

	Online OOH (24/7)	Print OOH (Annual)	Annual Investment
<p>Category Sponsorship</p> <p>Get on top of the competition and be the most visible company in your category.</p>	<p>Category Sponsorship Be the leader in your category with the exclusive top spot in the Featured Media section, with yellow highlight.</p> <p>EXCLUSIVE category results menu banner (Half Banner)</p> <p>Category Screen ad rotation (Large Rectangle Screen ad)</p> <p>Market Leadership Prominent Exposure and yellow highlight, under Featured Media section with other category leaders in your market.</p> <p>Category Rotation Banner (Half Banner)</p> <p>DMA Rotation</p> <ul style="list-style-type: none"> • 2 Large Rectangle Screen ads • 10 results menu Half Banners over categories of choice <p>Market Analysis Rotation</p> <ul style="list-style-type: none"> • Large Rectangle Screen ad • Vertical Banner 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) <p>Listing Banner (Full Banner)</p> <p>Essential Brand Solution</p> <ul style="list-style-type: none"> • Yellow highlight in results set provides listing visibility • 4-Color Logo builds your corporate identity • Media Showcase. Up to 12 sample images showing your media offerings. Icon in search results lets users know they can see your products within your listing and profile report 	<p>Place your message at the fingertips of media planners all year</p> <ul style="list-style-type: none"> • 4-Color, 2-sided custom tabbed divider • Red Logo 	<p>call for details</p>

All costs are net.

Logos and 2-color advertisements available in black and AAAA red color only for print version. Contact SRDS to discuss additional costs for adding a second color or replacing AAAA red with any other AAAA color.

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	Online OOH (24/7)	Print OOH (Annual)	Annual Investment
<p>Platinum Leadership</p> <p>Build your brand and be a dominant company within your category.</p>	<p>Category Leadership Prominent placement and yellow highlight, under Featured Media section in your category.</p> <p>Category Screen ad rotation (Large Rectangle Screen ad)</p> <p>Category Rotation Banner (Half Banner)</p> <p>DMA Rotation</p> <ul style="list-style-type: none"> • 1 Large Rectangle Screen ad • 6 results menu Half Banners over categories of choice <p>Market Analysis Rotation</p> <ul style="list-style-type: none"> • Large Rectangle Screen ad • Vertical Banner ad, choose 10 reports to sponsor <p>Listing Banner (Full Banner)</p> <p>Essential Brand Solution</p> <ul style="list-style-type: none"> • Yellow highlight in results set provides listing visibility • 4-Color Logo builds your corporate identity • Media Showcase. Up to 12 sample images showing your media offerings. Icon in search results lets users know they can see your products within your listing and profile report 	<p>Place your message at the fingertips of media planners all year</p> <ul style="list-style-type: none"> • 4-Color, 2-sided insert • Red Logo 	<p>call for details</p>
<p>Gold Leadership</p> <p>Build your brand and give your listing impact.</p>	<p>Category Rotation Banner (Half Banner)</p> <p>DMA Rotation</p> <ul style="list-style-type: none"> • 4 results menu Half Banners over categories of choice <p>Listing Banner (Full Banner)</p> <p>Market Analysis Rotation</p> <ul style="list-style-type: none"> • Vertical Banner ad, choose 5 reports to sponsor <p>Essential Brand Solution</p> <ul style="list-style-type: none"> • Yellow highlight in results set provides listing visibility • 4-Color Logo builds your corporate identity • Media Showcase. Up to 12 sample images showing your media offerings. Icon in search results lets users know they can see your products within your listing and profile report 	<p>Place your message at the fingertips of media planners all year</p> <ul style="list-style-type: none"> • 2-Color, 20" ad • Red Logo 	<p>call for details</p>
<p>Silver Leadership</p> <p>Build your brand and give your listing impact.</p>	<p>Category Rotation Banner (Half Banner)</p> <p>DMA Rotation</p> <ul style="list-style-type: none"> • 1 results menu Half Banner over categories of choice <p>Listing Banner (Full Banner)</p> <p>Essential Brand Solution</p> <ul style="list-style-type: none"> • Yellow highlight in results set provides listing visibility • 4-Color Logo builds your corporate identity • Media Showcase. Up to 12 sample images showing your media offerings. Icon in search results lets users know they can see your products within your listing and profile report 	<p>Place your message at the fingertips of media planners all year</p> <ul style="list-style-type: none"> • Black/White, 10" ad • Red Logo 	<p>call for details</p>
<p>Essential Brand Solution</p> <p>Give your SRDS listing impact and provide media decision makers with the information they need to put you on their plans.</p>	<ul style="list-style-type: none"> • Yellow highlight in results set provides listing visibility • 4-Color Logo builds your corporate identity • Media Showcase. Up to 12 sample images showing your media offerings. Icon in search results lets users know they can see your products within your listing and profile report 	<ul style="list-style-type: none"> • Red Logo will differentiate your brand 	<p>call for details</p>

All costs are net.

