

## Connecting You to Decision Makers

### Promote Your Broadcast 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 advertising opportunities among over 2,300 options in the TV & Cable Source. With listings organized into 210 DMAs, it's vital that your station stands out in your market and within your format. Subscribers receive unlimited online access and 1 print issue per year. The internet-based version adds advanced search features and continuous updates to the comprehensive data of the print version. These two convenient and complementary formats facilitate planning.



### 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 TV & Cable Source to look for current data on trusted stations and to explore new opportunities and new markets. 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 requesting additional information, contacting sales reps and buying ad space.

Showcase the demographics and valuable programming of your offering at the point of purchase. Advertising packages include comparable exposure online and in print, allowing you to maximize your presence. 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

1700 Higgins Road, Des Plaines, IL 60018-5605  
800.851.SRDS (7737) • [www.SRDS.com](http://www.SRDS.com)

#### ADVERTISING SALES

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#### LISTING SUBMISSIONS & UPDATES

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#### SUBSCRIPTION INFORMATION & OTHER INQUIRIES

**SRDS Service Center**  
800.851.SRDS (7737) • E-mail: [contact@srds.com](mailto:contact@srds.com)

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

## 2010 Display Rates

ONLINE EXPOSURE	PRINT EXPOSURE OPTIONS Must run for 6 months to be eligible for print positions.	MONTHLY RATES Rates are per month
		<b>12Mth</b>
<b>Premier Performance Packages</b>		
Premium Rotation Banner (entire site) (Half Banner)	1st Cover	\$8,700
Listing Banner (Half Banner)	2nd Cover	5,800
Ad Icon	3rd Cover	4,655
	4th Cover	7,550
	Spine	10,460
	Bookmark	11,030
<b>Market Leader Packages</b>		
Market Screen Ad (Large Rectangle)	Custom Tabbed Divider (80") 4-color 2-Sided	8,130
Market Rotation Banner (Half Banner)	Tabbed Divider (80") 4-color 2-Sided	7,550
Results Menu Rotation Banner (Half Banner)	Full Page Insert (80") 4-color 2-Sided	5,800
Listing Banner (Half Banner)	Full Page Insert (40") 4-color 1-Sided	4,655
Ad Icon	Full Page Insert (40") 2-color 1-Sided †	3,480
<b>Competitive Market Package</b>		
Market Rotation Banner (Half Banner)	Full Page (40") B/W	2,330
Results Menu Rotation Banner (Half Banner)	1/2 Page (20") 2-color †	1,920
Listing Banner (Half Banner)	1/2 Page (20") B/W	1,565
Ad Icon		
<b>Listing Impact Package</b>		
Listing Banner (Half Banner)	1/4 Page (10") 2-color †	1,335
Ad Icon	1/4 Page (10") B/W	990

†Black plus AAAA red.

Replace AAAA red with any other AAAA color, add an additional \$52 per insertion.

Replace AAAA red with any non-AAAA color, add an additional \$536 per insertion.

Add a second AAAA color (other than black), add an additional \$653 per insertion.

Note: Additional ad sizes are available.

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Ron Speechley, Associate Publisher, at (815) 834.2499 or rspee@srds.com

## 2010 Listing Enhancements Rates

POSITIONING ENHANCEMENT PACKAGES	Results Menu Treatment	View Profiles Treatment	Listing Detail Treatment	Rate Per Month
<b>Cross-reference</b>	• None	• Full-Profile Detail	• Full-Listing Detail	\$79
VISIBILITY ENHANCEMENT PACKAGES	Results Menu Treatment	View Profiles Treatment	Listing Detail Treatment	Rate Per Month
<b>Boldface Heading</b>	• Boldface • Grey Background	• Boldface	• None	\$72
<b>Call Letter Logo</b> (0.437" deep)	• Boldface • Grey Background	• Boldface • Call Letter Logo-B/W	• Call Letter Logo-B/W	\$74
<b>Group/Network Logo</b> (0.437" deep)	• Boldface • Gray Background	• Boldface • Group/Network Logo	• Group/Network Logo	\$74
<b>Representative Logo</b> (0.437" deep)	• Boldface • Gray Background	• Boldface • Representative Logo	• Representative Logo	\$74

Minimum two consecutive print issues. No agency commission. Services are run until canceled in writing by customer. All enhancements are black and white only in print.

Note: If listing has multiple edit services, treatment applied will be that of the highest level to which listing is entitled (ie. if listing is duplicate and has boldface title, listing will receive boldface, yellow background treatment).

Maximum logo size 0.437" in depth by 2.18" in width.

## 2010 Closing Dates and Policies

ISSUE	ADVERTISING CLOSING DATE	MATERIAL DUE DATE
2010	February 9, 2010	February 12, 2010
<b>Online programs can start any time</b> (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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