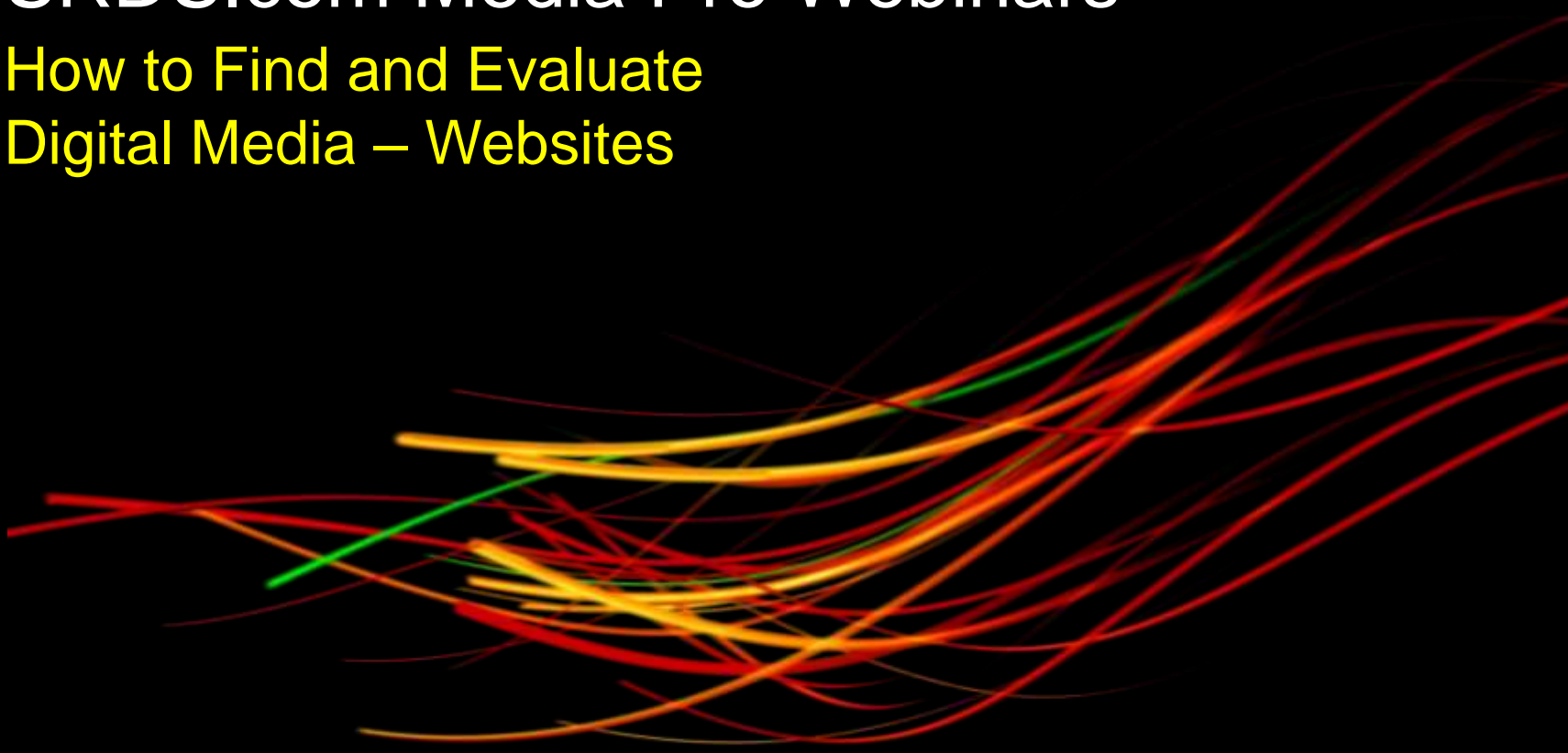




# SRDS.com Media Pro Webinars

How to Find and Evaluate  
Digital Media – Websites



# SRDS.com Media Pros:

## How to Find and Evaluate Websites

# Welcome!



# SRDS.com Media Pros:

## How to Find and Evaluate Websites

# 30 minutes



# SRDS.com Media Pros:

## How to