



# STANDARD RATE AND DATA SERVICE

## HOW TO USE

### Location: REF HF 5861 .S72 through HF 5905 .S745

Volumes are updated monthly or quarterly. Selected media (volumes) are available online at: [http://srds.com/product\\_info/online/index.html](http://srds.com/product_info/online/index.html). This is **only** available at Jerome Library. Ask at the Reference Desk for log-in information.

### What is Standard Rate and Data Service (SRDS)?

SRDS is the leading provider of media rate and data for the advertising industry. It lists advertising rates, editorial or programming content, circulation and other basic information about various advertising media. SRDS also contains selected demographic and market information for metropolitan areas and counties.

### How SRDS Is Organized?

SRDS consists of separate volumes for radio, television, newspapers, interactive media, consumer magazines, etc. Most volumes (e.g., radio and newspapers) are organized by state, then by city. Demographic and market information is often listed at the beginning of each state section. Each volume contains an explanation of the data and its organization.

### A Word of Caution

Use SRDS as a *guide* to advertising rates or to locate information on the editorial treatment of advertisements. Most rates are subject to fluctuations based on changing ratings or circulation. Some volumes (radio, TV) do not list actual buying data, but instead offer cost estimates or guidelines. Also, many rates are negotiable, depending on the demand by advertisers for air time or space. In addition, various discount plans are offered.

### Newspapers: How to Interpret Rates

#### SAU's and "Inches"

Most newspapers use the *Standard Advertising Unit* (SAU) system in selling advertising space. This system utilizes 56 fixed sizes for broadsheet newspapers participating in the system and 32 for tabloids. The size of SAU's ranges from one column (2 1/16" wide) to six columns in width, and from 1" to 21" ("full depth") in depth. The chart below indicates the various sizes of SAU's for a broadsheet newspaper. For example, an SAU of dimensions 2 x 3 is two columns wide and 3" in depth. Note that this chart indicates all 56 options for a broadsheet.

S.A.U. NOMENCLATURE							
Width	1 Column (2-1/16 in.)	2 Columns (4-1/4 in.)	3 Columns (6-7/16 in.)	4 Columns (8-5/8 in.)	5 Columns (10-13/16 in.)	6 Columns (13 in.)	Double Truck (26-3/4 in.)
<b>DEPTH IN INCHES</b>							
1	1x1						
1-1/2	1x1.5						
2	1x2	2x2					
3	1x3	2x3					
3-1/2	1x3.5	2x3.5					
5-1/4	1x5.25	2x5.25	3x5.25	4x5.25			
7	1x7	2x7	3x7	4x7	5x7	6x7	
10-1/2	1x10.5	2x10.5	3x10.5 *	4x10.5	5x10.5	6x10.5 *	13x10.5
13	1x13	2x13	3x13	4x13	5x13		
14	1x14	2x14	3x14	4x14	5x14	6x14	13x14
15-3/4	1x15.75	2x15.75	3x15.75	4x15.75	5x15.75		
18	1x18	2x18	3x18	4x18	5x18	x18	x18
21	1xFD**	2xFD**	3xFD**	4xFD**	5xFD**	6xFD**	13xFD**

\* An ad that fills one quarter of a page measures 3 X 10.5 or 31.5 standard column inches. A horizontal half page is 6 X 10.5 or 63 standard column inches.

\*\*FD (Full Depth) can be 21" or deeper. Depths for each broadsheet newspaper are indicated in the Standard Rate and Data Service. An ad that fills an entire page is 6 X FD (132 in.).

**Rates**

Some papers list their rates for each Standard Advertising Unit. However, because advertisers often buy space in bulk, most papers list their rates in terms of column inches (which are labeled "inches") rather than in terms of SAU's. One "inch" actually equals one column (2 1/16" wide) by one inch in depth. There are about 132 "inches" per page in a broadsheet newspaper.

Rates are usually quoted in dollars per inch (i.e. column inch). The basic rate is generally listed under the designation "SAU open, per inch." This is the rate you would pay if you bought one ad, one column inch in size, to run one time.

**Discounts for Bulk Purchases**

Often advertisers commit themselves to buy a certain number of inches or pages over the course of a certain period of time, e.g., one month or a year. In such cases the newspapers give a discount to the advertisers, and the dollar amount per inch decreases. Sometimes the percentage of the discount from the basic rate is indicated following the standard rates.

The example below shows excerpts from the *Toledo Blade's* entry in the July 2000 SRDS.

TOLEDO

Lucas County-Map Location C-1

**BLADE** ← Name of paper  
 541 N. SUPERIOR ST., TOLEDO, OH 43660.  
 Phone 419-724-6000, 800-232-7253.  
 Classified Phone 419-724-6500.  
 Classified Fax 419-724-6438, 419-724-6147.  
 E-Mail tolnatadv@accesstoledo.com  
 URL http://www.toledoblade.com

**ABC**

Location ID: 1 NSNL OH Mid 017177-000  
 Member: ABC Coupon Distribution Verification Service, ACB, Inc.; NAA  
 MORNING, SATURDAY AND SUNDAY

1. **PERSONNEL**  
 Co-Pub-William Block, Jr.  
 Co-Pub-John Robinson Block.  
 Adv Dir-Jerry Grabowki.
2. **REPRESENTATIVES and/or BRANCH OFFICES**  
 Landon Media Group, Inc.  
 American Publishers' Representatives Ltd.  
 CWO&O.
3. **COMMISSION AND CASH DISCOUNT**  
 15% to agencies; no cash discount
4. **POLICY-ALL CLASSIFICATIONS**  
 30-day notice given of any rate revision.  
 Alcoholic beverage advertising accepted.

