

SRDS International

Media Guides™



Connecting You To Decision Makers All Day, Every Day, Online.

Today's media decision maker has too much to do and not enough time. She won't see your reps, and she's making decisions in your market without ever reading your media kit or publication. How will you reach her?

Advertise in SRDS. Professionals at agencies of all sizes and advertiser companies use the five databases of the International Media Guides (IMG) to identify current comprehensive data on titles, link to audits, access media kits, and copy logos and covers into their files. They find the contacts they need and e-mail RFPs, creating and revising their plans. SRDS is essential to their work.

Your ads in SRDS can communicate your value when they're actively planning, even outside of business hours. When they want to know more. When they're comparing you to your competition. When you can't be there in person.

Maximize your presence in the online and print versions of SRDS with display ads that showcase your unique value, logos and covers that build your brand. It's the best way to stand out from your direct competitors, promote your market and audience and attract ad revenue. **We can create an advertising solution that fits your needs and impacts your business.**



International Media Guides

Business Publications: The Americas

- 2,300+ Trade Publications
- Organized into 208 Industry Classifications

Business Publications: Europe

- 8,000+ Trade Publications
- Organized into 208 Industry Classifications

Business Publications: Asia-Pacific/Middle East/Africa

- 2,500+ Trade Publications
- Organized into 208 Industry Classifications

Consumer Magazines Worldwide

- 4,400+ Trade Publications
- Organized into 75 Industry Classifications

Newspapers Worldwide

- Among 2,000+ Leading Newspapers
- Every Major City Worldwide

SRDS. Where Media Decisions Are Made.®

SRDS CORPORATE OFFICE

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SUBSCRIPTION INFORMATION & OTHER INQUIRIES

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

2010 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	\$8,035	\$7,870	\$7,315
2nd Cover	7,560	7,415	6,880
3rd Cover	7,560	7,415	6,880
4th Cover	7,785	7,630	7,085
Spine	7,705	7,550	7,105
Bookmark ^{3,4}	17,570	12,330	
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")	4,335	3,830	3,470
Full Page, 2-Color (40")	5,285	4,645	4,225
Full Page, 4-Color (40")	6,540	6,405	6,085
Tabbed Divider			
1-Sided, B/W (40")	8,125	7,890	7,570
1-Sided, 2-Color (40")	8,735	8,475	8,125
1-Sided, 4-Color (40")	9,445	9,160	8,795
2-Sided, 4-Color (80")	11,260	10,920	10,475
2-Sided, 4-Color (80") with Custom Tab ²	13,505	13,110	12,545
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")	2,985	2,635	2,380
(Plus \$600 for 2-Color) [^]			
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")	2,030	1,815	1,625
(Plus \$600 for 2-Color) [^]			
Representative Packages			
Premium Rep Screen (Large Rectangle)			
Results Menu Banner (Half Banner)			
Ad Icon			
10, 1" B/W Ads	4,305		
Results Menu Banner (Half Banner)			
Ad Icon			
1" B/W Ad	365		

ONLINE ONLY

Logo Banner (Micro Bar)	\$3,500
Title Search Screen (Large Rectangle)	2,935
Rep Search Screen (Large Rectangle)	1,760
Geographic Search Program	1,175
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.

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2010 Listing Enhancement Rates

Listing Enhancement	Results Menu Treatment	Listing Detail	Annual Rate
Duplicate Listing (flat rate)	Standard	Full Listing Detail	\$415
Boldface Heading	Boldface/Gray	Boldface	\$157
Masthead Logo – B/W (7/16")	Boldface/Gray	B/W Logo, Listing Banner, Ad Icon	\$312
Red Masthead Logo* (7/16")	Boldface/Yellow	Red Logo, Listing Banner, Ad Icon	\$387
Double Masthead Logo* (7/8")	Boldface/Yellow	2x Size Red Logo, Listing Banner, Ad Icon	\$345

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

*AAAA red only.

2010 Closing Dates and Policies

Print Issue	Advertising Closing Date	Material Due Date	Printed
Business Publications: Asia-Pacific/Middle East/Africa	March 2, 2010	March 4, 2010	March 2010
Business Publications: Europe	June 1, 2010	June 3, 2010	June 2010
Business Publications: The Americas	September 14, 2010	September 16, 2010	October 2010
Newspapers Worldwide	August 10, 2010	August 12, 2010	September 2010
Consumer Magazines Worldwide	October 26, 2010	October 28, 2010	November 2010

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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