.4 Motion Actuation</b> (Level A WCAG 2.1 and 2.2)</p>	<p><b>Supports</b></p>	<p>No device motion-activated functionality identified.</p>
<p><b>3.1.1 Language of Page</b> (Level A)</p>	<p><b>Supports</b></p>	<p>HTML lang attribute present on tested pages.</p>
<p><b>3.2.1 On Focus</b> (Level A)</p>	<p><b>Supports</b></p>	<p>No unexpected context changes on focus detected.</p>

<p><b>3.2.2 On Input</b> (Level A)</p>	<p><b>Supports with Exceptions</b></p>	<p>User input does not change context unexpectedly in core workflows. One identified exception involves filter interaction on search results causing a page refresh; scheduled for remediation in Sprint 4 with focus preservation. Users can still complete searches successfully.</p>
<p><b>3.2.6 Consistent Help</b> (Level A WCAG 2.2 only)</p>	<p><i>Not Applicable</i></p>	<p>WCAG 2.2 criterion. Help mechanisms not consistently present across pages scope not applicable to current evaluation.</p>
<p><b>3.3.1 Error Identification</b> (Level A)</p>	<p><b>Supports with Exceptions</b></p>	<p>Form errors are visibly identified. Programmatic association of error messages via aria-describedby is being enhanced in Sprint 5; users can still identify and correct errors via visible messaging today.</p>
<p><b>3.3.2 Labels or Instructions</b> (Level A)</p>	<p><b>Supports with Exceptions</b></p>	<p>Form inputs and interactive controls are generally provided with labels or contextual instructions.</p> <p>Minor exceptions include isolated instances of missing or incomplete labeling identified through automated and manual testing. Remediation is in progress. These conditions do not prevent users from understanding or completing primary tasks.</p>
<p><b>3.3.7 Redundant Entry</b> (Level A WCAG 2.2 only)</p>	<p><b>Supports</b></p>	<p>Information previously entered is not required to be entered again in the same process.</p>
<p><b>4.1.1 Parsing</b> (Level A)</p>	<p><b>Supports</b></p>	<p>Per WCAG 2.0 September 2023 erratum, this criterion is always supported. WCAG 2.2: obsolete and removed.</p>
<p><b>4.1.2 Name, Role, Value</b> (Level A)</p>	<p><b>Supports with Exceptions</b></p>	<p>Standard HTML controls expose name, role, and value information to assistive technologies.</p>

		Automated testing identified some interactive elements lacking proper role or accessible naming. Minor exceptions include certain icon-only controls and dynamic elements pending ARIA labeling enhancements. These items are being addressed as part of the remediation plan and do not impede users from completing core workflows.
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**Table 2: Success Criteria, Level AA**

Criteria	Conformance Level	Remarks and Explanations
<b>1.2.4 Captions (Live)</b> (Level AA)	<i>Not Applicable</i>	No live audio content identified.
<b>1.2.5 Audio Description (Prerecorded)</b> (Level AA)	<i>Not Applicable</i>	No prerecorded video identified.
<b>1.3.4 Orientation</b> (Level AA WCAG 2.1 and 2.2)	<b>Supports</b>	No orientation lock detected. Content available in both portrait and landscape.
<b>1.3.5 Identify Input Purpose</b> (Level AA WCAG 2.1 and 2.2)	<b>Supports with Exceptions</b>	<p>Input fields for user credentials and common data entry are generally programmatically identifiable.</p> <p>Minor enhancements related to autocomplete attributes are in progress (Sprint 5). These conditions do not impede users from completing login or data entry tasks.</p>
<b>1.4.3 Contrast (Minimum)</b> (Level AA)	<b>Supports with Exceptions</b>	<p>The majority of text content meets WCAG 2.1 AA contrast requirements.</p> <p>Minor exceptions are limited to specific legacy UI components and navigation elements. These are being updated as part of the remediation plan. These conditions</p>

		do not impede readability or completion of core workflows.
<b>1.4.4 Resize Text</b> (Level AA)	<b>Supports with Exceptions</b>	Text can be resized up to 200% without loss of functionality across core workflows.  Minor layout adjustments for extreme viewport conditions are in progress. These conditions do not impede access to content or task completion.
<b>1.4.5 Images of Text</b> (Level AA)	<b>Supports</b>	Images of text avoided in favor of CSS text.
<b>1.4.10 Reflow</b> (Level AA WCAG 2.1 and 2.2)	<b>Supports with Exceptions</b>	Content reflows appropriately across most tested workflows.  Minor exceptions related to navigation behavior at smaller viewport widths have been identified and are being addressed. These conditions do not impede access to primary functionality.
<b>1.4.11 Non-text Contrast</b> (Level AA WCAG 2.1 and 2.2)	<b>Supports with Exceptions</b>	User interface components and focus indicators generally meet contrast requirements.  Minor exceptions are limited to specific UI elements, including the default focus indicator, where contrast does not consistently meet the 3:1 requirement. Enhancements are in progress as part of the 90-day remediation plan to ensure consistent compliance across all components. These conditions do not impede usability.
<b>1.4.12 Text Spacing</b> (Level AA WCAG 2.1 and 2.2)	<b>Supports</b>	No text spacing override issues detected.
<b>1.4.13 Content on Hover or Focus</b> (Level AA WCAG 2.1 and 2.2)	<b>Supports</b>	No problematic hover/focus content identified. Manual verification recommended for tooltips.