Find and Evaluate Websites



# SRDS.com Media Pros:

## How to Find and Evaluate Websites

**Submit  
questions  
via WebEx  
chat to the host**



# SRDS.com Media Pros:

## How to Find and Evaluate Websites

**We'll send you  
the recording  
via email**



# SRDS.com Media Pros:

## How to Find and Evaluate Websites



**Mike Morrow**

Director of Content &  
Online Marketing

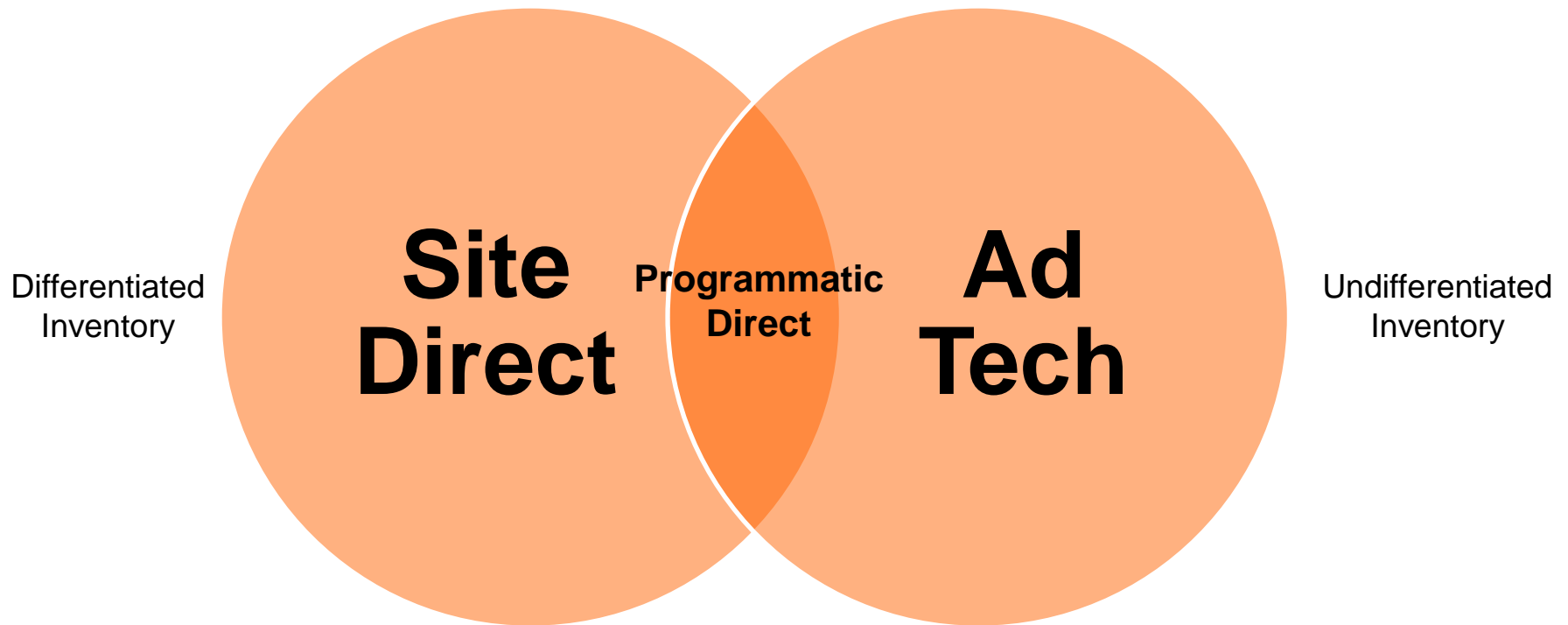


**Tina Stevens**

Corporate Trainer  
for SRDS.com

# SRDS.com Media Pros:

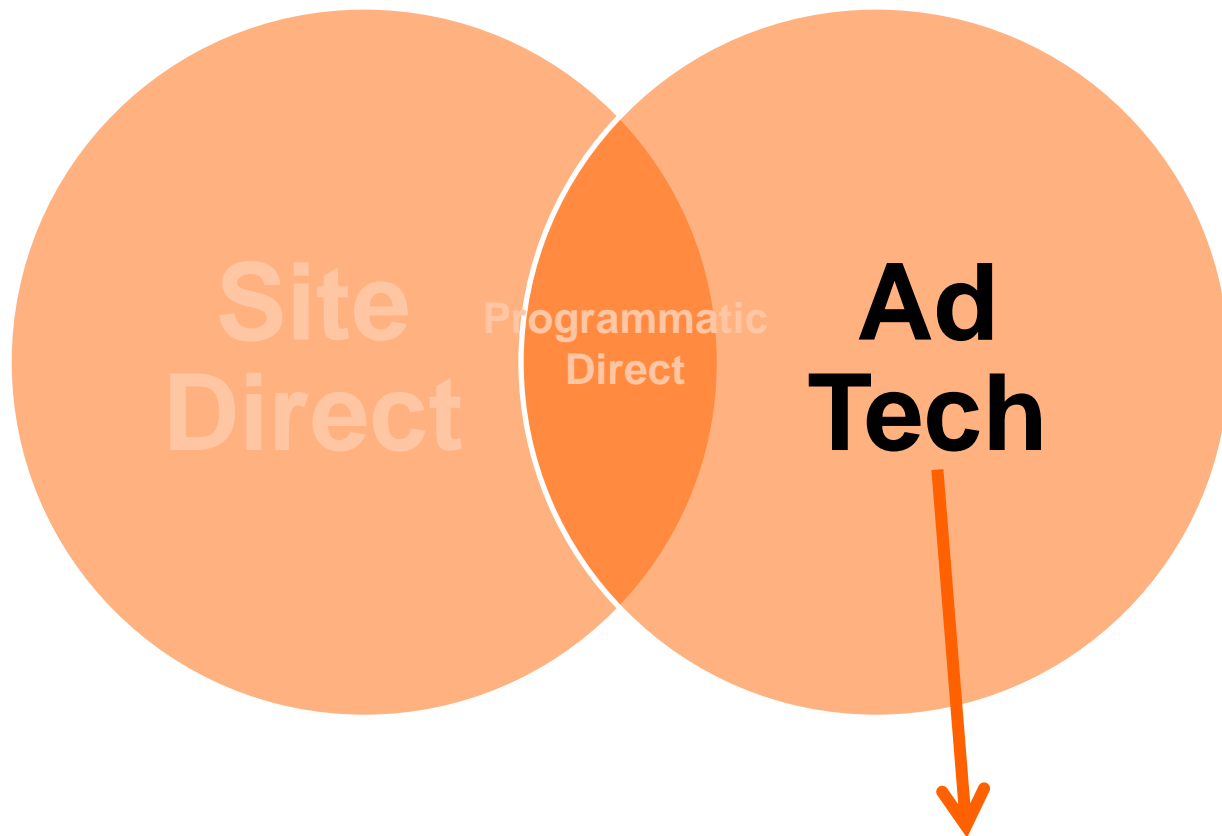
## The Digital Ecosystem





# SRDS.com Media Pros:

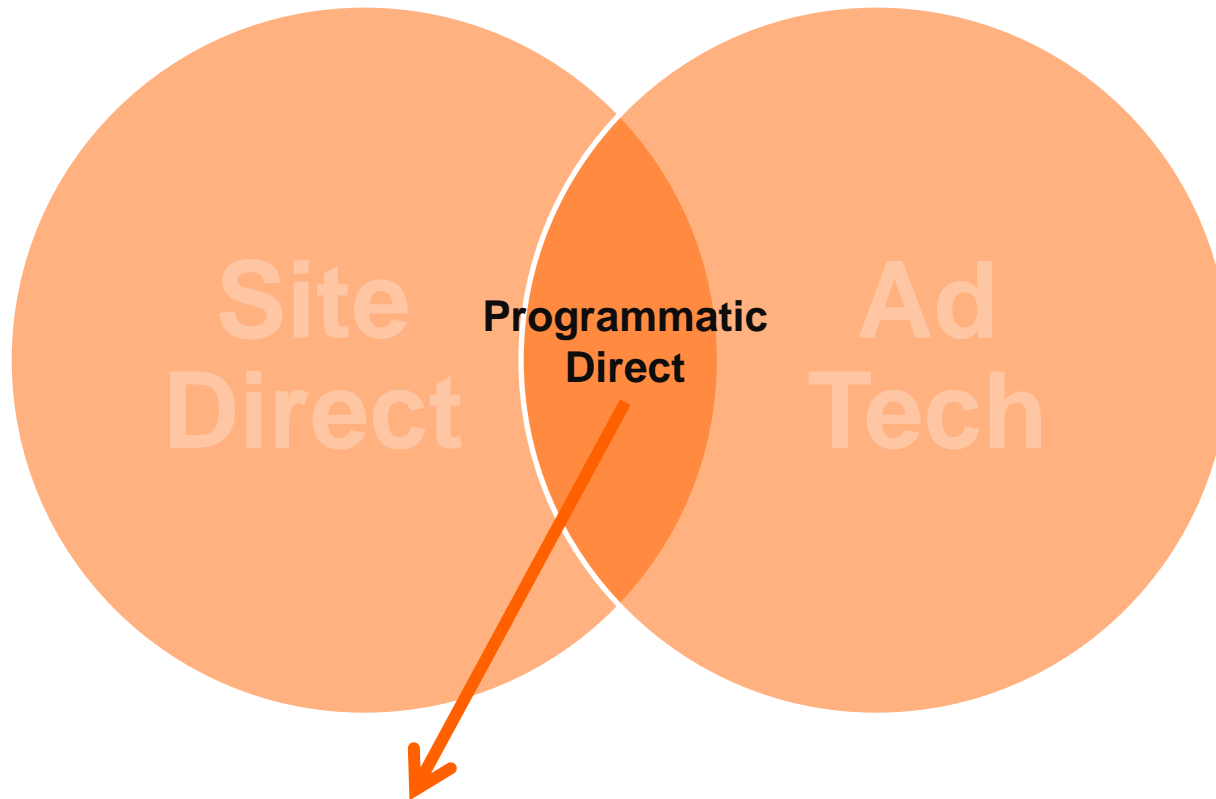