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2011 Rates

	Online OOH (24/7)	Print OOH (Annual)	Annual Investment
<p>Local Market Solution</p> <p>Be a leader in your market when users search your DMA</p>	<p>Category Rotation Banner (Half Banner) 1 DMA Large Rectangle Screen ad rotation</p> <p>Listing Banner (Full Banner)</p> <p>Essential Brand Solution</p> <ul style="list-style-type: none"> • Yellow highlight in results set provides listing visibility • 4-Color Logo builds your corporate identity • Media Showcase. Up to 12 sample images showing your media offerings. Icon in search results lets users know they can see your products within your listing and profile report 	<ul style="list-style-type: none"> • Red Logo will differentiate your brand 	<p>Rates based on DMA Ranking</p>

All costs are net.

Logos and 2-color advertisements available in black and AAAA red color only for print version.

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Packages are available to advertisers with an annual media-specific package.

†DMA ranks based on Nielsen Media Research's local universe estimates for September 2010.

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DMA Rankings are established by Nielsen Media Research, which currently ranks all DMAs throughout the U.S. Rates for SRDS Market-Specific Ads are determined by the DMA rankings, so you pay relative to the markets in which you advertise. These rankings are based on local universe estimates for September 2010.

RANK	DESIGNATED MARKET AREA	STATE
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Top 10 Markets

1	New York	NY
2	Los Angeles	CA
3	Chicago	IL
4	Philadelphia	PA
5	Dallas-Ft. Worth	TX
6	San Francisco-Oakland-San Jose	CA
7	Boston, MA-Manchester, NH	MA
8	Atlanta	GA
9	Washington, DC (Hagerstown, MD)	DC
10	Houston	TX

Markets Ranked 11 - 25

11	Detroit	MI
12	Phoenix (Prescott)	AZ
13	Seattle-Tacoma	WA
14	Tampa-St. Petersburg (Sarasota)	FL
15	Minneapolis-St. Paul	MN
16	Miami-Ft. Lauderdale	FL
17	Denver	CO
18	Cleveland-Akron (Canton)	OH
19	Orlando-Daytona Beach-Melbourne	FL
20	Sacramento-Stockton-Modesto	CA
21	St. Louis	MO
22	Portland	OR
23	Charlotte	NC
24	Pittsburgh	PA
25	Raleigh-Durham (Fayetteville)	NC

Markets Ranked 26 - 50

26	Baltimore	MD
27	Indianapolis	IN
28	San Diego	CA
29	Nashville	TN
30	Hartford & New Haven	CT
31	Kansas City	MO
32	Salt Lake City	UT
33	Cincinnati	OH
34	Columbus	OH
35	Milwaukee	WI
36	Greenville-Spartanburg, SC-Asheville, NC-Anderson, SC	SC
37	San Antonio	TX
38	West Palm Beach-Ft. Pierce	FL
39	Harrisburg-Lancaster-Lebanon-York	PA
40	Birmingham (Anniston and Tuscaloosa)	AL
41	Grand Rapids-Kalamazoo-Battle Creek	MI
42	Las Vegas	NV
43	Norfolk-Portsmouth-Newport News	VA
44	Austin	TX
45	Oklahoma City	OK
46	Albuquerque-Santa Fe	NM
47	Greensboro-High Point-Winston Salem	NC
48	Memphis	TN
49	Jacksonville	FL
50	Louisville	KY

RANK	DESIGNATED MARKET AREA	STATE
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Markets Ranked 51 - 100

51	Buffalo	NY
52	New Orleans	LA
53	Providence, RI-New Bedford, MA	RI
54	Wilkes-Barre-Scranton	PA
55	Fresno-Visalia	CA
56	Little Rock-Pinebluff	AR
57	Richmond-Petersburg	VA
58	Albany-Schenectady-Troy	NY
59	Knoxville	TN
60	Mobile, AL-Pensacola (Ft. Walton Beach), FL	FL
61	Tulsa	OK
62	Dayton	OH
63	Lexington	KY
64	Charleston-Huntington	WV
65	Ft. Myers-Naples	FL
66	Roanoke-Lynchburg	VA
67	Tucson (Sierra Vista)	AZ
68	Wichita-Hutchinson Plus	KS
69	Flint-Saginaw-Bay City	MI
70	Toledo	OH
71	Green Bay-Appleton	WI
72	Honolulu	HI
73	Des Moines-Ames	IA
74	Springfield	MO
75	Spokane	WA
76	Omaha	NE
77	Portland-Auburn	ME
78	Columbia	SC
79	Huntsville-Decatur (Florence)	AL
80	Paducah, KY-Cape Girardeau, MO-Harrisburg, IL	KY
81	Rochester	NY
82	Syracuse	NY
83	Shreveport	LA
84	Champaign & Springfield-Decatur	IL
85	Madison	WI
86	Chattanooga	TN
87	Harlingen-Weslaco-Brownsville-McAllen	TX
88	Cedar Rapids-Waterloo-Iowa City & Dubuque	IA
89	Waco-Temple-Bryan	TX
90	Jackson	MS
91	Tri-Cities	TN-VA
92	Colorado Springs-Pueblo	CO
93	South Bend-Elkhart	IN
94	Baton Rouge	LA
95	Burlington, VT-Plattsburgh, NY	NY
96	Savannah	GA
97	El Paso (Las Cruces)	TX
98	Charleston	SC
99	Davenport, IA-Rock Island-Moline, IL	IA
100	Ft. Smith-Fayetteville-Springdale-Rogers	AR