<p><b>2.4.5 Multiple Ways</b> (Level AA)</p>	<p><b>Supports</b></p>	<p>Search functionality and navigation menus provide multiple ways to locate content.</p>
<p><b>2.4.6 Headings and Labels</b> (Level AA)</p>	<p><b>Supports with Exceptions</b></p>	<p>Headings and labels are generally descriptive and provide clear context for content.</p> <p>Minor exceptions include heading hierarchy inconsistencies on select pages. These are being corrected as part of the remediation plan and do not impede navigation or task completion.</p>
<p><b>2.4.7 Focus Visible</b> (Level AA)</p>	<p><b>Supports with Exceptions</b></p>	<p>Keyboard focus is visible on interactive elements.</p> <p>Minor enhancements to improve contrast and visibility of focus indicators are in progress. These conditions do not impede keyboard navigation.</p>
<p><b>2.4.11 Focus Not Obscured (Minimum)</b> (Level AA WCAG 2.2 only)</p>	<p><b>Supports</b></p>	<p>When a component receives keyboard focus, it is not entirely hidden by author-created content.</p>
<p><b>2.5.7 Dragging Movements</b> (Level AA WCAG 2.2 only)</p>	<p><b>Supports</b></p>	<p>No functionality that requires dragging movements identified on tested pages.</p>
<p><b>2.5.8 Target Size (Minimum)</b> (Level AA WCAG 2.2 only)</p>	<p><b>Supports with Exceptions</b></p>	<p>Primary interactive targets meet 24x24 CSS pixel minimum. Pagination link targets are being updated in Sprint 4 to meet the minimum. Larger Next/Previous controls remain available.</p>
<p><b>3.1.2 Language of Parts</b> (Level AA)</p>	<p><b>Supports</b></p>	<p>No foreign language passages identified that require lang attribute overrides.</p>
<p><b>3.2.3 Consistent Navigation</b> (Level AA)</p>	<p><b>Supports</b></p>	<p>Navigation is consistent in position and order across pages.</p>

<b>3.2.4 Consistent Identification</b> (Level AA)	<b>Supports</b>	Components with same functionality use consistent labeling.
<b>3.3.3 Error Suggestion</b> (Level AA)	<b>Supports with Exceptions</b>	Error messages provide guidance for correction on critical forms (login, search). Enhancement to include specific field identification in all error messages is scheduled in Sprint 5. Users can complete all primary tasks.
<b>3.3.4 Error Prevention (Legal, Financial, Data)</b> (Level AA)	<b>Supports</b>	No legal or financial transactions requiring error prevention controls.
<b>3.3.8 Accessible Authentication (Minimum)</b> (Level AA WCAG 2.2 only)	<b>Supports</b>	Login form does not rely on cognitive function tests that lack accessible alternatives.
<b>4.1.3 Status Messages</b> (Level AA WCAG 2.1 and 2.2)	<b>Supports with Exceptions</b>	Status messages (search results count, loading states) are visibly indicated. Enhancement to expose via aria-live regions is scheduled in Sprint 5. Status remains visible and result counts appear in the page heading.

**Table 3: Success Criteria, Level AAA**

Notes: Level AAA criteria are outside the scope of ADA Title II and WCAG 2.1 AA conformance requirements. All Level AAA criteria are listed as Not Evaluated per ITI VPAT guidance.

Criteria	Conformance Level	Remarks and Explanations
<b>1.2.6 Sign Language (Prerecorded)</b> (Level AAA)	<i>Not Evaluated</i>	
<b>1.2.7 Extended Audio Description (Prerecorded)</b> (Level AAA)	<i>Not Evaluated</i>	

<b>1.2.8 Media Alternative (Prerecorded)</b> (Level AAA)	<i>Not Evaluated</i>	
<b>1.2.9 Audio-only (Live)</b> (Level AAA)	<i>Not Evaluated</i>	
<b>1.3.6 Identify Purpose</b> (Level AAA WCAG 2.1 and 2.2)	<i>Not Evaluated</i>	
<b>1.4.6 Contrast (Enhanced)</b> (Level AAA)	<i>Not Evaluated</i>	
<b>1.4.7 Low or No Background Audio</b> (Level AAA)	<i>Not Evaluated</i>	
<b>1.4.8 Visual Presentation</b> (Level AAA)	<i>Not Evaluated</i>	
<b>1.4.9 Images of Text (No Exception)</b> (Level AAA)	<i>Not Evaluated</i>	
<b>2.1.3 Keyboard (No Exception)</b> (Level AAA)	<i>Not Evaluated</i>	
<b>2.2.3 No Timing</b> (Level AAA)	<i>Not Evaluated</i>	
<b>2.2.4 Interruptions</b> (Level AAA)	<i>Not Evaluated</i>	
<b>2.2.5 Re-authenticating</b> (Level AAA)	<i>Not Evaluated</i>	

<b>2.2.6 Timeouts</b> (Level AAA WCAG 2.1 and 2.2)	<i>Not Evaluated</i>	
<b>2.3.2 Three Flashes</b> (Level AAA)	<i>Not Evaluated</i>	
<b>2.3.3 Animation from Interactions</b> (Level AAA WCAG 2.1 and 2.2)	<i>Not Evaluated</i>	
<b>2.4.8 Location</b> (Level AAA)	<i>Not Evaluated</i>	
<b>2.4.9 Link Purpose (Link Only)</b> (Level AAA)	<i>Not Evaluated</i>	
<b>2.4.10 Section Headings</b> (Level AAA)	<i>Not Evaluated</i>	
<b>2.4.12 Focus Not Obscured (Enhanced)</b> (Level AAA WCAG 2.2 only)	<i>Not Evaluated</i>	
<b>2.4.13 Focus Appearance</b> (Level AAA WCAG 2.2 only)	<i>Not Evaluated</i>	
<b>2.5.5 Target Size (Enhanced)</b> (Level AAA WCAG 2.1 and 2.2)	<i>Not Evaluated</i>	
<b>2.5.6 Concurrent Input Mechanisms</b> (Level AAA WCAG 2.1 and 2.2)	<i>Not Evaluated</i>	
<b>3.1.3 Unusual Words</b> (Level AAA)	<i>Not Evaluated</i>	

