





Market Sponsorship	
Your Print Media Listing 	Your Digital Media Listing 
<p><b>SRDS Online Exposure</b>  <b>Exclusive "Class Sponsor" Position</b> whenever your Class is returned in Search Results, Profile and Contact Reports  <b>"Class Sponsor Rotation"</b> at top of all Keyword and Title Searches.  <b>Prominent Exposure</b> as a Featured Media property, <b>yellow highlight</b>, at top of Results and Profile Report  <b>Class Rotation Advertising</b>  <ul style="list-style-type: none"> <li>• Half Banner</li> <li>• Large Rectangle Screen Ad</li> </ul> <b>Full Banner</b> above your listing  <b>Essential Brand Solution</b>  <ul style="list-style-type: none"> <li>• Miniature Cover</li> <li>• Logo and Corporate Logo</li> <li>• Positioning Statement (100-word promotional message)</li> <li>• Publisher's Research Link</li> <li>• Link to Logo/Image Library</li> <li>• Enhanced Featured Marketing Opportunities (In SRDS listing: Electronic Media, Event, Print-Based, List/Database, and Other. Up to 5 at a time. Name and description for each.)</li> </ul> </p> <p><b>SRDS Print Exposure</b>  <b>In annual Business Media Advertising Source, your publication gets Exclusive "Class Sponsor" Position: 2-Sided (60"), 4-Color Market Sponsor Ad</b>  <b>Essential Brand Solution</b>  <ul style="list-style-type: none"> <li>• 4-Color Miniature Cover</li> <li>• 4-Color Logo and Corporate Logo</li> <li>• Positioning Statement (100-word promotional message)</li> <li>• Enhanced Featured Marketing Opportunities (In SRDS listing: Electronic Media, Event, Print-Based, List/Database, and Other. Up to 5 at a time. Name and description for each.)</li> </ul> <b>In annual Business Media Connections, Your Print Title gets Full-Page, Premium Profile at Front of Class</b>  <ul style="list-style-type: none"> <li>• Exclusive "Class Sponsor" Position: 2-Sided (30"), 4-Color Market Sponsor Ad</li> <li>• 4-Color Miniature Cover, Logo, Corporate Logo and Publisher's Positioning Statement</li> <li>• Frequency, Total Circulation, B/W and 4-Color 1-Time Page Rates</li> <li>• Publishing Company, Address, Phone, Fax, URL, email</li> <li>• Enhanced Featured Marketing Opportunities (See Above)</li> <li>• Contact Information</li> </ul> </p>	<p><b>SRDS Online Exposure</b>  <b>Exclusive "Class Sponsor" Position</b> whenever your Class is returned in Search Results, Profile and Contact Reports  <b>"Class Sponsor Rotation"</b> at top of all Keyword and Title Searches.  <b>Prominent Exposure</b> as a Featured Media property, <b>yellow highlight</b>, at top of Results and Profile Report  <b>Class Rotation Advertising</b>  <ul style="list-style-type: none"> <li>• Half Banner</li> <li>• Large Rectangle Screen Ad</li> </ul> <b>Full Banner</b> above your listing  <b>Essential Brand Solution</b>  <ul style="list-style-type: none"> <li>• Website Image</li> <li>• Logo and Corporate Logo</li> <li>• Positioning Statement (100-word promotional message)</li> <li>• Publisher's Research Link</li> <li>• Link to Logo/Image Library</li> <li>• Enhanced Featured Marketing Opportunities (In SRDS listing: Electronic Media, Event, Print-Based, List/Database, and Other. Up to 5 at a time. Name and description for each.)</li> <li>• Up to 5 Digital Personnel listed</li> <li>• Digital Ad Sales Offices listed</li> </ul> </p>



All costs are net. Premium positions with industry-wide exposure are also available in SRDS Business Media Solutions.

Contact your Account Manager at 800.851.SRDS (7737) or Joseph Hayes, VP/Publisher, at (646) 895.8421 or jhayes@srds.com

