SRDS Listing Access Service (SLAS)

General Instructions

www.srds.com

You can access SRDS information about all your lists online through the SRDS Listing Access Service (SLAS). We update our database nightly, so when we make changes you (and your prospects) can see them the next day. SLAS is a way for you to quickly review the last time your lists were updated online so you know which new datacards to send SRDS. We'll analyze your new datacard and make sure our database matches it. It eliminates the need for piles of pink sheets every other month.

When to Use SLAS

- At least once a month to check to see if your list information in SRDS is current.
- A few days after you've submitted changes to SRDS to verify that they have been made.

Want a reminder from SRDS?

If you would like a monthly e-mail reminder to update your SRDS information, please send an e-mail to kleee@srds.com.
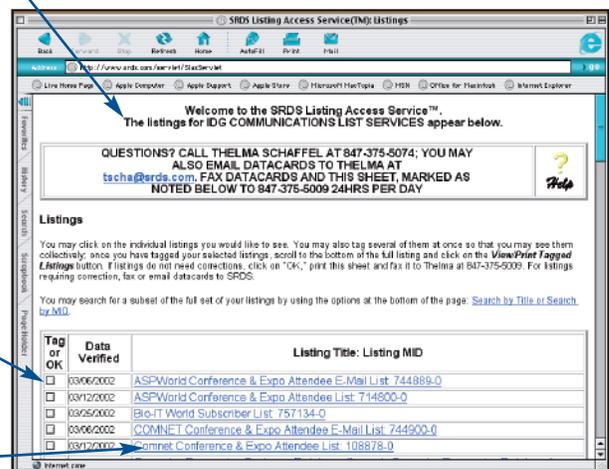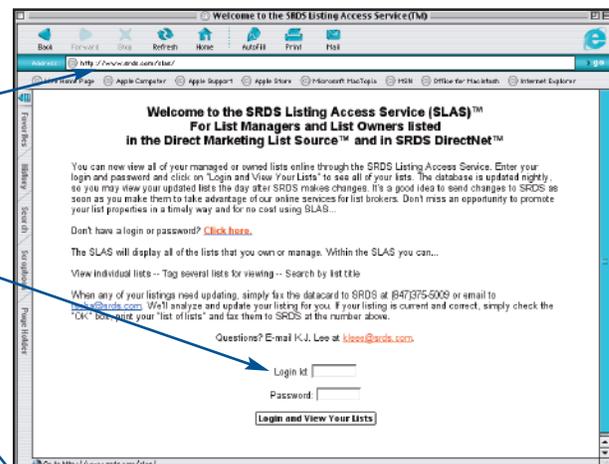
How to Use SLAS

Step 1 – Login & Choose Lists

- Enter http://www.srds.com/slas into your browser. You'll come to the SLAS login screen.

- Enter your Login ID and Password. Click "Login and View Your Lists." You will see a summary sheet of all the lists that you manage.

    Login ID/Password: You should have received your login ID and password in previous pink tearsheet mailings. You can always call or e-mail us (kleee@srds.com) to get your password again if you need it. We will send it to you every month with the printout of your master list of properties from the SRDS database.

    Multiple Users: Up to 28 people can use your password simultaneously to look at your listings in the SRDS system. It's quick, easy and paperless for all.

- Look at the date in the "Data Verified" column next to each list. That's the last time SRDS heard from you. If you know you've had changes to your list information since that date, you don't have to review the complete listing. Just send us a current datacard and we'll make the changes

- Choose a list to review by clicking on the list title (blue text).

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Step 2 – Review Lists

• After choosing a list you'll see all information about that list in the SRDS database, including your complete datacard list description.

• Review the entire datacard to see if you have any changes, such as new counts, prices or contact information.

Key Dates: Check the dates that appear in the top right corner of the online listing just under the title. Updated and verified by SRDS are shown. A "counts through" date also appears for consumer lists, if you have given us one in the past.

Note: You don't need to print the datacard unless you want it for your records.

