

Publisher's Positioning Statement	
<p>Promotional message of 100 words or less (approx. 725 characters including spaces) click here for the template</p> <ul style="list-style-type: none"> • May not include HTML links • Descriptions containing only keywords will not be accepted 	
Publisher's Research Link	
<p>Hyperlink to advertiser research page click here for the template</p> <ul style="list-style-type: none"> • PDF or HTML (if hosted by SRDS) 	
Additional Marketing Opportunities — Silver, Gold, Platinum, Market Sponsor Solutions	
<p>Any combination of 5 Opportunities, assigned to one of 5 standard categories click here for the template</p> <ul style="list-style-type: none"> • 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 	
Logos	
<ul style="list-style-type: none"> • Masthead Logo: 2.18" wide x 0.4375" high • Corporate Logo: 2.18" wide x 0.4375" high • File format: .tiff or .eps • High resolution (300 dpi), CMYK 	
Miniature Covers in Listings	
<ul style="list-style-type: none"> • 2.18" wide x 3" high (<i>neither dimension can be larger, but either can be smaller</i>) • File format: Press Quality PDF is the only acceptable format • High resolution (300 dpi), CMYK • Do not include crop and registration marks 	

Delivery Instructions:
E-mail: consumer@srds.com
From your server: Send us the URL and we will pick up your creative from your Web server.
Mail: ZIP or CD-ROM
 Jessica Mahaffey
 SRDS Production
 1700 Higgins Road, 5th floor
 Des Plaines, IL 60018-5605

- 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