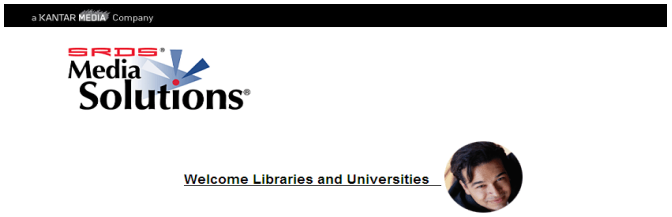
SRDS Database Quick Reference

Franklin University Library currently subscribes to two SRDS Services: *Consumer Media Advertising Source* and *Newspaper Advertising Source*, as shown below.

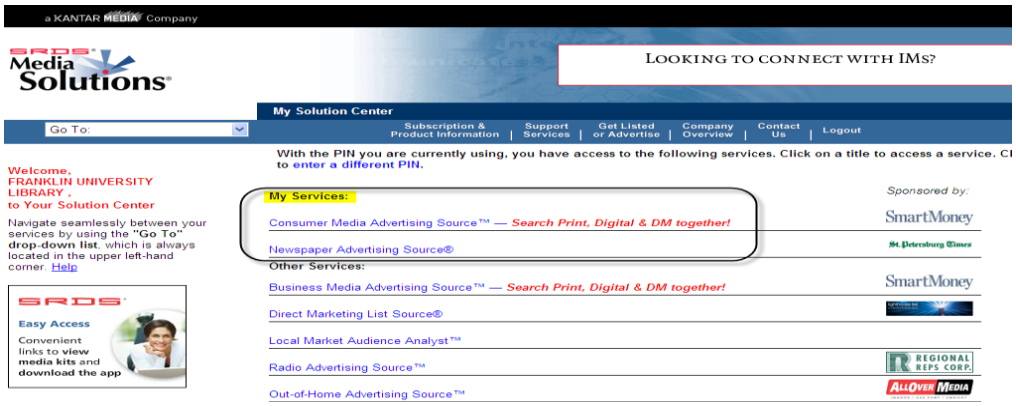
To logon to SRDS database, go to the main library webpage at www.franklin.edu/library > Click on **Articles and Databases** > **Databases by Name >** An alphabet will appear, Click on **S** and **scroll to SRDS Media Solutions (Standard Rate and Data Service)**.

SRDS will open to the following page:



Click on the link stating: **Click here to access SRDS services.**

Next, choose from one of the SRDS services that we subscribe to that are listed under **My Services.**



Consumer Media Advertising Source

Your search comprises four steps --

Step 1: Select Database Section – Choose from either **Consumer** (default) or Farm

Step 2: Select Search Type – options are **Class Search**, **Keyword,** or **Quick Search by Title**. Class Search would be used if you are already familiar with a Classification Grouping that has been created by SRDS. Click **Search**.



Step 3 and **3A** example, enter your **keyword** and select the **media type(s) and data field(s)** you wish to search. You may select *or* deselect as many of the options you want within Step 3A. Click **Search.**



The result list on the left hand side of the webpage will contain a list of '**Classes'** to choose from.

The **Print Media** tab is the default. Click on the **Digital Media** and **Direct Marketing** tabs separately to see the results for those media types. Click on any highlighted title to view its information in detail.

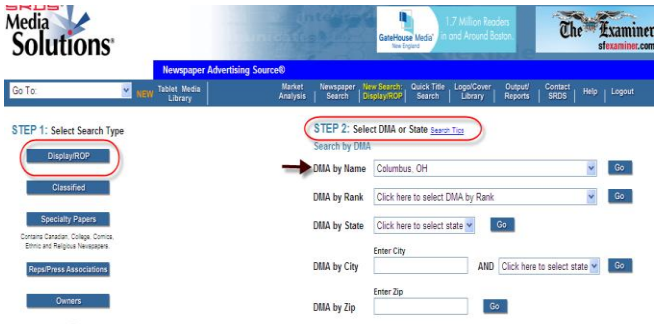
Newspaper Advertising Source

The newspaper coverage in SRDS is for both print and online editions, and includes community newspapers. Data for online editions is updated continuously. Data for print editions is updated twice a year.

Step 1: Select Search Type – there are five to choose from. These searches are more dependent on the expense of advertising in geographic areas, not the type of product your marketing.

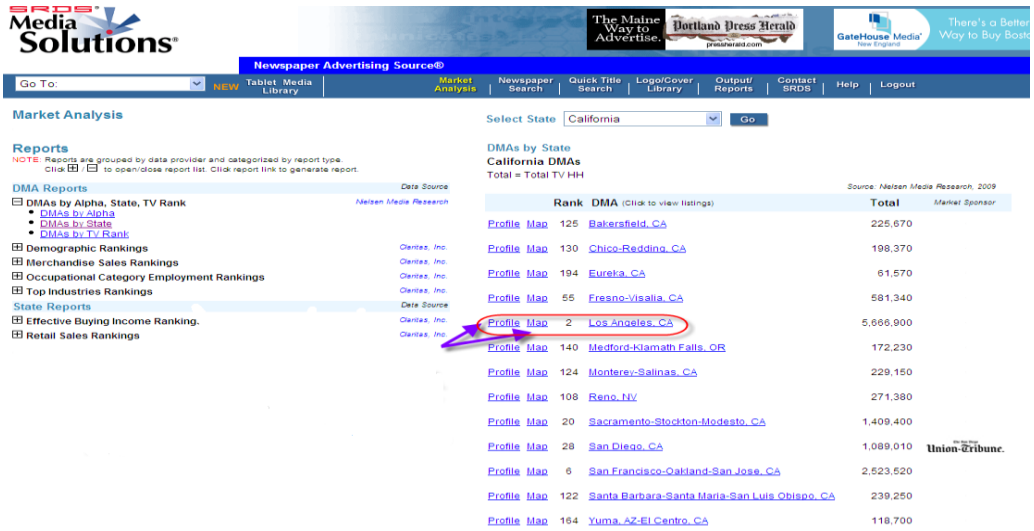
a. **Display/ROP –** searching by DMA, which lets you view newspaper listings in certain markets (by geographic areas)
b. **Classified** (listings only within a newspaper)
c. **Specialty papers –** see note in image below this link
d. (Newspaper) **Reps/Press Associations –** alphabetical listing
e. **Owners –** alphabetical listing of owners of all newspapers included in SRDS.

Step 2: Select DMA or State and Click **Go.**



Market Analysis tab (within Newspaper Advertising Source)

This tab allows you to view over 150 reports that analyze key market data, such as, demographics and sales. Below is an example of the options available to you when creating a report:



Choose either **Profile** or **Map** for the specific city that you want to research. P**rofile** contains information on the city itself, such as, the breakdown of population by Race, Age, Household income, etc., Top 15 industries, and Sales Rankings by Merchandise. Clicking on the **Map** allows you to view the geographic extent of the DMA you are researching. If you click on the DMA name itself, a list of its newspapers will appear on the left hand side of the webpage, allowing you to link to their information.

SRDS Options (available in both services)

1. You have the ability to tag media entries that you are interested in. Once you log out of your current SRDS session, any information that you tagged will be gone.
2. **Output/Report** tab options:
   a. SRDS Contact Report
   b. SRDS Consumer Media or Newspaper Profile Reports can be created
   c. Export to an Excel spreadsheet - Any information that you find within this database can be exported to Excel (includes all media types). When saving the spreadsheet, you will have options for formatting.
3. Each media tab allows you to create a **Quick Profile Report** that summarizes your search results. The report matches the sorting preferences that you set for your search results.
4. Front page Logo/Cover Images Library of media titles