



Ferris Library for Information, Technology and Education
**Database Guide: Standard Rate and Data
Service (SRDS)**

The SRDS database of media rates and information is the largest and most comprehensive in the world—cataloging more than 100,000 U.S. and international media properties. SRDS delivers the accurate, up-to-date media information you need to get the job done quickly—including detailed ad rates, dates, and contact data. With the majority of SRDS Media Solutions available online, you can search conveniently, create contact reports, and obtain additional information with direct links to media kits and audit statements.

Database Information

Search Interface: SRDS provides a three step search interface. Options include a class search, keyword, or title search. These options may vary slightly depending on the Source selected.

Dates of Coverage: Updated frequently. There is no archiving of data. Search results display the most recent data.

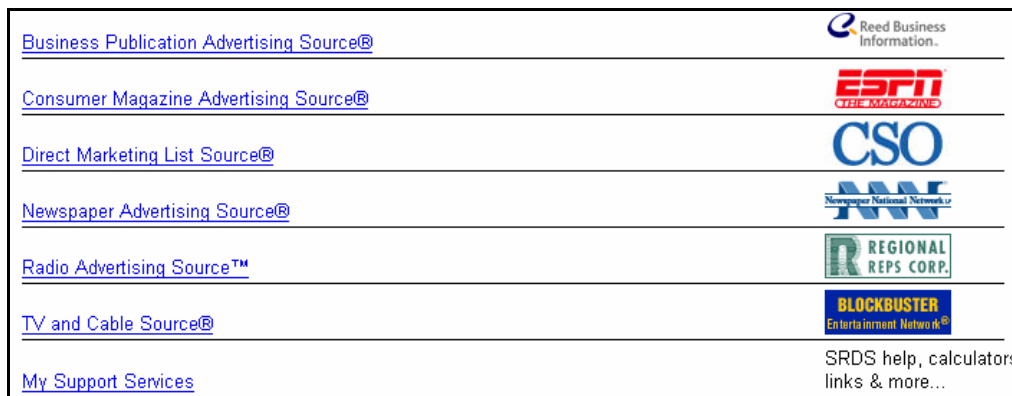
Content: SRDS provides access to the following print sources which contain information on advertising rates, contact persons and circulation figures for magazines, TV and Radio stations and Newspapers.

- **Business Publication Source:** This SRDS Media Solution provides complete access to the proprietary SRDS database of domestic trade and healthcare publications. This service contains standardized ad rates, dates, contact information and links to online media kits, Web sites and audit statements.
- **Consumer Magazine Source:** This service provides complete planning information on domestic and international consumer magazines. This proprietary database contains standardized ad rates, dates, contact information and links to online media kits, Web sites and audit statements that provide additional facts on readership information and positioning.
- **Direct Marketing Link Source:** This service provides complete list rental information. The proprietary database contains sources, costs and other valuable information that help you refine your list strategy for your direct marketing campaigns.
- **Newspaper Advertising Source:** This service provides complete planning information on daily papers, newspaper groups, ethnic newspapers, college newspapers, comics and newspaper-distributed magazines. This proprietary database contains standardized ad rates, dates, contact information and links to online media kits and Web sites that provide additional facts on readership information and positioning.
- **Radio Advertising Source:** This service provides complete planning information on AM/FM commercial radio stations. This proprietary database contains format detail, demographics and contact information.
- **TV and Cable Source:** This service provides information on all broadcast, cable, syndicated and alternative television advertising opportunities. This proprietary

database contains valuable market information that helps you identify where you want to advertise and find outlets that meet your needs.

Searching

Each source searches in a similar manner. This guide will use the Consumer Magazine Source as the example. The home screen for SRDS looks like this. Please be aware that this site is advertiser supported so you may see different advertising.



Here is where you select the different source that you wish to search. Picking Consumer Magazine Advertising source reveals this search screen.

The screenshot shows the search assistant interface. At the top, there is a 'Go To:' dropdown menu and a 'New Search' button. Below this, there are two steps: 'STEP 1: Select Database Section' with a dropdown menu set to 'Domestic', and 'STEP 2: Select Search Type' with a dropdown menu set to 'Class Search'. A 'Search' button is located at the bottom of the form.