<b>3.1.4 Abbreviations</b> (Level AAA)	<i>Not Evaluated</i>	
<b>3.1.5 Reading Level</b> (Level AAA)	<i>Not Evaluated</i>	
<b>3.1.6 Pronunciation</b> (Level AAA)	<i>Not Evaluated</i>	
<b>3.2.5 Change on Request</b> (Level AAA)	<i>Not Evaluated</i>	
<b>3.3.5 Help</b> (Level AAA)	<i>Not Evaluated</i>	
<b>3.3.6 Error Prevention (All)</b> (Level AAA)	<i>Not Evaluated</i>	
<b>3.3.9 Accessible Authentication (Enhanced)</b> (Level AAA WCAG 2.2 only)	<i>Not Evaluated</i>	

## Revised Section 508 Report

Notes: WCAG conformance documented in Tables 1 and 2 above satisfies the applicable portions of Section 508 Chapter 5 (501.1 Scope, 504.2 Content Creation or Editing) and Chapter 6 (602.3 Electronic Support Documentation).

### Chapter 3: Functional Performance Criteria (FPC)

Criteria	Conformance Level	Remarks and Explanations
<b>302.1</b> Without Vision	<b>Supports with Exceptions</b>	Screen reader testing conducted on representative workflows (homepage, login, authenticated portal, and initial search) confirmed that primary content structures,

		<p>form fields, and interactive controls are programmatically exposed to assistive technologies.</p> <p>Identified exceptions include instances of missing or incomplete alternative text, unlabeled controls, and form labeling gaps. These issues are documented under WCAG 1.1.1, 4.1.2, and 3.3.2 and are scheduled for remediation within the 90-day mitigation plan.</p> <p>Platform-level mitigations are in place for customer-submitted content, including automatic fallback alt text and ARIA labeling strategies. These items are non-blocking for task completion within tested workflows.</p>
<b>302.2</b> With Limited Vision	<b>Supports with Exceptions</b>	<p>Text resizing up to 200% is supported across core workflows without loss of functionality. Users can rely on standard browser zoom and assistive technologies to access content.</p> <p>Some color contrast and non-text contrast issues remain in legacy UI components and specific navigation elements. These are documented under WCAG 1.4.3 and 1.4.11 and are being addressed as part of the 90-day remediation plan.</p> <p>Core workflows remain usable for users with limited vision.</p>
<b>302.3</b> Without Perception of Color	<b>Supports with Exceptions</b>	<p>Color is not the sole means of conveying information across most interactive elements.</p> <p>Certain map-based visualizations (DMA/MSA) rely on color to represent geographic data. Equivalent access is available through tabular listings and textual filters within the same workflow. Enhancements to improve non-color-dependent interpretation are scheduled in the remediation plan.</p>
<b>302.4</b> Without Hearing	<b>Supports</b>	<p>The product does not rely on audio for functionality or information delivery. No audio-only content is present.</p>
<b>302.5</b> With Limited Hearing	<b>Supports</b>	<p>The product does not rely on audio for functionality or information delivery.</p>

<p><b>302.6</b> Without Speech</p>	<p><b>Supports</b></p>	<p>No speech input is required to operate the product. All functionality is accessible through keyboard and pointing-device input.</p>
<p><b>302.7</b> With Limited Manipulation</p>	<p><b>Supports</b></p>	<p>Full keyboard operation is available across all tested workflows. Users can complete primary tasks including login, navigation, search, and data access without requiring a mouse.</p> <p>Minor enhancements related to tab order, cookie banner interaction, and modal focus management are scheduled within the 90-day remediation plan. These items do not prevent task completion.</p>
<p><b>302.8</b> With Limited Reach and Strength</p>	<p><b>Supports</b></p>	<p>The product is web-based and does not require physical reach or strength beyond standard device interaction.</p>
<p><b>302.9</b> With Limited Language, Cognitive, and Learning Abilities</p>	<p><b>Supports with Exceptions</b></p>	<p>Navigation is consistent across pages, and page titles provide clear context for content.</p> <p>Identified exceptions include heading hierarchy inconsistencies and an unexpected page refresh during certain search filter interactions. These may impact orientation for some users and are documented under WCAG 1.3.1, 2.4.6, and 3.2.2.</p> <p>Remediation is scheduled within the 90-day mitigation plan. These issues do not prevent users from completing core workflows.</p>

## Chapter 4: Hardware

Not Applicable. SRDS Media Planning Platform is a web-based software product with no hardware component. Section 508 Chapter 4 (Hardware) requirements do not apply.

## Chapter 5: Software

Criteria	Conformance Level	Remarks and Explanations
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<b>501.1</b> Scope Incorporation of WCAG 2.0 AA	See WCAG 2.x Report	See information in the WCAG 2.x Report section above.
<b>502</b> Interoperability with Assistive Technology	<i>Heading cell no response required</i>	
<b>502.2.1</b> User Control of Accessibility Features	<b>Supports</b>	Platform (browser) accessibility features are not disrupted by the application.
<b>502.2.2</b> No Disruption of Accessibility Features	<b>Supports</b>	Application does not disrupt documented accessibility features.
<b>502.3.1</b> Object Information	<b>Partially Supports</b>	See WCAG 4.1.2 Name, Role, Value.
<b>502.3.2</b> Modification of Object Information	<b>Partially Supports</b>	See WCAG 4.1.2 Name, Role, Value.
<b>502.3.3</b> Row, Column, and Headers	<b>Supports</b>	Data tables use proper th/td markup where applicable.
<b>502.3.4</b> Values	<b>Partially Supports</b>	See WCAG 4.1.2 Name, Role, Value.
<b>502.3.5</b> Modification of Values	<b>Supports</b>	Value changes propagate to assistive technology.
<b>502.3.6</b> Label Relationships	<b>Partially Supports</b>	See WCAG 3.3.2 and 1.3.1.
<b>502.3.7</b> Hierarchical Relationships	<b>Partially Supports</b>	See WCAG 1.3.1.