Platinum Sponsorship	
Your Print Media Listing 	Your Digital Media Listing 
<p><b>SRDS Online Exposure</b> Title receives <b>yellow highlight</b> and preferred placement in Class, Keyword and Title Searches, Profile and Contact Reports</p> <p><b>Class Rotation Advertising</b></p> <ul style="list-style-type: none"> <li>• Half Banner</li> <li>• Large Rectangle Screen Ad</li> </ul> <p><b>Full Banner</b> above your listing</p> <p><b>Essential Brand Solution</b></p> <ul style="list-style-type: none"> <li>• Miniature Cover</li> <li>• Logo and Corporate Logo</li> <li>• Positioning Statement (100-word promotional message)</li> <li>• Publisher's Research link</li> <li>• Link to Logo/Image Library</li> <li>• Enhanced Featured Marketing Opportunities (In SRDS listing: Electronic Media, Event, Print-Based, List/Database, and Other. Up to 5 at a time. Name and description for each.)</li> </ul> <p><b>SRDS Print Exposure</b> In annual <b>Business Media Advertising Source</b>, your publication gets <b>Half-Page (20")</b>, 4-Color ROP Ad in class</p> <p><b>Essential Brand Solution</b></p> <ul style="list-style-type: none"> <li>• 4-Color Miniature Cover</li> <li>• 4-Color Logo and Corporate Logo</li> <li>• Positioning Statement (100-word promotional message)</li> <li>• Enhanced Featured Marketing Opportunities (In SRDS listing: Electronic Media, Event, Print-Based, List/Database, and Other. Up to 5 at a time. Name and description for each.)</li> </ul> <p><b>In annual Business Media Connections, Your Print Title gets Full-Page Premium Profile</b></p> <ul style="list-style-type: none"> <li>• Full-Page 4-Color Ad just after Market Sponsor, in alpha order with any other platinum advertisers</li> <li>• 4-Color Miniature Cover, Logo, Corporate Logo and Publisher's Positioning Statement</li> <li>• Frequency, Total Circulation, B/W and 4-Color 1-Time Page Rates</li> <li>• Publishing Company, Address, Phone, Fax, URL, email</li> <li>• Enhanced Featured Marketing Opportunities (See Above)</li> <li>• Contact Information</li> </ul>	<p><b>SRDS Online Exposure</b> Title receives <b>yellow highlight</b> and preferred placement in Class, Keyword and Title Searches, Profile and Contact Reports</p> <p><b>Class Rotation Advertising</b></p> <ul style="list-style-type: none"> <li>• Half Banner</li> <li>• Large Rectangle Screen Ad</li> </ul> <p><b>Full Banner</b> above your listing</p> <p><b>Essential Brand Solution</b></p> <ul style="list-style-type: none"> <li>• Website Image</li> <li>• Logo and Corporate Logo</li> <li>• Positioning Statement (100-word promotional message)</li> <li>• Publisher's Research link</li> <li>• Link to Logo/Image Library</li> <li>• Enhanced Featured Marketing Opportunities (In SRDS listing: Electronic Media, Event, Print-Based, List/Database, and Other. Up to 5 at a time. Name and description for each.)</li> <li>• Up to 5 Digital Personnel listed</li> <li>• Digital Ad Sales Offices listed</li> </ul>



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Gold Sponsorship	
Your Print Media Listing 	Your Digital Media Listing 
<p><b>SRDS Online Exposure</b>            Title receives <b>pale red highlight</b> in Class, Keyword and Title Searches</p> <p><b>Preferred Placement</b> in Results</p> <p><b>Class Rotation Advertising</b></p> <ul style="list-style-type: none"> <li>• Half Banner</li> <li>• Large Rectangle Screen Ad</li> </ul> <p><b>Full Banner</b> above your listing</p> <p><b>Essential Brand Solution</b></p> <ul style="list-style-type: none"> <li>• Miniature Cover</li> <li>• Logo and Corporate Logo</li> <li>• Positioning Statement (100-word promotional message)</li> <li>• Publisher's Research link</li> <li>• Link to Logo/Image Library</li> <li>• Enhanced Featured Marketing Opportunities (In SRDS listing: Electronic Media, Event, Print-Based, List/Database, and Other. Up to 5 at a time. Name and description for each.)</li> </ul> <p><b>SRDS Print Exposure</b>            In annual Business Media Advertising Source, your publication gets Quarter-Page (10"), 4-Color ROP Ad in class</p> <p><b>Essential Brand Solution</b></p> <ul style="list-style-type: none"> <li>• 4-Color Miniature Cover</li> <li>• 4-Color Logo and Corporate Logo</li> <li>• Positioning Statement (100-word promotional message)</li> <li>• Enhanced Featured Marketing Opportunities (In SRDS listing: Electronic Media, Event, Print-Based, List/Database, and Other. Up to 5 at a time. Name and description for each.)</li> </ul> <p><b>In annual Business Media Connections, Your Print Title gets Full-Page Premium Profile</b></p> <ul style="list-style-type: none"> <li>• 4-Color Miniature Cover, Logo, Corporate Logo and Publisher's Positioning Statement</li> <li>• Frequency, Total Circulation, B/W and 4-Color 1-Time Page Rates</li> <li>• Publishing Company, Address, Phone, Fax, URL, email</li> <li>• Enhanced Featured Marketing Opportunities (See Above)</li> <li>• Contact Information</li> </ul>	<p><b>SRDS Online Exposure</b>            Title receives <b>pale red highlight</b> in Class, Keyword and Title Searches</p> <p><b>Preferred Placement</b> in Results</p> <p><b>Class Rotation Advertising</b></p> <ul style="list-style-type: none"> <li>• Half Banner</li> <li>• Large Rectangle Screen Ad</li> </ul> <p><b>Full Banner</b> above your listing</p> <p><b>Essential Brand Solution</b></p> <ul style="list-style-type: none"> <li>• Website Image</li> <li>• Logo and Corporate Logo</li> <li>• Positioning Statement (100-word promotional message)</li> <li>• Publisher's Research link</li> <li>• Link to Logo/Image Library</li> <li>• Enhanced Featured Marketing Opportunities (In SRDS listing: Electronic Media, Event, Print-Based, List/Database, and Other. Up to 5 at a time. Name and description for each.)</li> <li>• Up to 5 Digital Personnel listed</li> <li>• Digital Ad Sales Offices listed</li> </ul>