SRDS provides a search assistant where you use pull down menus to execute your search. Step 1 allows a choice between domestic, international and farm. Step 2 choices include class, keyword, or search by title. After selecting the type of search and clicking on search, a third search box opens based on your choice from step 2. Here is the class search:

The screenshot shows the SRDS Media Solutions website interface. At the top, there is a logo for SRDS Media Solutions and a banner for 'Affluent Audience' with a 'LOVE' button. Below the banner is a navigation bar with links for 'Go To:', 'New Search', 'New Search: Class', 'Output/ Reports', 'Resources', 'Contact SRDS', 'Help', and 'Logout'. The main content area is divided into three steps:

- STEP 1: Select Database Section**: A dropdown menu is set to 'Domestic'.
- STEP 2: Select Search Type**: A dropdown menu is set to 'Class Search', with a 'Search' button below it.
- STEP 3: Enter Class: Domestic**: A dropdown menu is open, showing a list of classes. The first item is '0 Adventure and Outdoor Recreation', and the last is '11 Crafts, Games, Hobbies & Models'. A 'Click here to view classes' link is visible at the top of the list.

A large number of classes of magazines are presented. This groups all magazines by type into one convenient listing. If a keyword search was selected, a search entry box would be the step 3 search.

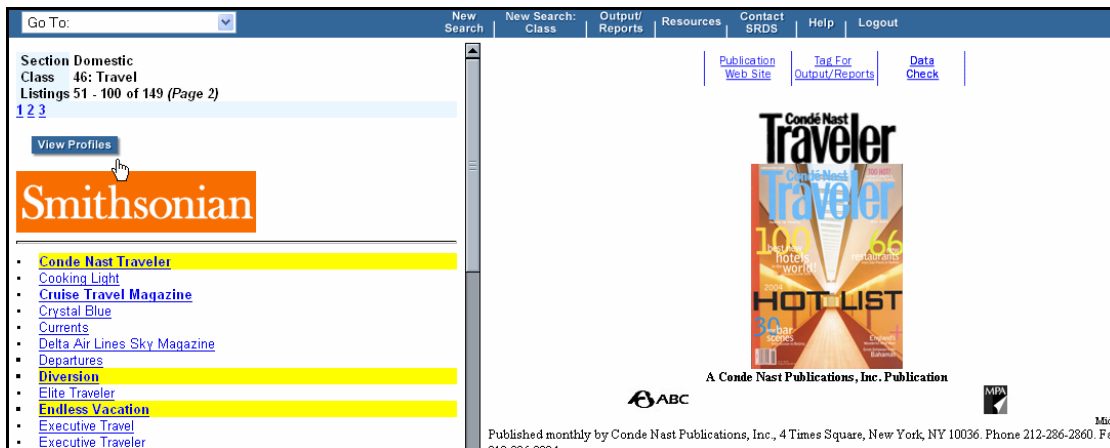
Search Results

Once a search is conducted, the data will be presented. Here are the listings for magazines in the travel class.

Section Domestic
 Class 46: Travel
 Listings 1 - 50 of 149 (Page 1)
[1](#) [2](#) [3](#)
 View Profiles

- [AAA Car & Travel](#)
- [AAA Carolinas GO Magazine](#)
- [AAA EnCompass](#)
- [AAA Going Places Magazine](#)
- [AAA Hawaii Westways](#)
- [AAA Highroads](#)
- [AAA Horizons](#)
- [AAA Journeys](#)
- [AAA Midwest Magazine Network](#)
- [AAA Midwest Traveler](#)
- [AAA Northern New England Journey](#)
- [AAA Ohio Motorist](#)
- [AAA Road Atlas](#)
- [AAA Southern Traveler](#)
- [AAA Texas Journey/New Mexico Journey](#)
- [AAA TourBook](#)
- [AAA Traveler](#)
- [AAA Via](#)
- [AAA VIA - Oregon/Idaho](#)
- [AAA Western Journey](#)

Clicking on any of the titles will bring up the data related to that particular title. For instance, choosing Conde Naste Traveler brings up the following search result that uses frames to divide the results list from the entry selected. Scrolling through the frame on the right will present the advertising data, contact personnel, circulation figures and a host of other information related to this publication. The frames allow easy access back to the class list, and the tool bar at the top allows a new class search as well.



The tool bar also allows a searcher to pick from one of the different sources. By clicking on the Go To pull down menu in the left frame, you can easily get back to the main menu and repeat your search. The other sources search in a similar fashion to the Consumer Magazine Advertising Source.

Printing, Emailing, Saving

SRDS does have an output function that takes the contact information and formats it for you. To use this, select Tag for Output for all the publications you need. Then using the blue toolbar, select Output/Reports. There you can select SRDS contact report. Please note that the Output to spreadsheet is not part of our package.

Alternatively, SRDS uses frames to print, so you can print either frame by clicking anywhere in the frame and selecting print from your browser. Also, you can cut and paste relevant sections of your results into any word processing package.

SRDS does not have either an email or a saving feature.

Once you are completed with your search, be sure to use the logout link on the right side of the screen.