

SRDS International

Media Guides™



2011 Display Rates

EXPOSURE	12-MONTH INVESTMENT PER INSERTION		
	1X	3X	5X
Premium Exposure			
Premium Rotation Banner (Half Banner)	(annual rate)	(annual rate)	(annual rate)
Class Screen Ad (Large Rectangle)			
Results Menu Rotation Banner (Half Banner)			
Class Rotation Banner (Half Banner)			
Listing Banner (Half Banner)			
Ad Icon			
1st Cover	\$8,275	\$8,105	\$7,535
2nd Cover	7,785	7,635	7,085
3rd Cover	7,785	7,635	7,085
4th Cover	8,020	7,860	7,300
Spine	7,940	7,775	7,320
Bookmark ^{3,4}	18,100	12,700	
Market Leader Exposure*			
Class Screen Ad (Large Rectangle)	(annual rate)	(annual rate)	(annual rate)
Results Menu Rotation Banner (Half Banner)			
Class Rotation Banner (Half Banner)			
Listing Banner (Half Banner)			
Ad Icon			
Inquire about Available Print Opportunities.			
Full Page, B/W (40")	4,465	3,945	3,575
Full Page, 2-Color (40")	5,445	4,785	4,350
Full Page, 4-Color (40")	6,735	6,600	6,270
Tabbed Divider			
1-Sided, B/W (40")	8,370	8,125	7,800
1-Sided, 2-Color (40")	8,995	8,730	8,370
1-Sided, 4-Color (40")	9,730	9,435	9,060
2-Sided, 4-Color (80")	11,600	11,250	10,780
2-Sided, 4-Color (80") with Custom Tab ²	13,910	13,500	12,920
Market Competitive Exposure			
Results Menu Rotation Banner (Half Banner)	(annual rate)	(annual rate)	(annual rate)
Class Rotation Banner (Half Banner)			
Listing Banner (Half Banner)			
Ad Icon			
1/2 Page, B/W (20") (Plus \$600 for 2-Color) [^]	3,075	2,715	2,450
Market Visibility Exposure			
Class Rotation Banner (Half Banner)	(annual rate)	(annual rate)	(annual rate)
Listing Banner (Half Banner)			
Ad Icon			
1/4 Page, B/W (10") (Plus \$600 for 2-Color) [^]	2,090	1,870	1,675
Representative Packages			
Premium Rep Screen (Large Rectangle)			
Results Menu Banner (Half Banner)			
Ad Icon			
10, 1" B/W Ads	4,435		
Results Menu Banner (Half Banner)			
Ad Icon			
1" B/W Ad	375		

ONLINE ONLY

Logo Banner (Micro Bar)	\$3,600
Title Search Screen (Large Rectangle)	3,020
Rep Search Screen (Large Rectangle)	1,810
Geographic Search Program	1,210
Geo Screen Ad (Large Rectangle)	
Results Menu Banner (Half Banner)	
Geo Banner (Half Banner)	

¹ Tabbed Dividers may only run in approved locations. Discuss with your SRDS contact for available positions.

² Custom Tabs must follow the SRDS Custom Tab mechanical requirements

³ Includes inserting, printing and bleed on 70 lb. enamel stock. Metallic color rates available on request.

⁴ Customized ribbons for the bookmark are available for an additional 20%.

[^] Black plus one AAAA color. Replace AAAA color with any non-AAAA color and add an additional \$950 per insertion. Add a second AAAA color (other than black) add an additional \$950 per insertion.

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

2011 Listing Enhancement Rates

Listing Enhancement	Results Menu Treatment	Listing Detail	Annual Rate
Duplicate Listing (flat rate)	Standard	Full Listing Detail	\$427
Boldface Heading	Boldface/Gray	Boldface	\$162
Masthead Logo – B/W (7/16")	Boldface/Gray	B/W Logo, Listing Banner, Ad Icon	\$321
Red Masthead Logo* (7/16")	Boldface/Yellow	Red Logo, Listing Banner, Ad Icon	\$399
Double Masthead Logo* (7/8")	Boldface/Yellow	2x Size Red Logo, Listing Banner, Ad Icon	\$355

All listing banners (half banners) and ad icons link to a landing screen which links to publisher's Web site.

*AAAA red only.

2011 Closing Dates and Policies

Print Issue	Advertising Closing Date	Materials Due Date	Printed
Business Publications: Asia-Pacific/Middle East/Africa	February 25, 2011	March 1, 2011	March 2011
Business Publications: Europe	June 14, 2011	June 16, 2011	July 2011
Business Publications: The Americas	September 15, 2011	September 19, 2011	October 2011
Newspapers Worldwide	July 21, 2011	July 25, 2011	August 2011
Consumer Magazines Worldwide	October 24, 2011	October 26, 2011	November 2011

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

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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