



Find, consider and **understand**
media at **srds.com.**

- Digital Media
- Consumer Magazine Media
- Consumer Demographics
- Business Publication Media
- Print Production Data
- Direct Marketing
- Newspaper Media & Circulation
- Radio Media
- TV & Cable Media
- Out-of-Home Media
- International & Hispanic Media

Faster, easier and smarter media planning.

Media research, your way

Search for media and advertising opportunities any way that makes sense to you.

- Media type
- Keywords
- Titles
- Geography (DMA, MSA and Non-Metro Market)

Get in, find your options and apply powerful filters and sorting capabilities to help you evaluate huge lists of media quickly.

Actionable data in one place

SRDS listings include all the data points you need to compile a plan.

- Rates and contact info
- Audience metrics
- Much, much more

SRDS works with media properties to help their brands come alive for you. For example, many media profiles include logos, covers or website images that are perfect for pasting into presentations or spreadsheets.

Better than that giant search engine

...at least for looking up ad-supported media or websites for your plan. We've organized media for you, so you don't have to look through pages of unrelated results.

Understand your options with audience and market intelligence from leading research companies, right in the media listings.

- Kantar Media Compete
- Nielsen Netview & PRIZM
- SQAD, Simmons, Arbitron
- AAM, BPA, CVC

KANTAR MEDIA | SRDS

Welcome, MARGARET

5 NEWS Bringing you the world of Chicago. ROB STAFFORD

Search [Enter Keyword(s)] Options Go Search Tips

Local Media by DMA

Media

Narrow by Your Selections

- Media Type Clear
 - Business Publications (5)
 - Consumer Magazines (30)
 - Digital Media
 - Newspapers
 - Out-of-Home
 - Radio
 - TV & Cable
- DMA Find DMA Clear
 - Chattanooga, TN (200)
 - Cheyenne, WY-Scottsbluff, NE (108)
 - Chicago, IL
 - Chico-Redding, CA (175)
 - Cincinnati, OH (290)
 - Clarksburg-Weston, WV (103)
 - Cleveland-Akron (Canton), OH (448)
 - Colorado Springs-Pueblo, CO (218)
 - Columbia, SC (188)
 - Columbia-Jefferson City, MO (167)
 - Columbus, GA (165)
 - Classification
 - Business
 - Business - Metro, State & Regional(1)
 - Farm Supplies(1)
 - Legal(1)
 - Consumer
 - Ad Networks & Groups(1)
 - Airline Inflight, Hotel Inroom & Passenger Trains(1)
 - Bridal(1)
 - Employment & Recruitment(1)

WMAQ-TV ch 5, DT ch 29

Commercial TV Station
DMA: Chicago, IL

5 NEWS Bringing you the world of Chicago.

NBC5 brings you the world of Chicago. From the top media platforms in the market-Sunday Night Football, The Voice, Saturday Night Live, Steve Harvey, and more-to the top names in local news, Chicagoans value and trust us because we're active in our community and know which people, places and events matter most. We combine the power and influence of broadcast television with multiple digital, social media, out-of-home and event platforms reaching a highly qualified audience to maximize results for our advertisers. Partner with NBC5, and we'll put your brand in the center of the conversation.

Network Affiliation: COZI-TV, NBC Universal
Programming Schedule: View

More info [Icons]

Sun-Times Media

Newspaper Group: Daily
DMA: Chicago, IL State: Illinois

Sun-Times Media reaches 1 out of 2 consumers in the Chicago area every day through our portfolio of hyper-local print and digital products. Our network of 42 local publications allows us to create customized media solutions for our advertisers and partners through community newspapers, mobile-optimized websites, exciting iPad apps, integrated consumer promotions, targeted e-mail blasts, and local events. We're proud to continually bring new print and digital solutions to our clients and readers throughout Chicago and the over 300 communities we serve every day.

Circulation (Audited, Group): Weekday: 432,451 Sunday: 408,877

More info [Icons]

KANTAR MEDIA | SRDS

Welcome, MARGARET OLMOIA, KANTAR MEDIA - (BROGEMAR) (Red Margaret?)

Resources | Contact Us | Logout

5 NEWS Bringing you the world of Chicago. ROB STAFFORD, CON HOVA, BRANT HELLER

Search [Enter Keyword(s)] Options Go Search Tips

Back to Results Add to Report

5 NEWS Bringing you the world of Chicago.

WMAQ-TV ch 5, DT ch 29

NBC Owned Television Stations

More info [Icons]

Comments & Stats Traffic Reports

WMAQ-TV ch 5, DT ch 29 Mid 085460-000

Positioning Statement
NBC5 brings you the world of Chicago. From the top media platforms in the market-Sunday Night Football, The Voice, Saturday Night Live, Steve Harvey, and more-to the top names in local news, Chicagoans value and trust us because we're active in our community and know which people, places and events matter most. We combine the power and influence of broadcast television with multiple digital, social media, out-of-home and event platforms reaching a highly qualified audience to maximize results for our advertisers. Partner with NBC5, and we'll put your brand in the center of the conversation.

Website: <http://www.nbcchicago.com>

License: Chicago, IL, County: Cook

Corporate Owner: NBC Owned Television Stations
Network Affiliation(s): COZI-TV, NBC Universal

Programming Schedule: View Programming

Digital Media Listing
NBC Chicago

NAB TVB

SRDS users like viewed...

- WMAQ-TV ch 5, DT ch 29
- WFLD ch 32, DT ch 21
- WLS-TV ch 7, DT ch 44
- WGN-TV ch 9
- WNBC-TV ch 4, DT ch 29
- WMDL-TV ch 48
- WISN-TV ch 19, DT ch 33
- WOL-TV ch 25, DT ch 27

Any media. Any DMA. Easy.

