Standard Rate & Data Service (SRDS)

A searchable database of media rates and information with more than 100,000 U.S. and international media kits, circulations, and advertising rates.

Includes Digital Media database, demographics, and segmentation market data.
Begin at the JWU library homepage: [http://pvd.library.jwu.edu/homepage](http://pvd.library.jwu.edu/homepage). Select Databases under Quick Links.
Select Standard Rate & Data Service (SRDS) from the A-Z list of databases.
There are 2 ways to use SRDS. Choose the “Search by Media Type” section for media reports and advertising information. Search the “Other SRDS Services” section for demographics and market segmentation data.
Select Consumer Magazine Media to search for specific Titles.

Use the keyword search box to find advertising rates and circulation information. Or, use the search options to change media type.
Choose “Claritas Segmentation & Market Solutions” for access to demographic, lifestyle and consumer segment profiles.

Select “Login to Claritas SMS” to create reports.

Learn more about Claritas

Intro to Claritas Segmentation & Market Solutions
- What is Claritas SMS?
- Claritas Consumer Profiles Overview
- PRIZM Premier Overview
- Claritas SMS Reports at a Glance
  (includes guide for migrating from Local Market Audience Analyst/LMAA)

How to use Claritas Segmentation & Market Solutions
- Segmentation & Market Solutions Basics
- My Content Options
- Menu Options
- Content Lists, Manage Data
- Settings
- Quick Reference Guide, Mapping Functions

Use the help guides here for how tos.
1. Select “Create Content.”

2. Choose a pre-made report template from the list.

3. Select the report details to include.
Contact the University Library for additional help.
Chat: https://libraryh3lp.com/chat/jwu_prov_vr_1@chat.libraryh3lp.com?skin=21252
Email: amccaffrey@jwu.edu
JWU Library Homepage: http://pvd.library.jwu.edu/homepage