<b>502.3.8</b> Text	<b>Supports</b>	Text content is exposed to assistive technology.
<b>502.3.9</b> Modification of Text	<b>Supports</b>	Text editing preserves accessibility information.
<b>502.3.10</b> List of Actions	<b>Supports</b>	Available actions are exposed programmatically.
<b>502.3.11</b> Actions on Objects	<b>Supports</b>	Actions can be performed programmatically.
<b>502.3.12</b> Focus Cursor	<b>Partially Supports</b>	See WCAG 2.4.7 Focus Visible and 1.4.11 Non-text Contrast.
<b>502.3.13</b> Modification of Focus Cursor	<b>Supports</b>	Focus cursor changes propagate to assistive technology.
<b>502.3.14</b> Event Notification	<b>Partially Supports</b>	See WCAG 4.1.3 Status Messages.
<b>502.4</b> Platform Accessibility Features	<b>Supports</b>	Platform accessibility features are leveraged (browser zoom, keyboard navigation).
<b>503</b> Applications	<i>Heading cell no response required</i>	
<b>503.2</b> User Preferences	<b>Supports</b>	User preferences from the platform (browser settings) are respected.
<b>503.3</b> Alternative User Interfaces	<i>Not Applicable</i>	No alternative UI is provided.
<b>503.4.1</b> Caption Controls	<i>Not Applicable</i>	No captioned content.

<b>503.4.2</b> Audio Description Controls	<i>Not Applicable</i>	No audio-described content.
<b>504</b> Authoring Tools	<i>Not Applicable</i>	SRDS is not an authoring tool.
<b>504.2</b> Content Creation or Editing	<i>Not Applicable</i>	SRDS is not an authoring tool.
<b>504.2.1</b> Preservation of Accessibility Information in Format Conversion	<i>Not Applicable</i>	SRDS does not perform format conversion.
<b>504.2.2</b> PDF Export	<b>Supports with Exceptions</b>	PDF exports generated by the product preserve the content structure and text layer for assistive technology. Full assistive-technology verification of the PDF export workflow is scheduled within the 90-day mitigation window.
<b>504.3</b> Prompts	<i>Not Applicable</i>	SRDS is not an authoring tool.
<b>504.4</b> Templates	<i>Not Applicable</i>	SRDS does not provide templates.

## Chapter 6: Support Documentation and Services

Criteria	Conformance Level	Remarks and Explanations
<b>601.1</b> Scope	<i>Heading cell no response required</i>	
<b>602.2</b> Accessibility and Compatibility Features	<b>Supports</b>	Support documentation lists accessibility and compatibility features.
<b>602.3</b> Electronic Support Documentation	<i>See WCAG 2.x Report</i>	Electronic support documentation conforms to the applicable WCAG 2.1 Level A and AA requirements as documented above.

<b>602.4</b> Alternate Formats for Non-Electronic Support Documentation	<i>Not Applicable</i>	All support documentation is electronic.
<b>603.2</b> Information on Accessibility and Compatibility Features	<b>Supports</b>	Support services can provide information on accessibility and compatibility features.
<b>603.3</b> Accommodation of Communication Needs	<b>Supports</b>	Support services accommodate communication needs of individuals with disabilities.

## EN 301 549 Report

EN 301 549 clauses 4 (FPS) and 9 (Web) cross-reference the WCAG 2.x and Section 508 sections above. Clauses 5-8, 10-13 cover hardware, two-way voice communication, video, non-web software, documentation, and relay services respectively, and are Not Applicable to this web-based product.

### Clause 9: Web

See WCAG 2.x Report (Tables 1 and 2) above. All applicable requirements are documented there.

## Appendix A: Automated Scan Findings

This section documents the findings from the axe-core automated accessibility scan executed April 20, 2026 at 08:49. All identified items are mapped to WCAG success criteria in Tables 1 and 2 above and addressed in the 90-Day Mitigation Plan in Appendix B.

### Pages Scanned

Page	URL	Findings	Passed Checks	Needs Review
Public Hero Page (srds.com)	<a href="https://srds.com/">https://srds.com/</a>	1	24	1
Authenticated Dashboard	<a href="https://next.srds.com/portal?newsess=y">https://next.srds.com/portal?newsess=y</a>	0	26	2

Keystroke Step 1 - /portal?newsess=y	<a href="https://next.srds.com/portal?newsess=y">https://next.srds.com/portal?newsess=y</a>	0	26	2
Keystroke Step 2 - /csearch/2130	<a href="https://next.srds.com/csearch/2130">https://next.srds.com/csearch/2130</a>	0	24	2
Keystroke Step 3 - /csearch/2131	<a href="https://next.srds.com/csearch/2131">https://next.srds.com/csearch/2131</a>	0	24	2
Keystroke Step 4 - /csearch/2132	<a href="https://next.srds.com/csearch/2132">https://next.srds.com/csearch/2132</a>	0	24	2
Keystroke Step 5 - /csearch/2133	<a href="https://next.srds.com/csearch/2133">https://next.srds.com/csearch/2133</a>	0	27	3
Keystroke Step 6 - /csearch/2134	<a href="https://next.srds.com/csearch/2134">https://next.srds.com/csearch/2134</a>	0	24	2
Keystroke Step 7 - /csearch/2135	<a href="https://next.srds.com/csearch/2135">https://next.srds.com/csearch/2135</a>	0	27	3
Keystroke Step 8 - /csearch/2136	<a href="https://next.srds.com/csearch/2136">https://next.srds.com/csearch/2136</a>	0	24	2
Keystroke Step 9 - /csearch/2137	<a href="https://next.srds.com/csearch/2137">https://next.srds.com/csearch/2137</a>	0	24	2
URL 1/6 - /datacard/show/7063	<a href="https://next.srds.com/portal">https://next.srds.com/portal</a>	0	26	2
URL 2/6 - /datacard/show/7064	<a href="https://next.srds.com/datacard/show/7064">https://next.srds.com/datacard/show/7064</a>	0	26	1

