

# Circulation 2011®



## Connecting You to Decision Makers

### Promote Your Publication to Active Buyers

SRDS continues to advance the media community with quality information services covering the world of advertising and marketing opportunities. As they have for 90 years, planners and buyers turn to SRDS when they are actively searching for the most effective vehicles for their products and services. In a constantly evolving industry, SRDS remains the trusted resource, responding to the changing needs of media professionals with current, accurate data in user-friendly formats. And we provide this detailed data right when decisions are being made.

Top media professionals seek advertising opportunities among almost 1,400 dailies, 164 newspaper groups, 25 consumer magazines and 4 national supplements in Circulation. With listings organized by metro, state and television viewing areas, it's vital that your publication stands out in your market. Subscribers use the annual print issue of this resource, helping them analyze circulation, household penetration figures and market rankings.



### Reach a Highly Targeted, Qualified Audience

Our subscribers are your target audience. Media decision makers at top agencies, medium and small agencies and top advertiser companies use our products and services. They use Circulation to look for current data on trusted publications and to explore new opportunities and new markets. Your ad can highlight the competitive advantages your publication offers!

### Tell Your Story—At the Point of Purchase

With ads, you can tell your whole story and impact decisions. Subscribers repeatedly refer to our service while creating campaigns, so your ads communicate what you would in person to thousands of professionals 24/7. Upon seeing your ad, our subscribers act by adding publications to their plans, requesting media kits, contacting sales reps and buying ad space.

Showcase the valuable readership of your publication at the point of purchase. Advertising packages allow you to maximize your presence to media planners and buyers. Together, we can create an integrated advertising solution to fit your needs and influence planning and buying decisions.

**SRDS. Where Media Decisions Are Made.®**

#### SRDS CORPORATE OFFICE

1700 Higgins Road, Des Plaines, IL 60018-5605  
800.851.SRDS (7737) • [www.SRDS.com](http://www.SRDS.com)

#### ADVERTISING SALES

**Ron Speechley**, Associate Publisher, *Circulation 2011*®  
(815) 834.2499 • E-mail: [rspee@srds.com](mailto:rspee@srds.com)

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#### LISTING SUBMISSIONS & UPDATES

**June Levy**, Director, Data Services, *Circulation 2011*®  
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#### ADVERTISING PRODUCTION

**Jose Fernandez**, Advertising Production Coordinator  
(847) 375.5169 • E-mail: [jfern@srds.com](mailto:jfern@srds.com)

#### BILLING

**Carol DeBartolo**, Billing Manager  
(847) 375.5020 • E-mail: [cdeba@srds.com](mailto:cdeba@srds.com)

#### SUBSCRIPTION INFORMATION & OTHER INQUIRIES

**SRDS Service Center**  
800.851.SRDS (7737) • E-mail: [contact@srds.com](mailto:contact@srds.com)

**Contact your Account Manager at 800.851.SRDS (7737) or  
Ron Speechley, Associate Publisher, at (815) 834.2499 or [rspee@srds.com](mailto:rspee@srds.com)**

## 2010 Display Rates

BLACK & WHITE RATES	1 ISSUE
Full Page (30")	10,525
2/3 Page (20")	8,500
1/2 Page (15")	5,800
1/3 Page (10")	4,910
1/4 Page (7-1/2")	3,890
1/6 Page (5")	3,410
2nd/3rd Cover	10,560
4th Cover	13,310
Spine	11,230

TWO COLOR <sup>A</sup> RATES	1 ISSUE
<small>Black plus one AAAA color</small>	
Full Page (30")	11,790
2/3 Page (20")	9,780
1/2 Page (15")	8,110
1/3 Page (10")	6,200
1/4 Page (7-1/2")	5,180
1/6 Page (5")	4,680
2nd/3rd Cover	11,840
4th Cover	14,580
Spine	11,790
Tabbed Section Divider (60") 2-Sided <sup>3</sup>	11,820
Tabbed Section Divider (60") 2-Sided w/Custom Tab <sup>3,4</sup>	14,170

FOUR COLOR RATES	1 ISSUE
Full Page Insert (30") 1-Sided <sup>2</sup>	15,840
1st Cover	29,530
2nd/3rd Cover	15,220
4th Cover	18,590
Spine	14,380
Tabbed Section Divider (60") 2-Sided <sup>3</sup>	15,220
Tabbed Section Divider (60") 2-Sided w/Custom Tab <sup>3,4</sup>	19,040
Bookmark	15,220
Bookmark w/Custom Ribbon	19,040

<sup>1</sup>Rates are for each individual advertisement.

<sup>2</sup>Includes inserting, printing and bleed on 70 lb. enamels available on request.

<sup>3</sup>Tabbed Dividers may only run in approved locations. Discuss with your SRDS contact for available positions.

<sup>4</sup>Custom Tabs must follow the SRDS custom tab mechanical requirements.

<sup>A</sup>Replace AAAA color with any non-AAAA color, add an additional \$622 per insertion.  
Add a second AAAA color (other than black), add an additional \$762 per insertion.

## 2010 Closing Dates and Policies

ISSUE	ADVERTISING CLOSING DATE	MATERIAL DUE DATE
October	August 31, 2010	September 3, 2010

### 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

Advertisers will receive a copy of the printed editions in which their display advertising appears. Insertion schedules cancellable 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 and Design Charges:

Creative services for print and online advertisements are available for a fee. Please discuss with your SRDS contact.

### CIRCULATION

Serves those in agencies and advertiser organizations who engage in market and media selection functions.

Contact your Account Manager at 800.851.SRDS (7737) or Ron Speechley, Associate Publisher, at (815) 834.2499 or rspee@srds.com