Italic Text: Information that appears ONLY online is shown in italics. This applies to lists with lengthy datacards when their managers don't want to be charged for "selections with counts" over 10" in length.

• Hit the back button on your browser to return to your summary sheet.

• If the data from the list you just reviewed is correct, click on the okay box next to its title. If it needs to be updated, leave the box empty.

• Select another title to review.

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Step 3 – Print & Submit

• When you have reviewed all relevant lists, click the print button on your browser to print the summary sheet.

• Use the printed summary to collect the datacards for all lists that need to be updated (empty boxes).

• Fax the printed summary back to SRDS and fax or e-mail the datacards for lists that need to be updated. (fax: 847-375-5009, e-mail kleee@srds.com) We'll update the datacards that need to be changed and their verified dates, and change the date verified on all the lists you checked as "OK."

Note: We analyze all cards you send in and make the changes required, although we can serve you better if you call attention to major changes like new prices or selects.

Quick Searches

Use convenient searches to narrow down your summary sheet to exactly those lists you want to review.

Title Search: Type in as little or as much of a title. Indicate if you want them sorted by title (alphabetically) or by the date that SRDS last received data for that list. Click on the "Search by Title" button.

MID Number Search: Type in as little or as much of an SRDS MID number (which is the number SRDS uses to identify your list in its database). Do not use dashes. Indicate if you want them sorted by title (alphabetically) or by the date that SRDS last received data for that list. Click on the "Search by MID" button.

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Benefits of SLAS Process

www.srds.com

Why a new process?

For over thirty-three years, SRDS has sent copies of all lists in our database to list managers and owners every two months. Some of you liked to be reminded to update your SRDS information this way; others cringed when they received large stacks of pink sheets every 60 days.

Our revised updating process is designed to give you the same service, more frequently and efficiently, without burdening you with a detailed editing process to promote your lists in SRDS. Just go to: **www.srds.com/slas**

How Do You Benefit from the New Process?

Collectively, our broker and mailer subscribers spend millions on lists. They want to make decisions on the most current data and they're hungry for new list options. We've changed our updating cycle to help you get your most current information into their hands as soon as possible without being buried in paper. This new process lets you put your team to work on areas that add value to your processes, not ours.

Promote Your List Properties on Your Sales Cycle – Not Our Print Cycle

When you fax or e-mail new lists and changes as they happen, they reach your prospects the next day through the SRDS online services. Your lists will appear in the next print version, but you can capitalize on the online exposure right away.

Get New Lists to Prospects Faster

Broker and mailer subscribers are driven to look for new information through product features in the SRDS Direct Marketing List Source® and SRDS DirectNet®.

- **SRDS Today's New Lists E-mail Service** – daily e-mail of new lists and featured manager changes direct to all subscribers.
- **New List Search** – online, users can search specifically for new lists – and they do daily! DMLS identifies new lists for the previous 30 days; DirectNet allows users to select any date.

It's Easy

- **Review your SRDS information any time online**. The SRDS Listing Access Service (SLAS) lets you look at all the information in our database whenever you need to. You can stay on top of your properties every day, if you choose to, instead of waiting for a prompt every month.
- **Up to 28 managers can work on SLAS simultaneously without paper**. You can share SLAS passwords with up to 28 list managers. They can log on and use the system quickly and conveniently without having to leave their desks (or their home offices). They can e-mail or fax datacards instead of marking up corrections on SRDS documents.
- **Send information in your format – your datacard, not ours**. You don't have to write things out on our format like you have in the past. You don't have to print or replicate list information from SLAS. Just fax or e-mail us your current datacards for any lists that need updating.
- You can **check your information whenever you want online** to see if changes have been made.

Let Us Help You with This Change

Let us train the people that will be using SLAS so they can be most efficient. Give us feedback. Ask us for e-mail reminders. Communication now will ease the transition so you can use SRDS most effectively to promote your lists.

Questions?

Please contact K. J. Lee at (847) 375-5061 or kleee@srds.com.