



List Brokerage & Management • Data Processing • Internet Marketing

## SRDS

**94,952 Professionals . . . . . \$150/M**  
**42,559 Phone Numbers . . . . . +\$60/M**  
**Media Companies**  
**Sales & Marketing Professionals**

**NEW TO MARKET!**

Published by Nielsen Business Media (Formerly VNU Business Media)

Target advertising sales and marketing professionals at media companies from the SRDS database. This file includes key professionals at consumer and trade magazines, radio and television stations, newspapers and also direct marketing professionals including list brokers, compilers and managers with purchasing power.

Contact information is continuously updated from direct contact with media companies. Companies included are qualified as offering advertising opportunities.

SRDS has been bringing the media community together for over 85 years. As the leading provider of media rates and data, SRDS connects buyers and sellers through sources that offer comprehensive coverage of traditional media—such as magazines, newspapers, radio, television and direct marketing—as well as today's alternative marketing opportunities—such as online and out-of-home.

Edith Roman recommends this highly responsive list for promoting all types of products and services including high-ticket items, credit cards, multi-media products, travel, educational books, insurance, computer software, organization products, Internet providers, premiums, conferences, workshops, and more.

**Type of Business**

Business Publications .....	15,897
Consumer Magazines .....	8,238
Newspapers.....	4,943
Radio Stations.....	39,187
Television Stations.....	7,839
Websites/Interactive Companies.....	1,361
Outdoor/Out of Home/Advertising Companies.....	4,639
Other.....	12,848

**Additional Information**

**---Date---**  
9/08

**---Media---**

PSL.....	\$10/M
Cartridge.....	\$25 Flat
CD ROM.....	\$65 Flat
Email.....	\$65 Flat

**---Selections---**

Business Address.....	\$15/M
Business/IndustryType .....	\$15/M
Gender.....	\$15/M
Geography.....	\$10/M
One Name Per Site .....	\$15/M
Phones .....	\$60/M

**---Key Code---**  
\$3/M

**---Minimum Order---**  
5,000

**---Source---**  
Internet/Online/Website  
Registration

**Sample Mailing  
Piece Required**

**--Cancellation--**  
\$10/M + \$50 Flat Fee  
Cancellation After Mail Date  
Requires Payment in Full

**Contact**

For Postal List Info Contact:  
John Lo Giudice at 845-731-2752  
mailto:john.logiudice@edithroman.com