The director and staff of the McLeod Business Library extend a warm

Welcome

to all the new and returning students in the Mason School of Business.

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Standard Rate and Data Service (SRDS) Databases Find Advertising Costs

The Standard Rate and Data Service (SRDS) databases of media rates and information catalog more than 125,000 U.S. and international media properties. Each listing is verified and more than 20,000 listing updates are made every year.

SRDS provides accurate, up-to-date media information — including detailed ad rates, circulation, and dates. These databases allow you to search and obtain detailed information with direct links to media kits.

The SRDS databases include Digital Media, Consumer Magazine Media, Business Publication Media, Direct Marketing, Local Media by DMA (Designated Market Area), Newspaper Media, Radio Media, TV & Cable Media, and Out-of-Home Media (out-of-home refers to advertising you would encounter while outside or away from your home – billboards, doctor’s offices, etc.).

There are also some other SRDS Services available. These include the Local Market Audience Analyst and a group of International Media Guides.

Accessing SRDS

This program is available to all McLeod Business Library patrons. Patrons may access them by using one of the computer workstations in the Business Library in Alan B. Miller Hall.
Mason School of Business faculty, staff, graduate students, and undergraduate students with a Business major may access the databases through the Remote Desktop Connection program. If you do not have this program please contact the Mason School of Business Information Technology help desk for assistance.

Using SRDS

After you have opened the SRDS program you have the options to search through all the databases or through each database individually. You also may browse through the databases’ media content. All these options are available from the opening page.

Search

To make a search use the search feature in the program header. Clicking on the search box will open a menu where you may select the databases to search. You may select one or more and there is a selection for all media. You may limit the search to look in titles only.

Once you have made your selections and entered a search term into the search box click on the Go button to begin the search.

The results will be listed on a results page in the main display area of the program, below the program header. The results are listed 50 to a page.

Each media listed includes a brief description of the publication, its circulation and page rate (for four color ads). The name of the publication and the icon are links to that publication’s media page. The media page provides more information, especially detailed rate information.

Each entry also includes a selection box that allows you to place that media in a report. You may select media from many databases for inclusion in your report. A report consists of entries for each media in a format similar to the results page. You may print this report.

Media Page

Clicking on a media name in the results page or report will open the media page for the selected publication. This page lists the publication name and publisher. The page also has a row of icons and a row of tabs. The icons and tabs vary depending on the media selected and the type of media.

The row of icons will link you to various aspects of the publication. These icons include Tablet Edition, Instant Edition, Research Data, Featured Marketing Opportunities, Complete Metrics, Media Kit, Distribution/Audience Profile, MRI Audience (Mediamark Research & Intelligence), Facebook, Twitter, and LinkedIn. Not all of these are included with all publications.

The tabs include General Information (the opening display), Contacts & Reps, Circulation & Audience, Rates & Policies, Issues & Specs, and Brand Portfolio. Each of these will open a page with detailed information about the media. Again, not all of these are included with all publications.

Browse

You may browse for media by using the Search by Media Type menu on the opening page. This menu is also available on all other pages as a drop-down menu.

Selecting one of the databases (Digital Media, Consumer Magazine Media, Business Publication Media, Direct Marketing, Local Media by DMA (Designated Market Area), Newspaper Media,
Radio Media, TV & Cable Media, and Out-of-Home Media) on this menu will open the page for that database.

The database page has a menu column on the left side with a list of available media categories. The categories are grouped into topic areas. You may select a category by clicking on the check box next to the media. This will automatically open a list of all the media in that category.

This list is similar to the results list described above. Once this list is displayed you may click on other categories and they will also be displayed.

The browse results list may be displayed as a list or as a grid in table format. This format has less information but allows easier comparisons of the media.

Clicking on a media will open the media page. The media page is described above.

**Other SRDS Services**

The menu column on the opening page has a section near the bottom that lists other SRDS services that you may use. These are Local Market Audience Analyst and a group of International Media Guides.

**Local Market Audience Analyst** is a consumer market research tool that delivers demographic, segmentation, and targeting data. You may use this information to learn about new markets; better understand target audiences, their behaviors, and lifestyles; and access detailed reports and maps.