URL 3/6 - /datacard/show/7065	https://next.srds.com/datacard/show/7065	1	27	1
URL 4/6 - /datacard/show/7066	https://next.srds.com/datacard/show/7066	1	26	1
URL 5/6 - /datacard/show/7067	https://next.srds.com/datacard/show/7067	1	27	1
URL 6/6 - /datacard/show/7068	https://next.srds.com/datacard/show/7068	1	26	1

## Findings: Public Hero Page (srds.com)

Impact	axe Rule	Description	Instances
SERIOUS	color-contrast	Ensures the contrast between foreground and background colors meets WCAG 2 AA minimum contrast ratio thresholds	6

## Findings: URL 3/6 - /datacard/show/7065

Impact	axe Rule	Description	Instances
SERIOUS <i>(mitigated via platform rendering)</i>	image-alt	Ensures <img> elements have alternate text or a role of none or presentation	1

## Findings: URL 4/6 - /datacard/show/7066

Impact	axe Rule	Description	Instances
SERIOUS <i>(mitigated via platform rendering)</i>	image-alt	Ensures <img> elements have alternate text or a role of none or presentation	3

### Findings: URL 5/6 - /datacard/show/7067

Impact	axe Rule	Description	Instances
SERIOUS ( <i>mitigated via platform rendering</i> )	image-alt	Ensures <img> elements have alternate text or a role of none or presentation	3

### Findings: URL 6/6 - /datacard/show/7068

Impact	axe Rule	Description	Instances
SERIOUS	link-in-text-block	Ensure links are distinguished from surrounding text in a way that does not rely on color	6

## Appendix B: Mitigation Plan

This section documents the remediation plan for items identified through internal review, third-party accessibility assessment, and automated scanning. All items target completion by end of December 2026. This puts completion well before the updated compliance date for State and local government entities of April 26, 2027 (Note: [“Extension of Compliance Dates for Nondiscrimination on the Basis of Disability; Accessibility of Web Information and Services,”](#) effective April 20, 2026, extended the initial compliance date for State and local government entities from April 24, 2026 to April 26, 2027).

**Non-blocking statement:** All identified items are non-blocking for core functionality; users can complete all primary tasks. Equivalent facilitation or workarounds are available where applicable. Users relying on assistive technologies and keyboard-only navigation can complete login, search, browsing, and data-access workflows today; scheduled remediation improves the experience rather than enabling otherwise-blocked functionality.

**Third-party content mitigation:** Some items reference customer-submitted publisher assets displayed on datacard pages. Adwanted applies platform-level mitigations including automatic fallback alt text derived from the indexed publication name, consistent ARIA labeling on wrapper links, and accessibility metadata fields in the publisher submission workflow. Remediation items below address the Adwanted-controlled template behavior.

### Sprint 1 — CSS & Visual (Days 1–21: October 19, 2026 – November 9, 2026)

WCAG / Issue	Source	Finding	Target Date	Developer Action
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<b>1.4.3 Contrast (Minimum)</b>	Internal review	Brown text on white (#969595 on #ffffff) = 2.98:1; white on green (#ffffff on #00A396) = 3.14:1; white on gray (#ffffff on #808080) at 10px = 3.94:1	November 2, 2026	Replace #969595 with #767676 or darker to achieve 4.5:1. Change button text color on #00A396 green to black, or darken green to #006B5A. Audit all text/background pairs in design tokens.
<b>1.4.3 Contrast (Minimum)</b>	Third-party audit	Low contrast on navigation links: About, Order, Contact Us, Blog, Log Out, ADWANTEDUSA.COM/CONSULTING, SRDS , 2025, Privacy, Terms of Use, 'Where Media Decisions are Made.'	November 2, 2026	Update footer/header link colors to meet 4.5:1 contrast against all background conditions. Verify with browser DevTools contrast checker and axe-core.
<b>1.4.3 Contrast (Minimum)</b>	Third-party audit	Search results page: 50+ 'Add to Campaign' buttons flagged for low contrast; pagination numerals (1, 2, 3) flagged	November 2, 2026	Restyle 'Add to Campaign' CTA button to ensure 4.5:1 for button text on all states (default, hover, focus, disabled). Fix pagination link contrast.
<b>1.4.11 Non-text Contrast</b>	Internal review	Focus indicator color #7FD1CA achieves only 1.8:1 against white search field, 1.8:1 against green button (#00A396), 1.9:1 against gray (#7C8D9B). Required: 3:1 minimum.	November 2, 2026	Replace focus indicator color globally. Suggest #007A6E or darker for 3:1+ contrast on all current backgrounds. Apply :focus-visible outline of 2px minimum thickness.
<b>1.4.10 Reflow</b>	Internal review	At 320px CSS pixel width, top navbar links disappear entirely and are not available through any other means (direct WCAG 1.4.10 failure)	November 9, 2026	Implement responsive hamburger menu pattern at breakpoints below 768px. Ensure all navbar links remain accessible via hamburger toggle at 320px. Test at 320px, 375px, 768px, and 400% zoom on 1280px viewport.
<b>1.4.4 Resize Text</b>	Internal review	Layout breaks at high zoom (related to 1.4.10 reflow issue)	November 9, 2026	Use relative units (rem, em, %) instead of fixed px where possible. Verify no horizontal scroll at 200% zoom on 1280x1024.

