



*Easier planning. Smarter decisions. Better campaigns.*

**“I can do that.”**

This collection of tips has been compiled from the insights of your peers on how they use SRDS Media Solutions every day to streamline their planning tasks.

**1. Fly through the repetitive tasks on my agenda...**

- Use quick reference tools to save time finding data
- Use automated online services to manage the details

**2. Respond to client requests without missing a beat...**

- Create valuable reports quickly
- Take action faster to advance my relationship with my accounts

**3. Know my markets inside and out...**

- Easily research new markets or new media
- Understand targets better to fuel innovative ideas

**4. Take planning and client presentations to the next level...**

- Evaluate media on-the-fly
- Develop high-impact presentations without breaking a sweat

**5. Pre-qualify media properties and cut through the clutter...**

- Quickly obtain the data I need to make good decisions
- Better prioritize my time with better information

*After reading your colleagues' planning suggestions, you can also find additional information on your SRDS Media Solutions for 2003.*

**Have Your Own Tips To Share?**

E-mail them to [ICanDoThat@SRDS.com](mailto:ICanDoThat@SRDS.com)

**Questions?**

Telephone consultation and Web-based training are included with your subscription. Call **1.800.232.0772 ext. 8002** to learn more.



Fly through the repetitive tasks on my agenda.

**“I can do that.”**

We all face the challenge of accomplishing **more with less**. Less resources, however, often equal significantly less time. With only a few preparatory steps, you can save hours every day by gathering crucial references once and taking advantage of **automated** online tools.

### Action Checklist

#### For any media...

- For every media you buy for, log onto [www.SRDS.com](http://www.SRDS.com) and **print out a Contact List** of the people and properties you call often to keep next to your phone. Tag media properties from within their listing by clicking “Tag for Output/Reports,” click on “Reports,” then choose “SRDS Contact Report.”

#### For broadcast media...

- Create a **handy format guide for your markets** using the Radio Advertising Source™ online...click “Station Profiles” within a Metro Market Search to keep all your options at your fingertips.
- The next time a client asks you to look into a specific radio buy, but only knows the code call, just **search by code call** from within SRDS.
- **Link to television station programming schedules** right from within a TV & Cable Source® listing.

#### For consumer or b-to-b magazines...

- Use the SRDS Media Planning System™ to **create schedules** and **planning worksheets** that can be instantly updated with the most current information available—no more looking up information then retyping.
- Further **eliminate manual re-entry of information** by signing up for **Output-to Spreadsheet** functionality... available exclusively to qualified Business Publication Advertising Source and Consumer Magazine Advertising Source subscribers.

## SRDS Magazine Solutions

### Business Publication Advertising Source®

- Over 9,300 domestic, international and healthcare publication listings
- Flexible online search options
- Continuous updates
- Includes online access and 12 print issues per year



[Click to learn more!](#)

### Consumer Magazine Advertising Source™

- Over 3,000 domestic, international and farm magazines
- Flexible online search options
- Continuous updates
- Includes online access and 12 print issues per year



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## Respond to client requests without missing a beat.

**“I can do that.”**

Maintaining good relationships with your clients is essential to successful planning. Whether that means **pulling together recommendations** with barely an hour’s notice or going above and beyond to **research new opportunities**, SRDS delivers Media Solutions that will prove to your clients just how smart and dedicated you are.

### Action Checklist

#### For any media...

- SRDS online Media Solutions give you the power and flexibility to **search by various criteria**, enabling you to find more viable opportunities faster than ever before. Search by title, market, market rank, and more.
- By clicking “View Profiles” after your initial search in an SRDS database, you can **generate convenient profile lists** of all media that fit your criteria...perfect for lightning-fast turnaround to a client inquiry.
- Use SRDS Media Solutions such as Community Publication Advertising Source™, Interactive Advertising Source or Out-of-Home Advertising Source to **quickly identify non-traditional opportunities** for promoting your client’s brand.