This service is divided into four areas: Market Profiles Reports, Lifestyle Analysis Reports, Demographics Reports, and PRIZM Reports (PRIZM is a lifestyle segmentation system that combines demographic, consumer behavior, and geographic data to help marketers identify, understand and reach their customers and prospects).

These areas have menus that allow you to make selections for variables such as market areas and lifestyle category. You then start a search using your selections as the search criteria. Your results will be displayed in the area to the right of the column.


Each of these selections will open a new window where you conduct a multi-step search to locate a list of media. The media are broken down into a long scrolling list in a column on the left side of the page. The media are grouped into categories, with each category having selections. Clicking on a selection will open a display of that media in the area to the right of the column. This display includes a description of the media and contact information.

**User Guide**

A user guide for this database is under development and should be available soon. User guides for Business Library databases are available in the Business Library and also electronically on the Business Library web site databases page ([http://mason.wm.edu/about/library/databases/](http://mason.wm.edu/about/library/databases/)).

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**Updated SRDS Serials in the Business Library**
The McLeod Business Library has received updates for SRDS serials in its reference collection. These publications provide very specific rates charged for advertisements in the media covered by each publication. For instance, the *SRDS consumer magazine advertising source* (HF5905 .S725) lists several thousand U.S. and international magazine titles. Each entry includes information on the magazine publisher (location, key names and contact information), the magazine itself (circulation, editorial profile, etc.), and the advertising rates for different size (full page, half page, quarter page, etc.) and format (i.e., four color, black and white, etc.) advertisements. The SRDS publication also gives discount rates (if an advertisement is run for a set number of times – three, six, nine, etc.) for repeat insertions.

The other SRDS publications offer comparable information for the media organizations they cover.

You may access the electronic version of these publications by logging on to the Business Library databases network (Phoenix) using Remote Desktop Connection, clicking on the Business Library Databases icon on the network desktop, and selecting SRDS from the Database Page. This will open the SRDS database program.

Please refer to the gray section, Updated SRDS Serials in the Business Library, below for a listing of these items.

### Updated SRDS Serials in the Business Library

**SRDS business publication advertising source.** (c1995-). Des Plaines, IL: Standard Rate & Data Service.

**BUS. LIB. HF5905 .S723**

**SRDS consumer magazine advertising source.** (c1995-). Des Plaines, IL: Standard Rate & Data Service.

**BUS. LIB. HF5905 .S725**

**SRDS newspaper advertising source.** (c1995-). Des Plaines, IL: Standard Rate & Data Service.

**BUS. LIB. HF5905 .S73**

**SRDS TV & cable source.** (c2000-). Des Plaines, IL: Standard Rate & Data Service.

**BUS. LIB. HF5905 .S745**

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### Remote Access to Business Library Databases

The following procedures may be used to connect to the Phoenix server and access the Business Library databases from any location.

Note: You must have Remote Desktop Connection installed on your computer in order to connect to the Phoenix server. Computers with the Windows operating systems already have this program installed as part of the Windows program.

Note: You may check to see if you have this program by clicking on the **Start** button. Click on **Run** (or look for the search box) to open the **Run** window. Type **mstsc** into the search box and click on the button. This will open the **Remote Desktop Connection** window.
Remote Desktop Connection Set Up

To set up Remote Desktop Connection so that there is an icon on your desktop for easy connection, follow these steps:

1. Click on the Start button.
2. Click on Run (or look for the search box near the bottom of the screen).
3. Type mstsc into the search box field and click on the button.
4. This opens the Remote Desktop Connection window.
5. Click on the Options button.
6. Ensure the General tab with the Logon settings section is displayed.
7. In the Computer: box, enter “phoenix.mason.wm.edu” without the quotation marks.
8. In the User Name: box, enter your user name (i.e., FirstName.LastName)(undergrads use your campus logon name).
9. Click on the check box next to Allow me to save credentials.
10. Click on the Save As button. This saves the set up so it can be used more than once.
11. In the Save As window, select Desktop.
12. In the File Name: box, type in a name for your icon (i.e., Phoenix).
13. Click on the Save button and an icon should appear on your desktop.
14. After the icon appears on your desktop, double click on the icon.
   