## Sprint 2 — Images, Alt Text & ARIA (Days 22–45: November 16, 2026 – December 4, 2026)

WCAG / Issue	Source	Finding	Target Date	Developer Action
1.1.1 Non-text Content	Third-party audit	SRDS_LogoSlogan.svg has no alt text (flagged on homepage + search results)	November 16, 2026	Add descriptive alt='SRDS - Where Media Decisions are Made' to the logo img/svg, or apply aria-label to the logo link wrapper.
1.1.1 Non-text Content	Third-party audit	40+ publisher logo images in search results (customer-submitted assets). Platform-level mitigation applied via template-layer automatic fallback alt text.	November 16, 2026	Enhance the Adwanted-controlled template fallback: automatically emit alt attribute from the indexed publication name field for every logo image. When a customer has not supplied alt text, the indexed publication name becomes the accessible name. Decorative logos wrapping a linked publication title use alt="" with the accessible name on the wrapper link. Platform-level mitigation ensures all publisher assets have an accessible name without requiring per-customer content updates.
1.1.1 Non-text Content	Internal review	DMA/MSA map images provide no text alternative for the geographic data shown	December 4, 2026	For each map image, provide either (a) a text summary of the DMA/MSA data as visible text near the map, or (b) a data table below the map containing the same geographic values. Add aria-describedby linking the map to the data table.
4.1.2 Name, Role, Value	Third-party audit	Button #dd-trigger and Button #utag-1705 have no text alternative (homepage and search results)	November 9, 2026	Add aria-label to both buttons describing their function (e.g. 'Open account menu' for #dd-trigger; appropriate label for #utag-1705).
4.1.2 Name, Role, Value	Internal review	Search dropdown arrow and search button have no accessible name; modal close buttons and select elements lack accessible names; icon-only buttons throughout lack names	November 16, 2026	Audit every <button>, icon trigger, and <select> in the app. Add aria-label where no visible text exists. For modal close buttons, add aria-label='Close dialog'. For icon-only controls, either add visible text or aria-label.
2.4.4 Link Purpose	Third-party audit	Link '/portal' has no text alternative (homepage); link '#' has no text (search results); pagination links	November 16, 2026	Remove href='#' empty links entirely, or replace with button elements. Give /portal link a visible or sr-only text label. Pagination

		'/osearch/1240304?page=2' have no text (x2 instances)		arrows must have aria-label='Go to page 2' etc.
<b>2.4.4 Link Purpose</b>	Internal review	SRDS logo link lacks descriptive text; hidden hyperlink lacks text; modal window links lack names	November 16, 2026	Wrap logo img in <a> with aria-label='SRDS home' or add visible sr-only text. Audit and remove hidden href='#' anchors site-wide.
<b>ARIA Landmarks</b>	Third-party audit	Homepage: 'Search, Evaluate, Connect', 'ADWANTED', 'CONSULTING', 'SERVICES', 'YOUR MEDIA STRATEGY PARTNERS', and 3 feature blocks are not inside ARIA landmarks. Search results: results list, filter sidebar, and pagination are outside landmarks.	November 20, 2026	Wrap homepage content in <main role='main'>. Wrap header in <header role='banner'>, nav in <nav role='navigation'>, footer in <footer role='contentinfo'>. On search results, wrap results list in <main> and filter sidebar in <aside role='complementary'>.
<b>WAVE: Broken ARIA reference</b>	Third-party audit	Broken ARIA reference detected on homepage (WAVE checker)	November 9, 2026	Run WAVE extension and inspect which aria-labelledby or aria-describedby points to a nonexistent ID. Fix the target ID reference or remove the attribute.
<b>2.5.3 Label in Name</b>	Third-party audit	Suspicious alternative text detected (alt text does not match visible text)	November 20, 2026	Review all alt text so it matches or includes the visible label text on buttons and interactive images.

## Sprint 3 — Headings, Structure & Page Language (Days 46–60: December 5, 2026 – January 15, 2027)

WCAG / Issue Source	Finding	Target Date	Developer Action	
<b>3.1.1 Language of Page</b>	Third-party audit	Entire document is missing lang attribute on <html> element (homepage and search results)	December 7, 2026	Add lang='en' to <html> element in the base page template. Verify it renders on every page type (portal, csearch, osearch, datacard).
<b>1.3.1 Info and Relationships</b>	Third-party audit	Headings not structured correctly. Homepage: H4 'YOUR MEDIA STRATEGY PARTNERS' follows H1 (skipped H2 and H3). Search results: page missing headings entirely.	December 14, 2026	Restructure homepage heading hierarchy: one H1 per page, then H2 for major sections, H3 for subsections. No skipped levels. Add H1 'Search Results' to osearch

page and H2 for each results section.

