

The following discounted SRDS programs are available to all CRMA member magazines in 2010



SRDS Consumer Source

- ❑ **Essential Brand Solution program for \$355/month**
(this represents almost 40% off rate card value of \$577/month)

Essential Brand Solution Online & Print Listing includes: 4/color cover, 4/color logo, 4/color corporate logo, 100-word positioning statement which appears in bold italics within your listing and may include promotional wording. **Online you also get:** **pale red** highlight over your listing in the search results with preferred positioning - get ranked at or near the top of your state, plus a research link so media prospects have instant access to additional information about your demographics, etc... plus a logo/cover library that stores up to 12 historical covers so media prospects have easy access to copy & paste one or more into their presentation. **In the Annual Connections Guide you get:** a ½ page profile in your listing class. This resource is mailed to 5,000+ client-side marketers at Consumer companies.

- ❑ **State Sponsorship with your Essential Brand Solution @ \$577/month**

(this entitles one member per state * to all the benefits of an Essential Brand Solution but you get premiere positioning in the Search Results appearing as the #1 magazine in your state with **yellow shading** highlighting your listing.)

*** Exception is CA since Class 30A breaks out Northern CA and Southern CA separately so there are two State Sponsorships available in CA.**