





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>Featured Marketing Opportunities</b>                      In SRDS listing: Electronic Media, Event, Print-Based, List/Database, and Other. Up to 5 at a time. Name and description for each.  <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> </ul> </p> <p><b>SRDS Print Exposure</b>                      In annual Consumer Media Advertising Source, your publication gets <b>Exclusive "Class Sponsor" Position: 2-Sided (60"), 4-Color Market Sponsor Ad</b>  <b>Featured Marketing Opportunities</b>                      In SRDS listing: Electronic Media, Event, Print-Based, List/Database, and Other. Up to 5 at a time. Name and description for each.  <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> </ul> <b>In annual Consumer 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>• 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>Featured Marketing Opportunities</b>                      In SRDS listing: Electronic Media, Event, Print-Based, List/Database, and Other. Up to 5 at a time. Name and description for each.  <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>• 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 Consumer 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>Featured Marketing Opportunities</b> In SRDS listing: Electronic Media, Event, Print-Based, List/Database, and Other. Up to 5 at a time. Name and description for each.</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> </ul> <p><b>SRDS Print Exposure</b> In annual Consumer Media Advertising Source, your publication gets <b>Full-Page (40")</b>, 4-Color ROP Ad in class</p> <p><b>Featured Marketing Opportunities</b> In SRDS listing: Electronic Media, Event, Print-Based, List/Database, and Other. Up to 5 at a time. Name and description for each.</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> </ul> <p><b>In annual Consumer 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>• 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>Featured Marketing Opportunities</b> In SRDS listing: Electronic Media, Event, Print-Based, List/Database, and Other. Up to 5 at a time. Name and description for each.</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>• 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>Featured Marketing Opportunities</b> In SRDS listing: Electronic Media, Event, Print-Based, List/Database, and Other. Up to 5 at a time. Name and description for each.</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> </ul> <p><b>SRDS Print Exposure</b> In annual Consumer Media Advertising Source, your publication gets <b>Half-Page (20")</b>, 4-Color ROP Ad in class</p> <p><b>Featured Marketing Opportunities</b> In SRDS listing: Electronic Media, Event, Print-Based, List/Database, and Other. Up to 5 at a time. Name and description for each.</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> </ul> <p><b>In annual Consumer 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>• 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>Featured Marketing Opportunities</b> In SRDS listing: Electronic Media, Event, Print-Based, List/Database, and Other. Up to 5 at a time. Name and description for each.</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>• Up to 5 Digital Personnel listed</li> <li>• Digital Ad Sales Offices listed</li> </ul>



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Silver Sponsorship	
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<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>Full Banner</b> above your listing</p> <p><b>Featured Marketing Opportunities</b> In SRDS listing: Electronic Media, Event, Print-Based, List/Database, and Other. Up to 5 at a time. Name and description for each.</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> </ul> <p><b>SRDS Print Exposure</b> In annual Consumer Media Advertising Source, your publication gets <b>Quarter-Page (10")</b>, 4-Color ROP Ad in class</p> <p><b>Featured Marketing Opportunities</b> In SRDS listing: Electronic Media, Event, Print-Based, List/Database, and Other. Up to 5 at a time. Name and description for each.</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> </ul> <p><b>In annual Consumer 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>• 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>Full Banner</b> above your listing</p> <p><b>Featured Marketing Opportunities</b> In SRDS listing: Electronic Media, Event, Print-Based, List/Database, and Other. Up to 5 at a time. Name and description for each.</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>• Up to 5 Digital Personnel listed</li> <li>• Digital Ad Sales Offices listed</li> </ul>

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Essential Brand Solution	
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<p><b>SRDS Online Exposure</b></p> <ul style="list-style-type: none"> <li>• Pale Red highlight in Class, Keyword and Title Results</li> <li>• Preferred Placement in Results</li> <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> </ul> <p><b>SRDS Print Exposure</b></p> <p><b>In annual Consumer Media Advertising Source, your publication gets</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> </ul> <p><b>In annual Consumer Media Connections, Your Print Title gets Half-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> </ul>	<p><b>SRDS Online Exposure</b></p> <ul style="list-style-type: none"> <li>• Pale Red highlight in Class, Keyword and Title Results</li> <li>• Preferred Placement in Results</li> <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>• Up to 5 Digital Personnel listed</li> <li>• Digital Ad Sales Offices listed</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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### Consumer Media Advertising Source™ Print Edition Dates

Issue	Ad Close	Materials Due	Mail Date
2010	5/11/10	5/14/10	June 2010

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### Consumer Media Connections™ Dates

Issue	Ad Close	Materials Due	Mail Date
2010	8/10/10	8/13/10	September 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

Advertisers will receive a copy of the printed editions in which their display advertising appears. 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.

### COMMISSION

All costs printed here are NET. Ask your Account Manager for gross rates if needed for agency commission.

### 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 FOR PRINT EDITION

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

### CIRCULATION FOR CONSUMER MAGAZINE CONNECTIONS

Non-paid distribution to qualified decision makers at agencies and advertiser organizations who engage in market and media selection functions.