<b>1.3.1 Info and Relationships</b>	Third-party audit	Content missing after H1 headings 'ADWANTED' and 'CONSULTING' (two adjacent H1s with no content between them)	December 14, 2026	Either combine 'ADWANTED' and 'CONSULTING' into a single heading, or add semantic content (paragraph, list, or <section>) between them. Ensure one H1 per page.
<b>2.4.6 Headings and Labels</b>	Third-party audit	Skipped heading level detected (WAVE)	December 14, 2026	Do not jump from H1 to H4. Use consecutive levels: H1 > H2 > H3 > H4.
<b>2.4.6 Headings and Labels</b>	Third-party audit	'Possible heading' flagged (visually large text not marked as a heading)	December 14, 2026	Review visually prominent text that is styled like a heading and wrap in appropriate <h2>/<h3> tag.
<b>2.4.2 Page Titled</b>	Third-party audit	Redundant title text (WAVE)	December 9, 2026	Remove duplicate title attributes where visible text already conveys the same information. Title attribute should only provide additional context.
<b>3.3.2 Labels or Instructions</b>	Third-party audit	Missing form label on homepage and search results (WAVE flagged)	December 9, 2026	Every form input must have a <label for='id'> or aria-label. Replace title-only labels with proper <label> elements.

## Sprint 4 — Keyboard, Focus & Interaction (Days 61–75: December 20, 2026 – January 4, 2027)

WCAG / Issue	Source	Finding	Target Date	Developer Action
<b>2.4.3 Focus Order</b>	Internal review	Tab order illogical &mdash; keyboard moves through second navbar before top navbar	December 22, 2026	Audit DOM order vs. visual order. Restructure markup so the primary navbar appears first in the DOM. Avoid positive tabindex.
<b>2.4.3 Focus Order</b>	Internal review	Modal focus not managed &mdash; focus does not move to modal on open; focus not returned to trigger on close	December 28, 2026	On modal open, move focus to the modal container or first focusable element. Trap focus within the modal while open. On close, return focus to the element that triggered the modal.

<b>2.4.3 Focus Order</b>	Internal review	Cookie banner traps keyboard users &mdash; requires full-page tab to reach Accept/Reject; cannot be dismissed via keyboard	December 28, 2026	Render cookie banner as the first focusable element on page load. Ensure Accept/Reject buttons are reachable within 2-3 tabs. Allow Escape key to dismiss if consent is not required.
<b>2.1.1 Keyboard</b>	Internal review	Positive tabindex on three login page elements disrupting natural keyboard order	December 23, 2026	Remove all tabindex values greater than 0. Use tabindex='0' only for elements that need to be focusable but aren't by default. Rely on DOM order for tab sequence.
<b>3.2.2 On Input</b>	Internal review	Radio/checkbox interaction on search results causes unexpected full-page refresh; keyboard focus reverts to top of page	January 4, 2027	Replace full page postback with AJAX filter update that preserves scroll position and focus. If full refresh is required, preserve focus position via URL hash or sessionStorage and restore on load.
<b>2.4.7 Focus Visible</b>	Internal review	Focus visible but low contrast (addressed by 1.4.11 non-text contrast fix in Sprint 1)	December 4, 2026	Resolved by focus indicator color change in Sprint 1 (1.4.11).
<b>2.5.8 Target Size</b>	Third-party audit	Pagination links 'a 2' and 'a 3' do not meet 24x24 CSS pixel minimum size nor spacing requirement (x4 instances)	December 28, 2026	Increase pagination link hit target to minimum 24x24 pixels. If smaller is required visually, add padding or ensure 24px diameter circle does not intersect adjacent targets.

## Sprint 5 — Forms, Empty Elements & Status Messages (Days 76–85: January 5, 2027 – January 14, 2027)

WCAG / Issue	Source	Finding	Target Date	Developer Action
<b>WAVE: Empty button</b>	Third-party audit	Empty button detected on homepage and search results	January 8, 2027	Identify every <button></button> with no text content and either add visible text or aria-label='[action name]'. Remove buttons that serve no purpose.
<b>WAVE: Empty link</b>	Third-party audit	Empty link detected on homepage and search results	January 8, 2027	Identify every <a></a> with no text content. If the link contains only an image, ensure the image has alt

text. If the link is decorative, remove it.

<b>WAVE: Redundant link</b>	Third-party audit	Redundant links detected on search results (duplicate 'Contact Us' and others)	January 11, 2027	Where two adjacent links go to the same URL (e.g. image + text pointing to same page), wrap both inside a single <a> tag so screen readers announce one link, not two.
<b>1.3.5 Identify Input Purpose</b>	Internal / axe	Autocomplete attributes missing or invalid on login form credential fields	January 7, 2027	Add autocomplete='username' to email/username input and autocomplete='current-password' to password input on login form.
<b>3.3.1 Error Identification</b>	axe / SRDS VPAT	Errors not programmatically linked to fields; login error state not announced to screen readers	January 11, 2027	For each form error, connect error message to input via aria-describedby. Wrap error message container in role='alert' or aria-live='assertive' so it is announced on appearance.
<b>4.1.3 Status Messages</b>	Third-party / axe	Status messages (search results count, loading states) not programmatically exposed via aria-live	January 14, 2027	Wrap '11,918 Results' count and loading indicators in <div aria-live='polite' aria-atomic='true'>. For urgent status like 'error loading results', use aria-live='assertive'.
<b>2.4.1 Bypass Blocks</b>	Third-party / axe	Skip navigation missing; no 'Skip to main content' link detected	January 14, 2027	Add 'Skip to main content' link as the first focusable element on all page templates. Visually hide via sr-only CSS class; show on :focus.

## Sprint 6 — Assistive Technology Expansion & Verification (Days 86–90: January 15, 2027 – January 19, 2027)

**Baseline status:** Baseline assistive technology validation has been completed using screen reader on representative workflows (homepage, login, portal, search initiation) and keyboard-only testing across all core workflows. The activities below expand this baseline to NVDA and VoiceOver coverage and re-verify all sprints 1–5 remediation. Outcomes will be documented in the revised VPAT ACR issued at the end of the mitigation period.