#### For direct marketing opportunities...

- Create instant reports in Direct Marketing List Source® and SRDS DirectNet® to **compile and share datacards** for all your list recommendations.
- **Subscribe to Today’s New Lists** to get **daily e-mail updates** on new or newly managed list opportunities

## SRDS Alternative Media Solutions

### Interactive Advertising Source™

- Over 4,600 online advertising opportunities organized into 380 convenient business, consumer, and geographic markets and online specialty classifications
- Daily online updates
- Includes online access and 4 print issues per year



[www.SRDS.com](http://www.SRDS.com)

[Click to learn more!](#)

### Out-of-Home Advertising Source™

- 2,700 out-of-home advertising opportunities
- 21 media categories, including traditional outdoor, place-based, event marketing, and specialized media
- Continuous online updates
- Includes online access and 1 print issue per year



[www.SRDS.com](http://www.SRDS.com)

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## Know my markets inside and out.

**“I can do that.”**

When making smart media buys, understanding your client’s priorities is important, but **understanding the market** they need to address is crucial. No matter how long you’ve been buying a particular market, there’s always **a little more you can learn** to more effectively serve your client’s needs. Using online resources such as [www.factfinder.census.gov](http://www.factfinder.census.gov) and [www.SRDS.com](http://www.SRDS.com) in conjunction with familiar print-based resources, such as **The Lifestyle Market Analyst®**, can help you **better understand your audience...**and quickly generate new plans to address them.

### Action Checklist

#### For consumers...

- Use The Lifestyle Market Analyst to **explore consumer demographics** using data compiled from over 19 million households, including market, lifestyle and consumer segment profiles.

#### For newspapers...

- Use **DMA and county maps** within Newspaper Advertising Source® to ensure that you are covering entire geographic regions or simply print to keep as a convenient reference.

#### For broadcast media...

- Click on **“Market Profile”** after performing a search in the TV & Cable Source to view detailed demographic information, sales rankings, SQAD cost-per-point levels, top newspapers and radio stations
- **Search for radio stations** in Radio Advertising Source **by format** or **by primary demographic**—ensuring that you won’t waste time looking at opportunities that don’t deliver the audience you need.
- **Access SQAD cost-per-point data** directly from within SRDS radio listings.
- **Search for television stations by ZIP Code** to quickly identify all the stations that serve your market.

## SRDS Broadcast Solutions

### TV & Cable Source®

- Every available cable, network and syndicated opportunity
- Search within a DMA by name, HH rank, cable penetration and more
- Daily online updates
- Create traffic spec reports
- Includes online access and 4 print issues per year



[Click to learn more!](#)

### Radio Advertising Source™

- Over 10,000 AM/FM commercial stations, networks, sales representatives, syndicators and group owners
- Flexible online search options
- Continuous online updates
- Includes online access and 4 print issues per year



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# 4

Take planning and client presentations to the next level.

**“I can do that.”**

Putting together attractive, **professional looking recommendations and presentations** for clients takes up valuable time...time that you'd probably rather spend on other things. That's why we've tailored our online Media Solutions to help you **put your best foot forward**...with easy access to data and features that **work with your existing documents**. You'll never have to reinvent the wheel with SRDS.

## Action Checklist For any media...

- Find more viable opportunities faster than ever before with online searches: **search by title, market, market rank, etc.**
- **Copy-and-paste** logos, cover artwork or screen shots directly from SRDS listings into your documents and presentations.

## For consumer or b-to-b magazines...

- Use the SRDS Media Planning System to **create budgets and schedules** that can be used seamlessly with your own documents. **SRDS enters the data, meaning you don't have to!**
- The **flowcharts** created in the SRDS Media Planning System are great for **sharing information** with clients and production departments and can be imported into Excel for **easy customization**.
- Output selected titles to your own spreadsheet software to create **instant, no-hassle reports**.
- Instantly **pull closing dates** into customizable spreadsheets

## SRDS Planning Solutions

### SRDS Media Planning System™

- One-stop media selection and planning using trusted SRDS data
- Create and save multiple campaigns
- Budget, track and monitor campaigns
- Schedule ad insertions
- Create flowcharts and evaluate flight dates
- Generate insertion orders
- Save, print and e-mail worksheets, plans and insertion orders



Manage Campaigns



Maintain Budgets



Track Insertions

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# 5

Pre-qualify media properties  
and cut through the clutter.

