

Standard Rate and Data Service (SRDS): How To Use

What is *Standard Rate and Data Service Media Solutions (SRDS)*?

SRDS is the leading provider of media rates (ad prices) and related data for advertisers. It lists advertising rates, editorial or programming content, circulation and other basic information (e.g. how many years in business and the name of the owner) for a broad range of media selling advertising space. *SRDS* also contains selected demographic and market information for metropolitan areas and counties.

Access/Location:

Most *SRDS* media information (advertising costs and market data) are available at the website <http://0-www.srds.com.maurice.bgsu.edu/library>.

- The home page links to very helpful user guides (Service Guides) that explain how to navigate the site, find information, and output it.
- It also links to a glossary of technical terms (e. g. bleed and ROP)
- And it links to calculators for effectiveness measures such as CPM (Cost per thousand impressions)
- Rather than prices, Radio and Television/Cable sections within *SRDS* give a single cost per point chart for all the stations in a metropolitan area like Toledo. These charts give you a ballpark idea of how effective placing your ads on stations in that geographic area will be.

The library retains a print volume of media circulation data at REF HF5905.A57.

How Is SRDS Organized?

BGSU library has access to the following *SRDS Media Solutions* online sections:

The screenshot displays the 'My Solution Center' interface. At the top, there is a navigation bar with links for 'Subscription & Product Information', 'Support Services', 'Get Listed or Advertise', 'Company Overview', 'Contact Us', and 'Logout'. Below the navigation bar, a message states: 'With the PIN you are currently using, you have access to the following services. Click on a title to access a service. Click here to enter a different PIN.' The 'My Services:' section is highlighted with a yellow box and labeled 'BGSU has access to these parts of the database'. This section includes links for 'Business Media Advertising Source™ — Search Print, Digital & DM together!', 'Consumer Media Advertising Source™ — Search Print, Digital & DM together!', 'Local Market Audience Analyst™', 'Newspaper Advertising Source®', 'Radio Advertising Source™', 'Interactive Advertising Source®', 'TV and Cable Source®', and 'Other Services:'. The 'Other Services:' section is highlighted with a red box and labeled 'BGSU does not subscribe to these'. This section includes links for 'My SRDS Project Manager®', 'Direct Marketing List Source®', 'Out-of-Home Advertising Source™', and 'Print Media Production Source™'. Various logos are visible on the right side of the page, including 'St. Petersburg', 'MA', 'Light', 'ALLOVE', and 'PUBLI'.

A Word of Caution

Use *SRDS* as a *guide* to estimating advertising costs, to locating information on the editorial treatment of advertisements, and to getting a general idea of demographics, employment, and other attributes of a specific market area.

- Most media prices are subject to fluctuations based on changing audience ratings or circulation.
- Rather than firm prices, Radio and Television/Cable sections within *SRDS* give a single cost per point chart for all the stations in a metropolitan area like Toledo. This chart gives you a ballpark idea of how effective your ads on stations in that geographic area will be.
- Rates for virtually all types of media are negotiable, depending on the demand by advertisers for air time, digital space, or print space. In addition, various discount plans may be offered for customers contracting for a certain number of different ads or for multiple placements of the same ad over time.

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 described as 2 x 3 is two columns (4 1/4") wide and 3" in depth.

Note that the following 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.)
DEPTH IN INCHES							
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. 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.

- **Column:** One "inch" actually equals one column (2 1/16" wide) by one inch in depth or 2 1/16 column inches.
- **Quarter Page:** An ad that fills one quarter of a page measures 3 X 10.5 or 31.5 standard column inches.
- **Half page:** A horizontal half page is 6 X 10.5 or 63 standard column inches.
- **Page:** There are about 132 "inches" per page in a broadsheet newspaper. So an ad that fills an entire page is 6 X FD (132 in.) for a total of 792 column inches.
- Rates are usually quoted in dollars per inch (i.e. column inch).

Discounts for Bulk Purchases

Often advertisers contract 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 advertiser; and the dollar cost per inch decreases from standard rates. Usually the percentage of any available discounts is indicated following the standard rates.

The example below shows excerpts from the *Toledo Blade's* entry retrieved from SRDS on 12/7/09. (Additional prices for inserts in plastic bags, color, etc. are also available at this link.)

Sample Calculation from the chart: Total cost for 1/2 page (or 63 column inches) in black and white in the Sunday Blade is calculated at \$179.14 x 63 = \$11,285.82

THE BLADE		
Independently Owned		
541 N. Superior St., Toledo, OH 43660. Phone 419-724-6350. Phone 419-724-6000. Toll Free 800-232-7253. Fax 419-724-6391. Classified Phone 419-724-6500. Classified Fax 419-724-6438.		
5. BLACK/WHITE RATES		
	Mon-Sat	Sun
SAU open, per inch	134.88	<u>179.14</u>
Full page rates	16,994.88	22,571.64
CONTRACT RATES		
	Per inch	
	Mon-Sat	Sun
31"	132.19	175.56
63"	130.31	173.27
126"	128.43	170.97
252"	126.97	168.43
504"	124.17	165.99
756"	124.00	165.17
1,260"	123.24	165.09
1,638"	122.88	164.64
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.		

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 (e.g. 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

Costs for radio advertising are subject to frequent fluctuation and are dependent on factors such as the time of day and day of the week when an ad runs along with 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.).

Advertising costs are also contingent on a station's audience 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 figure (e.g. \$50 per rating point).