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Basic Brand Solution	
Your Print Media Listing 	Your Digital Media Listing 
<p><b>SRDS Online Exposure</b></p> <ul style="list-style-type: none"> <li>• Gray Shading in Class, Keyword and Title Results</li> <li>• Preferred Placement in Results</li> <li>• Black/White Logo and Corporate Logo</li> <li>• Link to Logo/Image Library</li> <li>• Basic Featured Marketing Opportunities (In SRDS listing: Name of Electronic Media, Events, Print-Based, List/Database, and Other. Up to 5 at a time.)</li> </ul> <p><b>SRDS Print Exposure</b></p> <p><b>In annual Business Media Advertising Source, your publication gets</b></p> <ul style="list-style-type: none"> <li>• Black/White Logo and Corporate Logo</li> <li>• Basic Featured Marketing Opportunities (In SRDS listing: Name of Electronic Media, Events, Print-Based, List/Database, and Other. Up to 5 at a time.)</li> </ul> <p><b>In annual Business Media Connections, Your Print Title gets Basic Profile</b></p> <ul style="list-style-type: none"> <li>• Black/White Logo and Corporate Logo</li> <li>• Frequency, Total Circulation, B/W and 4-Color 1-Time Page Rates</li> <li>• Publishing Company, Address, Phone, Fax, URL, email</li> <li>• Basic Featured Marketing Opportunities (See Above)</li> </ul>	<p><b>SRDS Online Exposure</b></p> <ul style="list-style-type: none"> <li>• Gray Shading in Class, Keyword and Title Results</li> <li>• Preferred Placement in Results</li> <li>• Black/White Logo and Corporate Logo</li> <li>• Link to Logo/Image Library</li> <li>• Basic Featured Marketing Opportunities (In SRDS listing: Name of Electronic Media, Events, Print-Based, List/Database, and Other. Up to 5 at a time.)</li> </ul>

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## 2010 Closing Dates

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### Closing Dates January 1, 2010

Online programs can start any time (materials due 5 business days prior to posting).

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### Business Media Advertising Source™ Print Edition Dates

Issue	Ad Close	Materials Due	Mail Date
2010	4/20/10	4/23/10	May 2010

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### Business Media Connections™ Dates

Issue	Ad Close	Materials Due	Mail Date
2010	7/6/10	7/9/10	August 2010

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#### GENERAL RATE POLICY

Advertising schedules and/or insertion instructions are subject to change upon notice from the publisher. Advertising will be billed at rates prevailing at time of insertion. Any direct billing to the advertiser will be at net rates, unless otherwise specified by Account Manager.

#### CONTRACT AND COPY REGULATIONS

Insertion schedules cancelable only with written notice when received 10 days prior to closing date of advertising; short rates will apply. If the new copy is not received by material due date, SRDS reserves the right to repeat last advertisement. Premium position schedules can be canceled only with written notice 90 days before closing date.

#### BLEED

No charge.

#### SPECIAL SERVICES

**Copy & Design Charges:** Creative services for print and online advertisements are available for a fee. Please discuss with your SRDS contact.

#### CIRCULATION

**BPA & ABC Audited:** Serves those in agencies and advertiser organizations who engage in market and media selection functions.