

Newspaper Advertising Solutions



2010 Rates

	Online NAS (24/7)	Printed NAS (Annual)	Online Connections (Annual)	Circulation (Annual)	Monthly Investment	Annual Investment
Market Sponsorship	<p>Exclusive "DMA Sponsor" Position whenever your DMA is returned in Search Results.</p> <p>"State Sponsor Rotation" whenever your State is returned in State Search Results.</p> <p>Title Search Rotation in all Title Searches</p> <p>Market Analysis Exclusives</p> <ul style="list-style-type: none"> • DMA sponsor logo • DMA profile sponsor logo • DMA map sponsor logo <p>Market Analysis Rotation</p> <ul style="list-style-type: none"> • Vertical Banner • Large Rectangle Screen ad • Choose 20 reports to sponsor <p>Market Profiles & Map Rotation</p> <ul style="list-style-type: none"> • DMA Profile (Half Banner) • DMA Map (Half Banner) • State Profile (Half Banner) • State Map (Half Banner) <p>DMA & State Rotation</p> <ul style="list-style-type: none"> • Half Banner • Large Rectangle Screen ad • 5 Additional DMA Large Rectangle Screen Ads <p>Prominent Exposure as a Featured Publication, yellow highlight, at top of DMA, State and Title Results and Profile Report</p> <p>Listing Banner (Full Banner) & Ad Icon</p> <p>Essential Brand Solution on Display and Classified Listings</p> <ul style="list-style-type: none"> • 4-Color Front Page Image • 4-Color Brand Portfolio Image • 4-Color Logo • 4-Color Group Logo • Publisher's Positioning Statement in listing and Profile Reports • Publisher's Research link in primary listing, cross-references. Link appears in Profile Reports • Link to SRDS Logo/Cover Library • Distribution/Audience Profile Link in listing and Profile Report shows your coverage story • Additional Marketing Opportunities. Descriptions and links for up to 5 categories. Link also appears in Profile Reports <p>You receive the same listing placement, treatments, banner ads and screen ads in the Classified section</p>	<p>Full-Page (40"), 4-Color Market Sponsor Ad</p> <p>Essential Brand Solution on Display Listing</p> <ul style="list-style-type: none"> • 4-Color Front Page Image • 4-Color Logo • 4-Color Group Logo • Publisher's Positioning Statement • Additional Marketing Opportunities in segment 22 of listing 	<p>Target top retail and national advertising decision makers with an Exclusive "DMA Sponsor" Position: 2-Sided (30"), 4-Color Market Sponsor Ad.</p> <p>Full-Page Premium Profile at Front of DMA, after your Market Sponsor ad.</p> <ul style="list-style-type: none"> • 4-Color Front Page Image • 4-Color Logo • 4-Color Group Logo • Publisher's Positioning Statement • Frequency • Weekday and Sunday Circulation • Weekday and Sunday Page Rate • Basic Corporate Information: Publishing Company, Address, Phone, Fax, E-mail, URL • Additional Marketing Opportunities • Service Logos 	<p>Full-Page (30"), B/W ROP Ad in Circulation 2011 (Published 10/10)</p>	<p>call for details</p>	<p>call for details</p>

All costs are net.

Premium positions with industry-wide exposure are also available in SRDS Newspaper Advertising Solutions.