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RANK	DESIGNATED MARKET AREA	STATE
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Markets Ranked 101+		
101	Greenville-New Bern-Washington	NC
102	Johnstown-Altoona	PA
103	Evansville	IN
104	Florence-Myrtle Beach	SC
105	Tallahassee, FL-Thomasville	GA
106	Lincoln & Hastings-Kearney	NE
107	Ft. Wayne	IN
108	Reno	NV
109	Tyler-Longview (Lufkin & Nacogdoches)	TX
110	Springfield-Holyoke	MA
111	Youngstown	OH
112	Sioux Falls (Mitchell)	SD
113	Boise	ID
114	Augusta	GA
115	Lansing	MI
116	Peoria-Bloomington	IL
117	Montgomery (Selma)	AL
118	Eugene	OR
119	Traverse City-Cadillac	MI
120	Fargo-Valley City	ND
121	Macon	GA
122	Santa Barbara-Santa Maria-San Luis Obispo	CA
123	Lafayette	LA
124	Monterey-Salinas	CA
125	Bakersfield	CA
126	Yakima-Pasco-Richland-Kennewick	WA
127	Columbus (Opelika, AL)	GA
128	La Crosse-Eau Claire	WI
129	Corpus Christi	TX
130	Chico-Redding	CA
131	Amarillo	TX
132	Wilmington	NC
133	Columbus-Tupelo-West Point	MS
134	Rockford	IL
135	Wausau-Rhineland	WI
136	Topeka	KS
137	Columbia-Jefferson City	MO
138	Monroe, LA-El Dorado	AR
139	Duluth, MN-Superior, WI	WI
140	Medford-Klamath Falls	OR
141	Beaumont-Port Arthur	TX
142	Lubbock	TX
143	Salisbury	MD
144	Erie	PA
145	Palm Springs	CA
146	Wichita Falls, TX & Lawton, OK	TX
147	Albany	GA
148	Joplin, MO-Pittsburg, KS	MO
149	Sioux City	IA
150	Anchorage	AK
151	Odessa-Midland	TX
152	Terre Haute	IN
153	Rochester, MN-Mason City, IA-Austin, MN	MN
154	Bangor	ME
155	Bluefield-Beckley-Oak Hill	WV

RANK	DESIGNATED MARKET AREA	STATE
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Markets Ranked 101+		
156	Panama City	FL
157	Minot-Bismarck-Dickinson	ND
158	Binghamton	NY
159	Wheeling, WV-Steubenville, OH	WV
160	Gainesville	FL
161	Sherman, TX-Ada, OK	TX
162	Idaho Falls-Pocatello	ID
163	Biloxi-Gulfport	MS
164	Yuma, AZ-El Centro, CA	AZ
165	Abilene-Sweetwater	TX
166	Missoula	MT
167	Hattiesburg-Laurel	MS
168	Clarksburg-Weston	WV
169	Dothan	AL
170	Billings	MT
171	Utica	NY
172	Quincy, IL-Hannibal, MO-Keokuk, IA	IL
173	Rapid City	SD
174	Elmira (Corning)	NY
175	Lake Charles	LA
176	Watertown	NY
177	Harrisonburg	VA
178	Alexandria	LA
179	Marquette	MI
180	Jonesboro	AR
181	Bowling Green	KY
182	Jackson	TN
183	Charlottesville	VA
184	Grand Junction-Montrose	CO
185	Meridian	MS
186	Laredo	TX
187	Greenwood-Greenville	MS
188	Lafayette	IN
189	Bend	OR
190	Great Falls	MT
191	Butte-Bozeman	MT
192	Twin Falls	ID
193	Parkersburg	WV
194	Eureka	CA
195	Casper-Riverton	WY
196	San Angelo	TX
197	Cheyenne, WY-Scottsbluff, NE	WY
198	Mankato	MN
199	Ottumwa, IA-Kirksville, MO	IA
200	St. Joseph	MO
201	Lima	OH
202	Fairbanks	AK
203	Zanesville	OH
204	Victoria	TX
205	Presque Isle	ME
206	Helena	MT
207	Juneau	AK
208	Alpena	MI
209	North Platte	NE
210	Glendive	MT

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2011 Closing Dates & Policies

Closing Dates

January 1, 2011

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

Out-of-Home Advertising Source™ Print Edition Dates

Issue	Ad Close	Materials Due	Mail Date
2012	11/9/11	11/14/11	December

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 & 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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