Use SRDS to develop media recommendations. SRDS provides:

- Extensive, detailed directories of print publications, broadcast channels and web sites (e.g. audience metrics).
- Rates for consumer and trade magazines, newspapers, and broadcast markets.
- Also includes “Local Market Audiences” which contains demographic and lifestyle information on consumers by geographic regions. Data from Experian Simmons and PRIZM reports from Nielsen Claritas. See p. 3 for instructions on accessing this part of the database.

How to locate information on various media in SRDS:

- Once in the opening screen of SRDS. Choose one of the media listed in the left navigation menu.

Sample Search of Newspaper Media subscription and advertising information

1. Click on “Newspaper Media” from the left navigation bar.

2. Then in the next screen choose to search for newspapers in the Atlanta, GA market.
3. Choose “Atlanta Journal Constitution” from the list.
4. Click on “Rates and Policies” to get advertising rates and frequency discount information.

Important Tips about finding Broadcast costs:

**TV & Cable** – To find broadcast costs for individual markets within TV & Cable, click on that category. Then in the center of the screen click on “DMA Maps and Profiles”. The market profile includes SQAD Cost-per-Points (CPP) for each market. (Dayparts defined as: Prime Access 6-8pm, Prime 8-10:30, Late News 10:30-11, Late Fringe 10:30-12.) Actual broadcast rates are not included.
Example from the Atlanta DMA profile report.

<table>
<thead>
<tr>
<th>SQAD Cost Per Point Levels—TV Households</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Qtr, 2012</td>
</tr>
<tr>
<td>Prime Access</td>
</tr>
<tr>
<td>Prime</td>
</tr>
<tr>
<td>Late News</td>
</tr>
<tr>
<td>Late Fringe</td>
</tr>
</tbody>
</table>

Radio - For Radio, once in the “Radio Media” screen, then in the center of the screen click on “SQAD Spot Radio Cost-per-Point Estimates” and then the DMA of interest.

Digital Media - Websites – Provides audience metrics on websites that sell ads.

Other Tips:

- Be conservative when estimating ad rates. Media space is surprisingly expensive (usually the biggest line item in an ad campaign).
- Publishers and sales representatives are good resources for information not listed.
- For more detailed guidance on using SRDS, click on “Resources” in the upper right part of the screen.
- Print versions of SRDS (HF 5905 .S725) are available in the reference area of the Business Library.
  o For additional assistance in interpreting broadcast costs see:
    Thumbnail Media Planner (Business Ref. HF 5415.3 .T56)
Instructions for Accessing “Local Market Audiences” in SRDS:

1. Open up SRDS (http://business.library.emory.edu/research-learning/databases/srds.php) in IE Browser.
2. Once I have SRDS open, choose “Tools” in the upper right (see below).

3. Then from pull-down menu select “Compatibility View settings”.
4. Then in the window that appears add claritas.com to Compatibility View settings (see below). Then click to close that window.
5. Now, you are back in the SRDS database and click on “Local Market Audience” from the left menu list.

![Local Market Audiences]

6. Now you are in the “Local Market Audiences” page (see below). Select the report you wish to run and follow the prompts. Please note that it might take a few minutes before the data you requested appears.

![Local Market Audience Analyzer](srds.com)