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

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Leadership Solutions	Online NAS (24/7)	Printed NAS (Annual)	Online Connections (Annual)	Circulation (Annual)	Monthly Investment	Annual Investment
Platinum Exposure	<p>Title receives yellow highlight and Featured Publication placement in DMA, State and Title Searches.</p> <p>Market Analysis Rotation</p> <ul style="list-style-type: none"> Vertical Banner Large Rectangle Screen ad Choose 10 reports to sponsor <p>DMA & State Rotation</p> <ul style="list-style-type: none"> Half Banner Large Rectangle Screen ad <p>Market Profiles & Map Rotation</p> <ul style="list-style-type: none"> DMA Profile (Half Banner) DMA Map (Half Banner) State Profile (Half Banner) State Map (Half Banner) <p>Listing Banner (Full Banner) & Ad Icon</p> <p>Essential Brand Solution</p> <ul style="list-style-type: none"> 4-Color Front Page Image 4-Color Brand Portfolio Image 4-Color Logo 4-Color Group Logo Publisher's Positioning Statement in listing and Profile Reports Publisher's Research link in primary listing, cross-references and Profile Reports Link to SRDS Logo/Cover Library Distribution/Audience Profile Link in listing and Profile Report shows your coverage story Additional Marketing Opportunities. Descriptions and links for up to 5 categories. Link also appears in Profile Reports <p>You receive the same listing placement, treatments, banner ads and screen ads in the Classified section</p>	<p>Half-Page (20"), 4-Color ROP Ad</p> <p>Essential Brand Solution on Display Listing</p> <ul style="list-style-type: none"> 4-Color Front Page Image 4-Color Logo 4-Color Group Logo Publisher's Positioning Statement Additional Marketing Opportunities in segment 22 of listing 	<p>Target top retail and national advertising decision makers with a Full-Page, 4-Color Platinum Ad after Market Sponsor, in alpha order with any other Platinum ads.</p> <p>Full-page Premium Profile at front of DMA, after your Platinum ad.</p> <ul style="list-style-type: none"> 4-Color Front Page Image 4-Color Logo 4-Color Group Logo Publisher's Positioning Statement Frequency Weekday & Sunday Circulation Weekday & Sunday Page Rate Basic Corporate Information: Publishing Company, Address, Phone, Fax, E-mail, URL Additional Marketing Opportunities Service Logos 	<p>Half-Page (15"), B/W ROP Ad in Circulation 2011 (Published 10/10)</p>	call for details	call for details
Gold Exposure	<p>Title receives pale red highlight and preferred placement in DMA, State and Title Searches</p> <p>Market Analysis Rotation</p> <ul style="list-style-type: none"> Vertical Banner Choose 3 reports to sponsor <p>DMA & State Rotation</p> <ul style="list-style-type: none"> Half Banner <p>Listing Banner (Full Banner) & Ad Icon</p> <p>Essential Brand Solution</p> <ul style="list-style-type: none"> 4-Color Front Page Image 4-Color Brand Portfolio Image 4-Color Logo 4-Color Group Logo Publisher's Positioning Statement in listing and Profile Reports Publisher's Research link in primary listing, cross-references and Profile Reports Link to SRDS Logo/Cover Library Distribution/Audience Profile Link in listing and Profile Report shows your coverage story Additional Marketing Opportunities. Descriptions and links for up to 5 categories. Link also appears in Profile Reports <p>You receive the same listing placement, treatments, banner ads and screen ads in the Classified section</p>	<p>Quarter-Page (10"), 4-Color ROP Ad</p> <p>Essential Brand Solution on Display Listing</p> <ul style="list-style-type: none"> 4-Color Front Page Image 4-Color Logo 4-Color Group Logo Publisher's Positioning Statement Additional Marketing Opportunities in segment 22 of listing 	<p>Full-page Premium Profile at front of DMA in alpha order with other Gold and EBS advertisers.</p> <ul style="list-style-type: none"> 4-Color Front Page Image 4-Color Logo 4-Color Group Logo Publisher's Positioning Statement Frequency Weekday & Sunday Circulation Weekday & Sunday Page Rate Basic Corporate Information: Publishing Company, Address, Phone, Fax, E-mail, URL Additional Marketing Opportunities Service Logos 	<p>Quarter-Page (7.5"), B/W ROP Ad in Circulation 2011 (Published 10/10)</p>	call for details	call for details

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Listing Enhancements	Online NAS (24/7)	Printed NAS (Annual)	Online Connections (Annual)	Monthly Investment	Annual Investment
Value-Priced Solutions					
Essential Brand Solution	<ul style="list-style-type: none"> • Pale red highlight in DMA, State and Title Results • Preferred Placement in Results • 4-Color Front Page Image • 4-Color Brand Portfolio Image • 4-Color Logo • 4-Color Group Logo • Publisher's Positioning Statement (100-word promotional message submitted by publisher) in listing and Profile Reports • Publisher's Research link in primary listing, cross-references and Profile Reports • Link to SRDS Logo/Cover Library • Distribution/Audience Profile Link in listing and Profile Report shows your coverage story • Additional Marketing Opportunities. Descriptions and links for up to 5 categories. Link also appears in Profile Reports 	<ul style="list-style-type: none"> • 4-Color Front Page Image • 4-Color Logo • 4-Color Group Logo • Publisher's Positioning Statement (100-word promotional message submitted by publisher) • Additional Marketing Opportunities in segment 22 of listing 	<p>Reach top retail and national advertising decision makers with a full-page Premium Profile at front of DMA, in alpha order with other Gold and EBS advertisers.</p> <ul style="list-style-type: none"> • 4-Color Front Page Image • 4-Color Logo • 4-Color Group Logo • Publisher's Positioning Statement • Frequency • Weekday & Sunday Circulation • Weekday & Sunday Page Rate • Basic Corporate Information: Owner, Address, Phone, Fax, E-mail, URL • Additional Marketing Opportunities • Service Logos 	call for details	call for details

All costs are net. Essential Brand Solution is only available as an annual program and runs until canceled in writing by client.

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Newspaper Advertising Solutions



2010 Closing Dates

Closing Dates January 1, 2010

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

Newspaper Advertising Source® Print Edition Dates

Issue	Ad Close	Materials Due	Mail Date
2010	3/16/10	3/19/10	April 2010

Newspaper Connections® Dates

Issue	Ad Close	Materials Due	Mail Date
2010	6/8/10	6/11/10	July 2010

GENERAL RATE POLICY

Advertising schedules and/or insertion instructions are subject to change upon notice from the publisher. All services will incur annual rate increase in January unless otherwise stated. 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 (90 days preceding closing date for market sponsorships, covers and spines); short rates will apply. If advertiser cancels after closing date, then advertiser shall be billed through the month that print edition is mailed. If new copy is not received by material due date, SRDS reserves the right to repeat last advertisement.

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 QUARTERLY PRINT EDITION

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