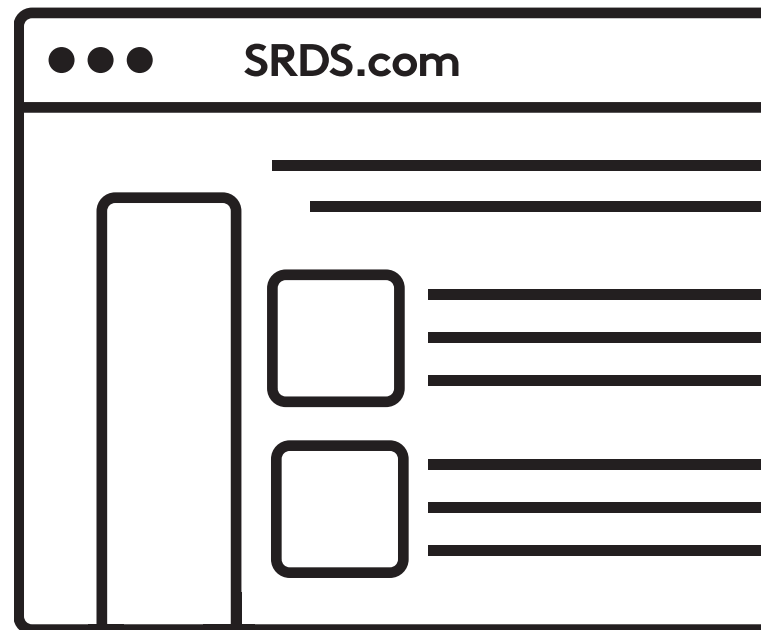


SRDS Media Planning Platform

SRDS online databases and media planning tools have powered the decisions driving successful and creative media plans for over 95 years.

We provide agencies and brands comprehensive intelligence on media opportunities—encompassing virtually all possible advertising options —along with education, resources, and training to help your media team succeed.

- Business Publication Media
- Consumer Demographics
- Consumer Magazine Media
- Digital Media (Direct-to-Site, Programmatic, and Networks/Exchanges)
- Direct Marketing
- Hispanic Media
- International Media
- Newspaper Media and Circulation
- Out-of-Home Media
- Print Production Data
- Radio Media
- TV & Cable Media



Sign in to **SRDS.com** today for easier media research.

Questions? Want tips and training? Call the SRDS Service Center at 800.851.7737

Powering Informed Decisions for Media Planning & Buying

Discover media opportunities for your clients and campaigns

In **SRDS.com**, you can search more than 120,000 local and national media properties by

- Media type
- Keyword
- Media title
- Geography (DMA, metro and non-metro markets)

Once you've started searching, powerful filtering and sorting capabilities help you evaluate media quickly, so you can make decisions faster.

Evaluate media with reliable, standard data

We organize and categorize media data so you don't have to. SRDS.com media profiles include all the data points you need to make informed decisions about which media will make your next media plan, including rates and contact info, audience metrics, and more.

We work directly with media properties to help their brands come alive for you and your clients. For example,

- comScore audience metrics and demographics data
- SQAD, Simmons, and Arbitron data for local plans
- Consumer demographic insights from Nielsen Segmentation & Market Solutions
- AAM, BPA and CVC audits for reliable audience data
- Additional data partners added throughout the year

many listings include presentation-ready logos, covers, and Web site screenshots.

Audience and market intelligence from research companies are included right in media listings, meaning you won't have to hunt down data from third-parties. Your SRDS.com login is all you need.

Connect with publishers, networks and platforms

Once you've gathered your data and made recommendations, your SRDS.com access puts you in the driver's seat for connecting with the right people to move your campaign forward. Phone numbers and email links for sales, production, traffic and other personnel are just a click away.

When publishers offer their digital inventory through one of our automated guaranteed or private marketplace programmatic partners, you can see up-to-date CPM pricing and click to start the RFP and buying process, right from the SRDS.com listing.

Sign in to **SRDS.com** today for easier media research.

Questions? Want tips and training? Call the SRDS Service Center at 800.851.7737

Data and Tools to Find, Consider, and Understand Media

→ Business Publication Media

- > Media type
- > Keyword
- > Media title
- > Geography (DMA, metro and non-metro markets)

→ Consumer Demographics

→ Consumer Magazine Media

- > 2,600+ print media listings
- > 5,400+ digital media listings

→ Digital Media

- > 21,000+ national and local websites
- > 200+ networks and ad tech vendors
- > Automated guaranteed and private marketplace
- > programmatic inventory

→ Direct Marketing

- > 67,000+ direct marketing lists and insert media

→ Hispanic Media

→ International Media

→ Out-of-Home Media in 25 categories

→ Print Production Data

→ Newspaper Media and Circulation

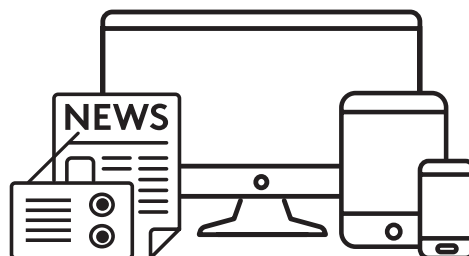
- > 5,900+ print media listings
- > 3,300+ digital media listings

→ Radio Media

- > 10,000+ commercial stations
- > 5,600+ digital media listings

→ TV & Cable Media

- > 1,600+ TV stations
- > 400+ cable systems
- > 200+ TV/cable networks
- > 1,100+ digital media listings



Sign in to **SRDS.com** today for easier media research.

Questions? Want tips and training? Call the SRDS Service Center at 800.851.7737