

Direct Marketing Solutions



Mega-Market Solution

2010 Rates		
# of Essential Datacard Solutions (Eligible) (1)	Annual Rate	Total Monthly Rate
75	\$41,196	\$3,433

Your Essential Datacard Solution Includes:

- Your Banner Ad
- 4-Color Logo and Miniature Cover
- Promotional Datacard Description
- 3 "Also Recommended" Links from Datacard
- Yellow Highlight in Results Set

DMLS (Online)			
# of DMLS Classifications/Market Sponsor Positions	# of DMLS Classifications/Feature Positions	Total # of DMLS Classifications	DMLS Premium Rotation (2)*
2 classes, 1 showcase list and 3 top featured lists each	3 classes, 2 lists each in gold	5	✓

SRDS DirectNet (Online)			
DirectNet List Leader Board Rotation	DirectNet Home Page Full Banner Rotation (3)	DirectNet List Manager Microbar	DirectNet Premium Rotation (4)**
✓	✓	✓	✓

DMLS Print (4-color Annual)						
2-Sided 60" Class Chevron	10" ROP Ad Unit	Enhanced Basic Listings	Location of Basic Listings	List Mgr Company Description/Contact Information	Corporate Logo	List Manager 4-Color 5" Ad
2	5	all non-eds cards throughout product	-	✓	✓	✓

Additional Gold Class Entitlements

DMLS: Large Rectangle Screen Ad & Half Banner Ad Rotation in Keyword and Class Searches; Lists Appear Near Top of List Summary Reports.
SRDS Marketer Network: Featured Lists Appear Near Top of Results When Meet Criteria.

Additional Market Sponsor Class Entitlements

DMLS: Market Solution Logo Banner, Large Rectangle Screen Ad & Half Banner Ad Rotation in Keyword and Class Searches; Lists Appear at Top of List Summary Reports, Keyword Search Class Microbar and DMLS List Manager Search Ad Rotation.
SRDS Marketer Network: Featured Lists Appear Near Top of Results When Meet Criteria.

*DMLS Premium Includes: Welcome Large Rectangle Screen Ad Rotation, Keyword/Title Search Screen Rotation, Premium Banner Rotation

**DirectNet Premium Rotation includes: Welcome Large Rectangle Screen Ad, Premium Banner Rotation, Advanced Query Screen

SRDS. Where List Decisions Are Made.

Contact Joseph Hayes, VP/Publisher, at (646) 895.8421 or jhayes@srds.com

Direct Marketing Solutions



Multi-Market Solution

2010 Rates		
# of Essential Datacard Solutions (Eligible) (1)	Annual Rate	Total Monthly Rate
50	\$28,836	\$2,403

Your Essential Datacard Solution Includes:

- Your Banner Ad
- 4-Color Logo and Miniature Cover
- Promotional Datacard Description
- 3 "Also Recommended" Links from Datacard
- Yellow Highlight in Results Set

DMLS (Online)			
# of DMLS Classifications/Market Sponsor Positions	# of DMLS Classifications/Feature Positions	Total # of DMLS Classifications	DMLS Premium Rotation (2)*
1 class, 1 showcase list and 3 top featured lists	2 classes, 2 lists each in gold	3	✓

SRDS DirectNet (Online)			
DirectNet List Leader Board Rotation	DirectNet Home Page Full Banner Rotation (3)	DirectNet List Manager Microbar	DirectNet Premium Rotation (4)
✓	✓	✓	-

DMLS Print (4-color Annual)						
2-Sided 60" Class Chevron	10" ROP Ad Unit	Enhanced Basic Listings	Location of Basic Listings	List Mgr Company Description/Contact Information	Corporate Logo	List Manager 4-Color 5" Ad
1	3	all non-eds cards in 3 sponsored class	all non-eds cards outside 3 sponsored class	✓	✓	✓

Additional Gold Class Entitlements

DMLS: Large Rectangle Screen Ad & Half Banner Ad Rotation in Keyword and Class Searches; Lists Appear Near Top of List Summary Reports.
SRDS Marketer Network: Featured Lists Appear Near Top of Results When Meet Criteria.

Additional Market Sponsor Class Entitlements

DMLS: Market Solution Logo Banner, Large Rectangle Screen Ad & Half Banner Ad Rotation in Keyword and Class Searches; Lists Appear at Top of List Summary Reports, Keyword Search Class Microbar and DMLS List Manager Search Ad Rotation.
SRDS Marketer Network: Featured Lists Appear Near Top of Results When Meet Criteria.