The Digital Ecosystem



Log in to [SRDS.com](https://SRDS.com) for the on-demand link

# SRDS.com Media Pros:

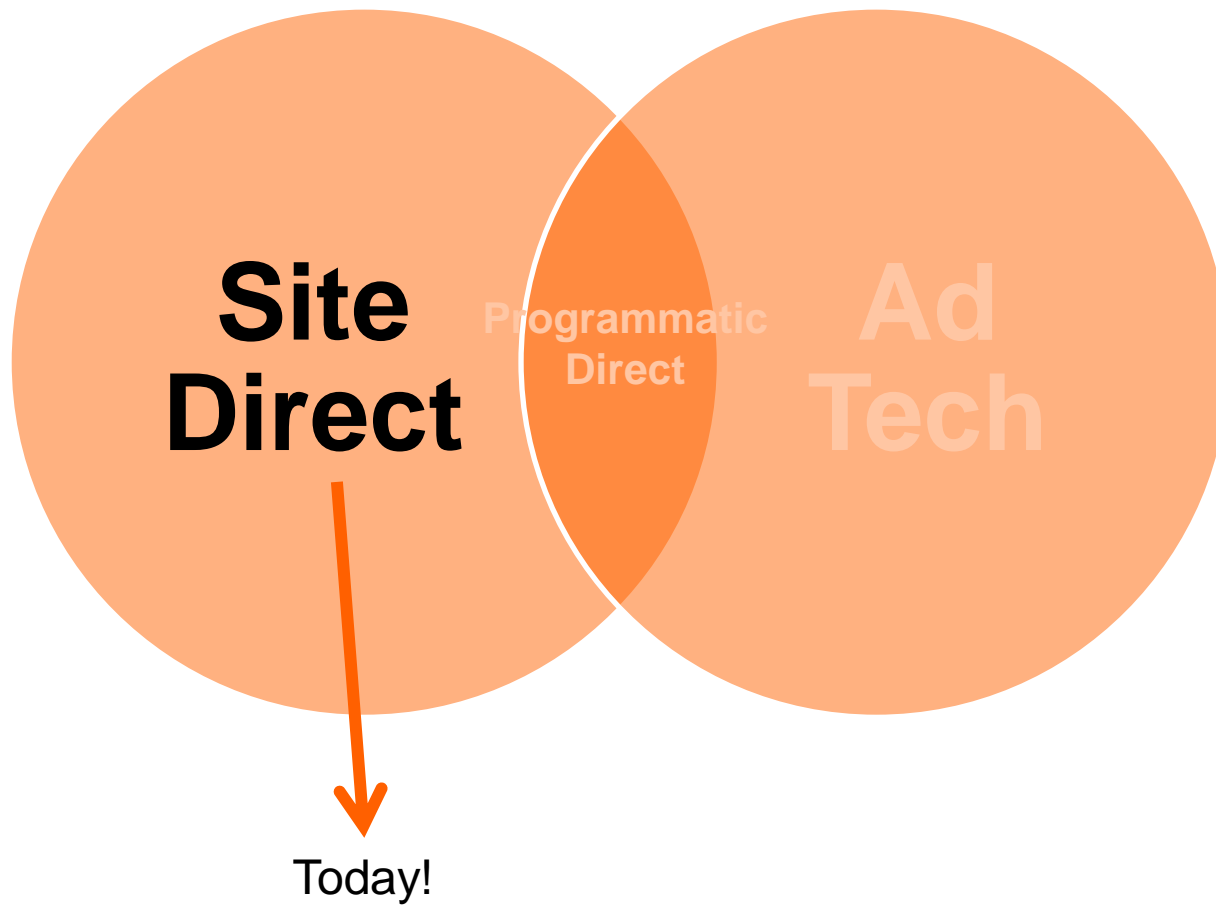
## The Digital Ecosystem



Webinar soon!  
See the press release on [SRDS.com](http://SRDS.com)!

# SRDS.com Media Pros:

## The Digital Ecosystem





# Researching sites