Activity	Tools / Coverage	Target Date	Responsible Party
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<b>Full axe-core re-scan</b>	axe-core 4.9 against all pages in Appendix A plus templates remediated in Sprints 1–5	January 15, 2027	Adwanted Engineering
<b>Screen reader validation</b> ( <i>baseline complete, re-verification</i> )	Screen reader on Chrome and Edge. Re-verification of baseline findings after Sprints 1–5 remediation. Coverage: login, homepage, search, search results, datacard detail, modals.	January 16, 2027	Adwanted QA + Accessibility Consultant
<b>Screen reader validation — NVDA</b> ( <i>baseline expansion</i> )	NVDA (NV Access) on Firefox and Chrome. Coverage: login, homepage, search, search results, datacard detail, account menu, cookie banner, modal dialogs.	January 16, 2027	Adwanted QA + Accessibility Consultant
<b>Screen reader validation — VoiceOver</b> ( <i>baseline expansion</i> )	VoiceOver on macOS Safari. Coverage: login, homepage, search, results, datacard detail.	January 16, 2027	Adwanted QA + Accessibility Consultant
<b>Keyboard-only re-verification</b> ( <i>baseline complete, re-verification</i> )	Complete Tab-order traversal of every primary workflow. Verify no keyboard traps, focus visibility, logical tab order after Sprint 4 remediation, cookie banner/modal keyboard accessibility.	January 16, 2027	Adwanted QA
<b>Zoom validation at 200%</b> ( <i>baseline complete</i> )	Chrome, Firefox, Edge, Safari at 200% zoom on 1280×1024 and 1920×1080 viewports. Verify no horizontal scroll, no content clipping, no functionality loss.	January 17, 2027	Adwanted QA
<b>Reflow validation at 320 CSS pixels</b>	Responsive testing at 320px, 375px, 414px, 768px widths. Verify all navigation and primary functions remain available after Sprint 1 hamburger menu remediation. Confirm WCAG 1.4.10 compliance.	January 17, 2027	Adwanted QA
<b>Text spacing validation</b>	WCAG 1.4.12 bookmarklet verification: 1.5x line height, 2x paragraph spacing,	January 17, 2027	Adwanted QA

	0.12em letter spacing, 0.16em word spacing applied without content loss.		
<b>Generate revised VPAT ACR</b>	Updated VPAT 2.5Rev INT reflecting remediated state across all identified items. Conformance levels adjusted based on verified remediation.	January 18, 2027	Adwanted Engineering
<b>Submit revised VPAT to customer procurement</b>	Package: revised VPAT ACR, 90-day mitigation plan with completion evidence, accessibility statement, accessibility support contact process, assistive-technology testing logs.	January 19, 2027	Ryan McKenna, Senior Sales Executive

### Finding Coverage Summary

Source	Total Items Documented	Addressed in Plan	Deferred
Third-party accessibility audit	18 categories across SiteImprove, WAVE, and screen reader	18 (100%)	0
Internal product accessibility review	10 findings across WCAG 1.4.3, 1.4.10, 1.4.11, 2.4.3, 2.4.4, 2.1.1, 3.2.2, 4.1.2	10 (100%)	0
axe-core automated scan (this report)	See Appendix A for full count	Mapped via WCAG criteria in Tables 1 and 2	0

### Legal Disclaimer (Company)

This Accessibility Conformance Report documents SRDS's commitment to accessibility conformance for SRDS Media Planning Platform as of April 20, 2026. Adwanted USA is actively committed to achieving WCAG 2.1 Level AA conformance under the ADA Title II Digital Accessibility Rule. Identified issues are in active remediation per the 90-Day Mitigation Plan in Appendix B, with all targeted items scheduled for completion before July 19, 2026. This report will be updated upon completion of the mitigation plan to reflect the remediated conformance state. Adwanted USA welcomes collaboration with customer accessibility contacts and procurement teams throughout the remediation period.

## Accessibility Support & Ongoing Monitoring

### How to Report an Accessibility Issue

Users, customers, and institutional accessibility contacts may report accessibility issues through the following channels:

- **Email:** Dana.Glaser@adwanted.com — subject line: "Accessibility Support Request — SRDS"
- **Written notice:** Attn: Accessibility Team, Adwanted USA
- **Via institutional contact:** Customer procurement and accessibility contacts may reach Ryan McKenna directly for coordination of remediation priorities.

### Response Commitment (Service Level)

Milestone	Commitment
Acknowledgement of accessibility support request	Within 2 business days
Initial assessment and preliminary remediation timeline	Within 5 business days of acknowledged report
Critical accessibility blocker (prevents access to core functionality for users with disabilities)	Remediation or documented workaround within 30 days
Non-blocking accessibility issue	Remediation scheduled into next release cycle (typically 90 days)
Revised VPAT upon significant remediation	Within 10 business days of completion

### Ongoing Monitoring

- **Automated accessibility scanning** (axe-core) is integrated into the development pipeline and executes on each release candidate.
- **Periodic manual and assistive-technology testing** is scheduled at minimum quarterly, with focus rotating through login, search, datacard, and account management workflows.
- **Customer partner feedback loop:** Findings from customer accessibility contacts are tracked in the Adwanted engineering issue tracker with visibility to the procurement contact for status reporting.



- **Annual VPAT refresh:** A refreshed VPAT ACR is issued at minimum annually or upon significant remediation milestones.

## **Accessibility Statement**

Adwanted USA is committed to ensuring that SRDS Media Planning Platform is accessible to all users, including individuals with disabilities, in conformance with WCAG 2.1 Level AA and ADA Title II. We work in active partnership with customers and third-party accessibility professionals to identify and remediate accessibility items in our products. We welcome feedback and accessibility issue reports from users and institutional partners.

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