*DMLS Premium Includes: Welcome Screen Rotation, Keyword/Title Search Screen Rotation, Premium Banner Rotation

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Direct Marketing

Solutions



Market Solution

2010 Rates		
# of Essential Datacard Solutions (Eligible) (1)	Annual Rate	Total Monthly Rate
25	\$15,456	\$1,288

Your Essential Datacard Solution Includes:

- Your Banner Ad
- 4-Color Logo and Miniature Cover
- Promotional Datacard Description
- 3 "Also Recommended" Links from Datacard
- Yellow Highlight in Results Set

DMLS (Online)			
# of DMLS Classifications/Market Sponsor Positions	# of DMLS Classifications/Feature Positions	Total # of DMLS Classifications	DMLS Premium Rotation (2)
0	1 class with 1 list in silver	1	-

SRDS DirectNet (Online)			
DirectNet List Leader Board Rotation	DirectNet Home Page Full Banner Rotation (3)	DirectNet List Manager Microbar	DirectNet Premium Rotation (4)
✓	✓	-	-

DMLS Print (4-color Annual)						
2-Sided 60" Class Chevron	10" ROP Ad Unit	Enhanced Basic Listings	Location of Basic Listings	List Mgr Company Description/Contact Information	Corporate Logo	List Manager 4-Color 5" Ad
-	1	all non-eds cards in 1 sponsored class	all non-eds cards outside 1 sponsored class	✓	✓	✓

Additional Silver Class Entitlements

DMLS: Large Rectangle Screen Ad & Half Banner Ad Rotation in Keyword and Class Searches; Lists Appear Near Top of List Summary Reports.
SRDS Marketer Network: Featured Lists Appear Near Top of Results When Meet Criteria.

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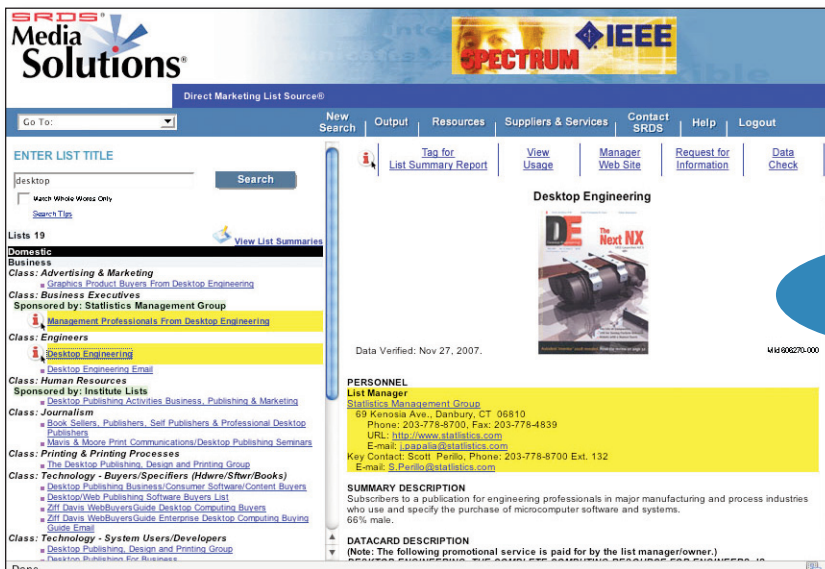
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Direct Marketing Solutions



Essential Datacard Solution

2010 Rates			
Quantity Pricing	# of Essential Datacard Solutions	Monthly Per Card Rate	Annual Per Card Rate
1-4 EDS	1	\$67	\$804
5-9 EDS	5	\$62	\$744
10-14 EDS	10	\$57	\$684
15-19 EDS	15	\$54	\$648
20-24 EDS	20	\$53	\$636



DMLS Datacard

SRDS Essential Datacard Solution Elements	DMLS Online	SRDS DirectNet Online	DMLS Print 4-Color Annual
4-Color Logo	✓	✓	✓
4-Color Miniature Cover	✓	✓	✓
Listing Banner Ad (Half Banner)	✓	✓	
Promotional Datacard Description	✓	✓	✓
3 "Also Recommended" Links from Datacard	✓	✓	✓
Yellow Highlight in Search Results	✓	✓	✓

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