for direct buys

- Find all available inventory (and across channels)
- Unique or premium programs and sponsorships
- Known sites and audiences
- Speak to a human
- “Long-tail” sites

# Long Tail / Short Tail

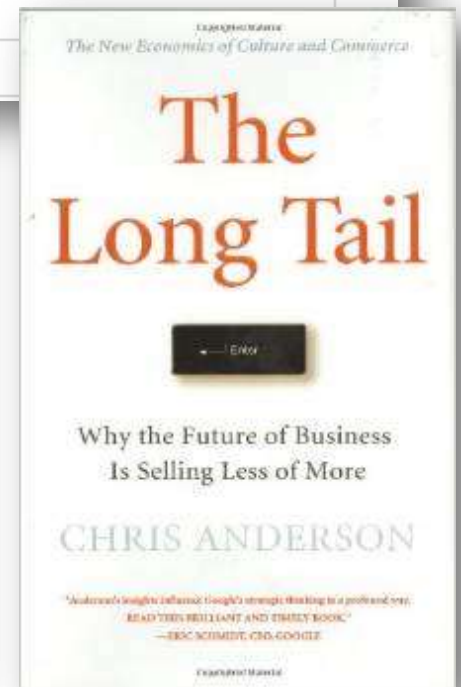
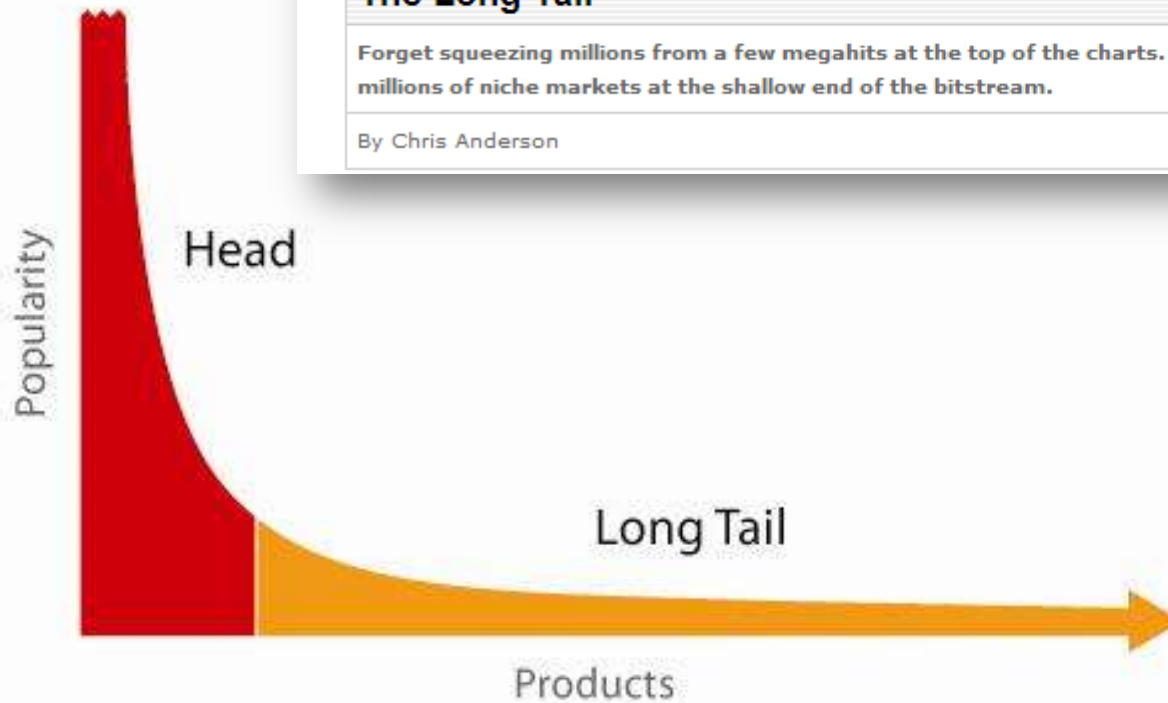
Issue 12.10 - October 2004