**"I can do that."**

There just isn't enough time in the day to talk to every rep that wants an hour of your time. Wouldn't it be great if you could **proactively explore your options** and **take control of your communications** with media properties?

## Action Checklist

### For any media...

- Online listings often include **direct links to company Web sites** and e-mail addresses for media kit requests. Many properties also include direct links to their **online media kits** in PDF format...no more waiting, and you can get there right from within their SRDS listing.
- SRDS listings contain a variety of contact information... from advertising directors to billing and traffic managers. **Find who you need to speak to quickly and easily.**
- **Refine your search criteria** to include only those properties that are **professionally audited** by ABC or BPA, and view their statements directly online...instead of waiting for a rep to explain a publication's circ, find out the details for yourself.

### For direct marketing opportunities...

- **Search for exactly the lists you need** for the best ROI: use Direct Marketing List Source® to search for e-mail, enhanced, high-ticket or new lists.

## SRDS Newspaper Solutions

### Newspaper Advertising Source®

- 3,100 comprehensive listings
- U.S. daily papers, newspaper groups, ethnic newspapers, college newspapers, specialized newspapers, comics and newspaper-distributed magazines
- Flexible online search options
- Continuous updates online
- Includes online access and 12 print issues per year



[www.SRDS.com](http://www.SRDS.com)

### Circulation 2003®

- MSA, County and DMA analysis of newspaper circulation, penetration and consumer demographics
- 1,400 dailies, 130 newspaper groups, 25 consumer magazines and 4 national supplements
- Includes 1 annual print issue



### Community Publication Advertising Source™

- Complete your buys with targeted advertising in local newspapers
- 3,600 comprehensive listings, organized by urban, suburban, non-metro, religious and shipping newspapers
- Includes 2 biannual print issues



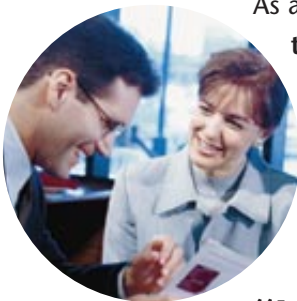
**Click to learn more!**

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Media professionals have relied on SRDS for essential services that enable them to do their jobs **easier**, **smarter** and **better** for more than 83 years. SRDS remains committed to developing **Media Solutions** that meet your changing needs and help you achieve better results.



As always, you can depend on our **trusted data** and **convenient delivery** options, as well as take advantage of **advanced online functionality**, training and **support services**, and **Custom Access Solutions**.

**"I can do that."**

*"SRDS researches and obtains the data I need every day—ad rates, dates and contacts, readership and promotional information. It's always up-to-date, and always complete. I can make informed decisions without worrying about the data."*

*"If it's a good media opportunity for my client, it's in the SRDS database. I can find Media Solutions for any media I might need. I do not need to look anywhere else. SRDS has it all!"*

*"It's never been easier to develop accurate, creative plans for my clients. Online access is so convenient for keyword, market classification or title searches, and the direct links to Web sites, media kits and audit statements help me find all the information I need more efficiently."*

## 2003 Essential Services for Successful Planning

### Click on a Title to Learn More:

[SRDS Media Solutions™](#)

[PERQ/HCI Planning Research for Healthcare](#)

[Business Publication Advertising Source®](#)

[Consumer Magazine Advertising Source™](#)

[SRDS Media Planning System™](#)

[Interactive Advertising Source™](#)

[Newspaper Advertising Source®](#)

[Circulation 2003®](#)

[Community Publication Advertising Source™](#)

[TV & Cable Source®](#)

[Radio Advertising Source™](#)

[Out-of-Home Advertising Source™](#)

[Direct Marketing List Source®](#)

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[SRDS International Media Guides™](#)

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[Technology Media Source™](#)

[Hispanic Media and Market Source™](#)

[Print Media Production Source™](#)

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