**ADVERTISING RATES**  
 Effective January 1, 2000.  
 Rates verified April 14, 2000.

**5. BLACK/WHITE RATES**

	Morn.	Sun.	
SAU open, per inch .....	100.74	133.79	← Basic rate, per column inch

Inches charged dull depth: col.21; pg.126 dbl truck 273.

**YEARLY CONTRACT**

	Per Inch		
	Morn.	Sun.	
1/4 pg .....	100.74	133.79	
1/2 pg .....	100.74	133.79	
1 pg .....	95.93	127.69	← Contract rates, per column inch. Note that the rate decreases as space increases.
2 pgs .....	94.83	125.80	
4 pgs .....	92.74	123.98	
6 pgs .....	92.62	123.35	

**DISCOUNTS**

Multi-insertion Discounts (pick-up rates) 1st ad contract rate, 2nd ad 15% discount, 3rd ad and successive ads 25% discount. Discounts apply to ROP weekday ads only, (color and black & white with no changes). When a Sunday/Holiday insertion is involved, it will count as part of the sequential schedule but will not be discounted. Discounts apply to full run or two-zone or more zone buys. For each ad series, at least one insertion shall be at regular non-discounted rates. Ads shall run within a 7-day period.

← Discount rates.

**Sample Calculation**

Total cost for 1/2 page (or 63 column inches) in the Sunday Blade is \$133.79 x 63 = \$8,428.77.

## Radio: How to Interpret Rates

### Standard Entry

The AM/FM commercial station entry typically includes the station's address, phone number, and web site, the program format (i.e. Oldies, Talk, Classic Rock), audience profile (i.e. persons 35-64), personnel contacts, network affiliation(s), special programming, facilities, and operating schedule. Program format and audience profile information is key for advertisers trying to reach their target customers.

### Using Estimated Rates for Planning

Rates for radio advertising are subject to frequent fluctuation and are dependent on factors such as the time of day when an ad runs, the station's ratings and the level of demand from advertisers for air time. The time of day is segmented into "day parts", such as morning drive time (6 a.m. – 10 a.m.), mid-day (10 a.m. – 3 p.m.), afternoon drive (3 p.m. – 7 p.m.), and evening (7 p.m. – 12 a.m.).

As stated earlier, advertising costs are also contingent on a station's ratings. Basically, the higher the ratings, the higher the advertising costs. Thus, a station's price for advertising is listed as a cost-per-point (rating point) figure (i.e. \$50 per rating point). A single rating point is equivalent to one percent of the target population.

Actual advertising rates for radio are NOT listed in SRDS. SRDS does, however, provide some key figures used in media planning. Cost-per-point price tables for each geographic market can be found in the front (section A) of each SRDS radio volume.

The SPARC Cost-per-Point entry for Toledo in the Summer 2000 SRDS contains the following information:

<b>Cost-per-Point -- Toledo</b>	
Day Part	4 <sup>th</sup> Quarter 1999
AM	47
Day	39
PM	46
Eve	50

(Cost is for 60 second commercial lengths. Day parts are: AM, m-f, 6-10; Day, m-f, 10-3; PM, m-f, 3-7; Eve, m-f, 7-12)

SRDS also lists "Average Quarter-Hour Shares" for each radio station, which is a measure of the size of the station's audience. These tables are also found at the beginning of each volume in section A.

## Television: How to Interpret Rates

### Standard Entry

Entries within each volume are arranged by geographic television market. Each geographic market section begins with a demographic profile of the market area. Following this section are the listings of individual television stations. Each station entry typically includes address, phone numbers, e-mail address, contacts, day parts, production specifications and special features. Many of the entries also include the station's programming line-up.

### Interpreting Estimated Rates

As with radio rates, time of day is an important factor in determining the cost of an ad. Rates are listed by "day parts" which are typically defined as follows:

<b>Day Part</b>	<b>Eastern Time</b>
Early morning	sign-on – 9 am
Day	9 am – 4 pm
Early fringe	4 pm – 6 pm
Early news	6 pm – 7 pm
Prime access	7 pm – 8 pm
Prime	8 pm – 11 pm
Late News	11 pm – 11:30 pm
Late fringe	11:30 pm – 1 am
Sat/Sun	1 pm – 6 pm

Highest rates are in effect during prime time when television audiences are the largest. Actual advertising rates for television are NOT available in SRDS. SRDS offers "rule of thumb" rates for planning purposes. TV ad rates are listed as cost-per-point figures, just as in radio advertising. Locate the CPP (cost-per-point) data in the market profile pages, which can be found at the beginning of each geographic section. The estimated cost-per-point rates are listed for several different day parts. The information on Toledo from the SRDS Summer 2000 volume includes the following:

<b>Toledo:</b>	<b>Day part</b>	<b>Cost-per-Point</b>
	Early morning	25
	Day	27
	Early news	57
	Prime access	50
	Prime	75
	Late news	66
	Combined fringe	44

(Cost-per-Point levels are for 30 second spots. For a 10 second spot, multiply the CPP by .5; for a 15 second spot, multiply by .6-.8; for a 60 second spot, multiply by 2.)