Subscribe to WIRED magazine and receive a FREE gift!

## The Long Tail

Forget squeezing millions from a few megahits at the top of the charts. The future of entertainment is in the millions of niche markets at the shallow end of the bitstream.

By Chris Anderson



# Why use SRDS.com?



- Over 20,000 sites (the *whole tail*)
- Only sites that accept advertising
- Pure play/standalone + multichannel brands
- Audience metrics
- Ad sizes and formats
- Site profiles and images



The most **comprehensive, scalable user targeting...**

[bbnnetworks.com](http://bbnnetworks.com)

**Search by Media Type -**

- Digital Media**
- Websites (20760)
- Networks & Tech (175)

**Your Selections**

**Consumer: Classifications**

- Action Sports (42)
- Adventure & Outdoor Recreation (39)
- Affluence
- Airline
- Automobile
- Art & Antiques (20)
- Associations & Organizations (12)
- Automotive (176)
- Aviation (26)
- Babies (22)
- Black/African-American (30)
- Boating & Yachting (40)

**Business: Classifications**

- Banking (46)
- Beauty & Hairdressing (13)
- Biotechnology (19)
- Boating (5)
- Books & Book Trade (11)
- Brewing, Distilling, Bottling and Beverage Markets (26)
- Building (58)
- Building Management & Real Estate (69)
- Building Products Retailing (12)
- Business (177)
- Business - Metro, State & Regional (143)
- Computing & Communications (3)

**Local: DMAs [Find DMA](#)**

- Abilene-Sweetwater, TX (31)
- Albany, GA (21)
- Albany-Schenectady-Troy, NY (72)
- Albuquerque-Santa Fe, NM (111)
- Alexandria, LA (20)
- Alpena, MI (10)
- Amarillo, TX (43)

Digital Websites Search by Keyword(s)   [Search Tips](#)

Tablet Media | Local Market Info | Reports

## Website Data for Direct-to-Publisher Buying

20,000+ U.S. websites that sell ads

- 4,800+ consumer sites in 80+ standard industry categories

**SRDS.com Interactive Demo**  
**For more, contact [Tina.Stevens@kantarmedia.com](mailto:Tina.Stevens@kantarmedia.com)**

- BPA interactive audits
- Publisher self-reported UVs

**Advertising guidelines**

- Up-to-date data on IAB-standard and non-IAB ad sizes and formats run
- **New!** Filter search results to find new sites that can run existing creative

**Site profiles and images**


- Collected and standardized, ready for you to copy and paste into your materials



**10 Best Practices for Digital Media Planning.**

Improve your next online campaign.

[Download now for free!](#)



**B2B expertise & thought-leadership analysis**

**Display ads, mobile, video & tablets**

Only with **SNAP Audience Targeting**

**BBN**



**Thank you!**

800.851.7737

[next.srds.com/contact](http://next.srds.com/contact)

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