

Show Off Your Best and Get Noticed with SRDS' Media Showcase

SRDS®

Out-of-Home Advertising Source™

Put sample images of your products right in your SRDS listing

With Media Showcase, media planners and buyers see your best samples. It's your chance to showcase your offering while media decisions are being made. SRDS users can copy and paste your images into their documents and presentations



SRDS Media Showcase allows you to:

- Give your listing impact
- Get noticed with a special icon next to your title in search results
- Showcase up to 12 images of your media properties
- Enable media planners and buyers to see your media properties in action
- Provide media planners a better understanding of your offering
- Get in their plans by providing one-stop shopping for information and photos



Media Showcase

To create your Media Showcase follow the instructions below and get started today.

Specifications

Accepted Image Type: 180x150 pixel photo (IAB "Rectangle"); Static JPEG; Max file size: 100K

Accepted

- Photos showing implementation of media properties
- Non-promotional photo captions. Integrate caption into file design

Not Accepted

- Ad copy, such as phone numbers, URLs, etc.
- Ad files such as rotating gifs, Flash or video
- Client names (can be depicted in image but not photo caption)

General guidelines and policies

- Shall be subject to SRDS approval
- New creative may be submitted once a month

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.

Questions? Contact Benito Sumang at 800.851.SRDS (7737) ext. 5168

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