Actual advertising rates for radio are NOT listed in *SRDS*. *SRDS* does, however, provide some key figures used in media planning. The following example shows CPP for spot radio in the Toledo area.

To calculate cost per point for ads on a specific station, it would be necessary to contact the station and get 1) the station's audience rating along with 2) the exact price for an ad at that station to run at a certain time of day and on a date of your choice.



SQAD Spot Radio Cost-Per-Point Estimates (Third Quarter 2009)

Market: Toledo, OH

Daypart	3Q09
AM	31
Day	29
PM	37
Evening	22

All cost-per-points are for 60 second commercials for Adults 18+. All cost levels are average. AM represents M-F 6AM-10AM. Day represents M-F 10AM-3PM. PM represents M-F 3PM-7PM. Evening represents M-F 7PM-12Midnight.
Issue: September 2009

Television/Cable: How to Interpret Rates

Standard Entry

Information is searchable by DMA (geographic television market) or by name of station, owner, and other access points -- including a link to "place-based" specialized media advertising options such as in-store, in-flight, movie/theater, and the like. Results screens from a DMA search contain a link to the market profile (demographics, employment, market rankings, and additional information for the market area), a stations listings link, and link to a map of the DMA. In addition it offers quicklinks direct to the profiles of specific area stations.

- Each station entry typically includes address, phone numbers, e-mail address, name and title of contacts, day parts available, types of ads sold, and production specifications.
- Click on the network affiliations link within an individual station listing to see the network programming line-up.

SRDS Media Solutions

DIRECTView Delivers Second-by-Second Commercial Ratings and DVR Playback Info.

TV & Cable Source®

Go To:

NEW Market Analysis | New Search | New Search: TV & Cable | Quick Search | Reports | Contact SRDS | Help | Logout

Search Type: TV Stations & Cable Systems

DMA: Toledo, OH

TV Rank/HH: 73 - 423,100

Cable Rank/HH: 99 - 258,820

Listings: 1 - 5 of 5

View: (*Requires [Adobe Acrobat Reader](#))

- [Listing Profiles](#)
- [Market Profile](#)
- [DMA Map](#)

Commercial TV Stations

- [WNWO-TV ch 24_DT ch 49](#)
- [WTOL-TV ch 11_DT ch 17](#)
- [WTVG-TV ch 13_DT ch 19](#)
- [WUPW-TV ch 36](#)

Cable Systems

- [Buckeye Cablevision Inc](#)

Key To Listing Symbols

Click for important listing information

Listings: 1 - 5 of 5

View:

- [Listing Profiles](#)

PERSONNEL

GM — Jon Skorburg, Gen Mgr
Phone: 419-535-0024 Ext. 117

NSM — Kim Jakubowski, Natl Sales Mgr
Phone: 419-725-6512
E-mail: kjakubowski@nbc24.com

LSM — Sam Weiss, Local Sales Mgr
Phone: 419-725-6511
E-mail: sweiss@nbc24.com

PROM — Jack Scott, Promo Dir
Phone: 419-725-6550
E-mail: jscott@nbc24.com

CORPORATE OWNER: Barrington Broadcasting

REPRESENTATIVE(S): [TeleRep, Inc.](#)

FACILITIES

Air date: 1966 Video: 4,370,000w Audio: 437,000w
Time Zone: Eastern
Operating Schedule: 24 hours daily
Antenna Height: 1,437 ft. above avg. terrain

SPECIAL FEATURES

Billboards: 5 sec, 10 sec
Infomercials: 30 min, 60 min
Dayparts Available: AM News (Early Morning), Daytime, Late News (Late Night), Weekend

TRAFFIC SPECIFICATIONS

TRAF — Rachel Riffle, Traffic Mgr
Materials Shipping Address: 300 S. Byrne Rd., Toledo, OH 43615
Phone: 419-725-6516 Fax: 419-535-8946
E-mail: r riffle@nbc24.com
Materials Due: 2 days prior to airdate
Tape: 1in. Reel, Betacam, Betacam SP, DVC Pro, VHS
Digital Spot Delivery: DGS

Annotations:

- Contact info:** Points to the Personnel section.
- Technical specifications:** Points to the Commercial TV Stations list.
- Types of ads they sell:** Points to the Special Features section.
- Dayparts for ad placement:** Points to the Traffic Specifications section.

Interpreting Estimated Rates

As with radio rates, time of day is an important factor in determining the cost of a TV ad. Some of the “day parts” are defined as below:

Day Part Eastern Time

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

TV ad rates for a geographic area are listed as cost-per-point figures, much like radio advertising. Notice in the following chart for Toledo that the estimated cost-per-point varies by day part. 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 only ballpark rates for making preliminary cost estimates.

SQAD COST PER POINT LEVELS—TV HOUSEHOLDS	
Daypart	3rd Qtr, 2009
Prime Access	42
Prime	67
Late News	48
Late Fringe	35

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All CPPs are average. Issue month is September 2009 (3rd Qtr, 2009)

For
Toledo DMA

- Cost-per-Point levels are for 30 second spots; so for a 60 second spot, you would multiply by 2.
- But spots under 30 seconds are priced differently and are not pro-rated.
For a 10 second spot, multiply the CPP by .5.
For a 15 second spot, multiply by .6-.8 as specified.

To calculate cost per point for ads on a specific station, it would be necessary to contact the station and get 1) the station’s audience rating along with 2) the exact price for an ad at that station to run at a certain time of day and on a date of your choice.