

### 2011 Production Guidelines: Listing Enhancements

#### Publisher's Positioning Statement

**Promotional message of 100 words or less (approx. 725 characters including spaces)**

- May not include HTML links

#### Publisher's Research Link

**Hyperlink to advertiser research page**

- PDF or HTML (if hosted by SRDS)

#### Featured Marketing Opportunities — Essential Brand, Gold, Platinum, Market Sponsor

**Any combination of 5 Opportunities, assigned to one of 5 standard categories**

- Name of Opportunity can be up to 50 characters
- Description of Opportunity can be up to 150 characters
- May provide active URL for each opportunity

#### Basic Featured Marketing Opportunities — Basic Brand Solution

**Any combination of 5 Opportunities, assigned to one of 5 standard categories**

- Name of Opportunity can be up to 50 characters
- May provide active URL for each opportunity

#### Logos

- **Media Property Logo:** 2.18" wide x 0.437" high
- **Corporate Logo:** 2.18" wide x 0.437" high
- **File format:** .tiff or .eps
- High resolution (300 dpi), CMYK

#### Media Images

**Accepted:** representation of publication cover and/or Website. Images supplemented with ad copy are not accepted.

##### Miniature Covers

- 2.18" wide x 3" high (*neither dimension can be larger, but either can be smaller*)
- **File format:** Press Quality PDF is the only acceptable format
- High resolution (300 dpi), CMYK
- **Do not include crop and registration marks**

##### Website Images (vertical or horizontal)

- 2.18" wide x 3" high or 3" wide x 2.18" high (*neither dimension can be larger, but either can be smaller*)
- **File format:** .tiff or .eps

#### General guidelines and policies

- Shall be subject to SRDS approval and editing for length and assignment to standard category
- New creative may be submitted once a month

**Contact Jose Fernandez at  
800.851.SRDS (7737) ext. 5169**

#### Delivery Instructions:

**Upload your materials to:** <http://advertising.srds.com>  
(Please do not use special characters in file name)

**From your server:** Send us the URL and we will pick up your creative from your Web server.

**Mail:** ZIP or CD-ROM  
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