

Connecting You to Decision Makers

Promote Your Hispanic Offering 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 marketing opportunities across all media among over 2,500 options focusing on the Hispanic market in the Hispanic Media & Market Source. With detailed listings organized by DMA and media type, it's vital that your offering stands out in your market. Subscribers receive 4 quarterly print issues of this resource to select the venues that deliver the Hispanic audiences they need.



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 the Hispanic Media & Market Source to look for current data on trusted vehicles and to explore new opportunities, new markets and specifically focus on Hispanic audiences. Your ad can highlight the competitive advantages you offer!

Tell Your Story—At the Point of Purchase

Ads in SRDS offer unique opportunities to showcase your competitive advantages and highlight your market. 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 options to their plans, requesting additional information, contacting sales reps and buying ad space.

Showcase the valuable features and industry leadership of your offering 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

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ADVERTISING SALES

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SUBSCRIPTION INFORMATION & OTHER INQUIRIES

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

2010 Display Rates

BLACK & WHITE	1X	4X
Full Page (40")	\$3,350	\$2,160
3/4 Page (30")	2,800	1,855
1/2 Page (20")	2,545	1,620
1/3 Page (15")	2,130	1,410
1/4 Page (10")	1,720	1,215
1/5 Page (7-1/2")	1,425	1,015
1/8 Page (5")	1,300	900
2nd/3rd Cover	3,840	3,180
4th Cover	8,790	8,385
Spine	3,535	2,650
2nd/3rd Cover Gatefold	7,730	7,000
Tabbed Section Divider (80") 2-Sided ²	5,170	4,340
Tabbed Section Divider (80") 2-Sided w/Custom Tab ^{2,3}	6,210	5,200

TWO COLOR [^] Black plus one AAAA color	1X	4X
Full Page (40")	\$4,850	\$3,245
3/4 Page (30")	3,950	2,960
1/2 Page (20")	3,615	2,715
1/3 Page (15")	3,220	2,560
1/4 Page (10")	2,850	2,315
1/5 Page (7-1/2")	2,545	2,100
1/8 Page (5")	2,400	2,015
2nd/3rd Cover	5,220	4,260
4th Cover	9,880	9,500
Spine	4,380	3,545
2nd/3rd Cover Gatefold	8,980	8,260
Tabbed Section Divider (80") 2-Sided ²	6,445	5,580
Tabbed Section Divider (80") 2-Sided w/Custom Tab ^{2,3}	7,710	6,720

FOUR COLOR	1X	4X
Full Page Insert (40") 1-Sided ¹	\$6,215	\$5,120
1st Cover	15,400	14,540
2nd/3rd Cover	6,710	6,110
4th Cover	12,310	11,340
Spine	6,490	5,570
2nd/3rd Cover Gatefold	10,965	9,900
Tabbed Section Divider (80") 2-Sided ²	8,400	7,260
Tabbed Section Divider (80") 2-Sided w/Custom Tab ^{2,3}	10,070	8,700
Bookmark	13,455	13,100
Bookmark w/Custom Ribbon	16,130	15,700

MULTIPLE ISSUE PRE-PRINT ⁴	2X	4X
Tabbed Section Divider (80") 2-Sided ²	\$7,455	\$7,050
Tabbed Section Divider (80") 2-Sided w/Custom Tab ^{2,3}	8,940	8,450
Bookmark	12,425	12,100
Bookmark w/Custom Ribbon	14,900	14,485

¹Includes inserting, printing and bleed on 70 lb. enamel stock. Metallic color rates available on request.

²Tabbed Dividers may only run in approved locations. Discuss with your SRDS contact for available positions.

³Custom Tabs must follow the SRDS custom tab mechanical requirements.

⁴Pre-print discounts are applied to orders with written authorization for SRDS to print entire supply of inserts in a single press run for the indicated number of issues.

Once printed, customer is liable for cost of all materials printed regardless if inserted into publication and short rates will apply.

[^]Replace AAAA color with any non-AAAA color, add an additional \$510 per insertion. Add a second AAAA color (other than black), add an additional \$625 per insertion.

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2010 Listing Enhancement Rates

BRANDING ENHANCEMENT PACKAGES	Rate Per Insertion
Cover Billboard	\$477
POSITIONING ENHANCEMENT PACKAGES	Rate Per Insertion
Duplicate Listing (flat rate)	\$192
Cross-reference	\$81
VISIBILITY ENHANCEMENT PACKAGES	Rate Per Insertion
Color	
Red Masthead Logo† (0.437" deep) (replacing listing title)	\$175
Double Red Masthead Logo† (0.875" deep)	\$279
Yellow Highlight (one column listing – 10")	\$465
Black & White	
Boldface Heading (2-line limit)	\$81
Masthead Logo (0.437" deep) (replacing listing title)	\$134
Double Masthead Logo (0.875" deep)	\$242
Call Letter Logo (0.437" deep)	\$125
Corporate/Group/Network Format/Representative Logo (0.437" deep) (appears below listing title)	\$81

Minimum four consecutive insertions. Services are run until canceled in writing by customer. No agency commission.
 Maximum single logo size 0.437" in depth by 2.18" in width.
 †Replace AAAA red with any other AAAA color, add an additional \$28 per insertion.
 Replace AAAA red with any non-AAAA color, add an additional \$555 per insertion.
 Add a second AAAA color (other than black), add an additional \$681 per insertion.

2010 Closing Dates and Policies

ISSUE	ADVERTISING CLOSING DATE	MATERIAL DUE DATE
March	February 2, 2010	February 5, 2010
June	May 4, 2010	May 7, 2010
September	August 17, 2010	August 20, 2010
December	November 2, 2010	November 5, 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 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 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.

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