Business Publication Media

- Print media listings: 9,000+
- Digital media listings: 5,000+
- Direct marketing lists: 25,000+

Consumer Magazine Media

- Print media listings: 3,000+
- Digital media listings: 5,000+
- Direct marketing lists: 35,000+

Digital Media

- National and local websites: 22,000+

Direct Marketing

- List rental opportunities: 70,000+
- Insert media: 1,300+

Newspaper Media

- National and local newspapers: 6,400+

Out-of-Home Media

- Out-of-home categories: 25
- Out-of-home media: 2,400+

Radio Media

- AM/FM commercial stations: 9,600+

TV & Cable Media

- Broadcast and cable stations: 2,600+

Local Market Audience Analyst

- Consumer demographics

Print Media Production Source

- Production specs and contacts for business, consumer and newspaper media

International Media Guides

- International print media

Print only

Circulation 2013

- Newspaper circulation data

Hispanic Media & Market Source

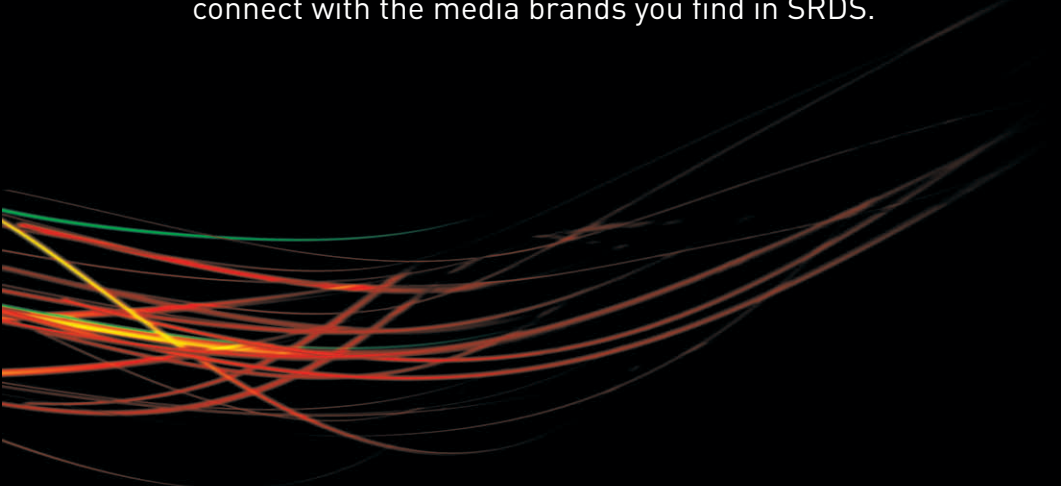
- Media targeting Latino community

*Multi-session, IP or custom access are available.
Local data is also available by DMA.*

We love **media.**

Kantar Media SRDS is obsessed with media, data and the community of planners, buyers, publishers and marketers we serve. The SRDS database gives you access to everything you need to know to evaluate media brands and connect with the people behind them.

We collect every bit of data we can organize about U.S. advertising opportunities, no matter the media type, and standardize it to help you find, consider and understand the best media for your plans and campaigns. Best of all, we make it easy for you to connect with the media brands you find in SRDS.

An abstract graphic consisting of numerous thin, overlapping lines in various colors (red, orange, yellow, green, blue) that flow from the left side of the page towards the right, creating a sense of movement and data connectivity.

SRDS.com is the best place to quickly find, consider and understand media brands and advertising opportunities.

Our multimedia planning platform puts essential planning data on more than 125,000 media properties at your fingertips, with one integrated online search, and includes over 23,000 advertising-driven websites neatly organized into consumer, B2B and local markets.

Kantar Media helps clients all around the world master the momentum of media, connecting millions of traditional, digital and social data points, and revealing the big picture so clients can find insights to drive their decisions.

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2013 SRDS Media Solutions

Services	Online Access	Publication Months	Base Price	S/H	Total
Business Publication Media	Y	June	\$1,075	\$18	\$1,093
Canadian Advertising Rates & Data	Y	Online only (2 PINs)	\$775	—	\$775
Circulation 2013 [®]	—	October	\$432	\$14	\$446
Consumer Magazine Media	Y	June	\$1,075	\$18	\$1,093
Digital Media	Y	Online only	\$821	—	\$821
Direct Marketing	Y	Online only	\$827	—	\$827
Hispanic Media & Market Source [™]	—	March, June, Sept, Dec	\$424	\$16	\$440
Local Market Audience Analyst [™]	Y	Online only	\$799	—	\$799
Newspaper Media	Y	April	\$1,330	\$18	\$1,348
Out-of-Home Media	Y	Online only	\$497	—	\$497
Print Media Production Source [™]	Y	Online only	\$1,129	—	\$1,129
Radio Media	Y	February	\$771	\$18	\$789
TV & Cable Media	Y	March	\$771	\$18	\$789
SRDS International Media Guides[™]					
IMG Business Publications: The Americas	Y	October	\$507	\$20	\$527
IMG Business Publications: Asia-Pacific/Middle East/Africa	Y	March	\$507	\$20	\$527
IMG Business Publications: Europe	Y	July	\$507	\$20	\$527
IMG Consumer Magazines Worldwide	Y	November	\$507	\$20	\$527
IMG Newspapers Worldwide	Y	August	\$507	\$20	\$527
IMG Business Set print and 3 online databases	Y		\$1,206	\$60	\$1,266
IMG Full Set print and 5 online databases	Y		\$1,670	\$100	\$1,770

Flexible print options are available.

Learn more at srds.com or call 800.232.0772 ext. 8002.

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