   Note: You may receive a warning window that the publisher of Remote Desktop Connection cannot be identified (even though it is a Microsoft product). If so, click on the check box for the line Don’t ask me again for remote connections to this computer. Click on the Connect button. This window should not appear again.
15. A logon screen should appear with your name already entered in the User Name box. Enter your password in the Password box. The Log on to box should have “business” entered. Undergrad students must change this to “campus.”
16. Click on the OK button. The Phoenix desktop should appear after the logon. The icons may take a few minutes to appear the first time you log on.
   
   Note: The Phoenix desktop will appear similar to the regular Windows desktop but will have a blue background. It will cover your desktop. This desktop will have its own Start button.
17. Click on the Business Library Databases icon on the new desktop to open the Business Library Databases screen.
18. The Business Library Databases screen will list all the databases available. Clicking on one of the database selections will open the database.

Note: MAC users. See the MAC section below for information about a Remote Desktop Connection program for Mac.
For MAC Users

Microsoft has a Remote Desktop Connection program for Mac users. To get this program do the following:

2. Click on the **Downloads** selection in the header.
3. On the Downloads page browse for downloads at the bottom of the page and select **Remote Desktop**. The download selections will be displayed in the column next to the selection list.
4. Click on the **Microsoft Remote Desktop Connection Client for Mac** selection. Follow the instructions in the details column.

Aids for Using the Business Library Databases

The McLeod Business Library has more than 30 databases available for your business research needs. Becoming familiar with this many different programs can be a daunting task. But, for you to get the best results for your research you have to know how to use each database pertinent to your research.

A number of aids that can help you overcome the learning curve when you start working with a new database are available in the library. There are user guides in both print and electronic format, online tutorials, and the library staff will also assist you with both general and specific questions.

McLeod Business Library databases are listed on the library’s web site on the **Business Databases A-Z** page. This page lists all the databases offered through the Business Library as well as some business-related databases available from the Earl Gregg Swem Library.

The Business Library databases page gives you a brief description of the database, a link to the electronic version of the locally produced User Guide for each database (Business Library databases only), and a link to any tutorials that are available. Tutorials are also listed on the **Business Databases Tutorials** page.

The printed user guides are locally developed and are available in the Library Research Room (Rm. 2034A).

Assistance in using the databases and conducting research is available. You may contact Charlotte Brown, the **Library Director** to set up an appointment.

Many of the database subscriptions from the Business Library are also available through the Swem web site. The Swem databases web page may be viewed by clicking on the **Research** link (and then the **Library Databases** link on the Research page) on the Swem home page.

Faculty Books Added to the McLeod Business Library Reference Collection

The McLeod Business Library has added some books to the faculty section of the library’s reference collection. The library has a section devoted to books written by members of the
Mason School of Business faculty. Ms. Charlotte Davis Brown, director of the McLeod Business
Library, encourages all faculty to ensure a copy of their printed material is included in the
library’s reference collection.

The new books are listed below:

and financing of Air Traffic Management*. Aldershot, Eng.: Ashgate Publishing Ltd.
BUS. LIB. HE9780 .O85 2007

BUS. LIB. HF5549 .S59244 2006

and Opportunities*. Greenwich, Conn.: Information Age Publishing.
BUS. LIB. HF5549.2 .U5 H79 2007

BUS. LIB. LB1060 .L4257 2006

Not-for-Profit Sectors*. New York: M.E. Sharp, Inc.
BUS. LIB. HD57.7 .L425 2005

Course for Renewal*. Greenwich, Conn.: Information Age Publishing.
BUS. LIB. LB2822.82 .S47 2004

Approach to IMC*. Mason, Ohio: Thomson Custom Solutions.
BUS. LIB. HF5415.123 .S552 2007

BUS. LIB. RA971 .S677 2008

BUS. LIB. HE255 .A2 S77 1995

Electronic Catalog

All reference materials in the McLeod Business Library are listed on the Earl Gregg Swem
Library electronic catalog (http://lion.wm.edu/uhtbin/webcat).

To find books held by the Business Library, narrow your search while using the Library Catalog
by selecting McLeod Business Library from the Library box menu on the search page. This
will ensure that only materials held in the Business Library are searched and displayed on the
results page

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Printing in the McLeod Business Library

Everyone using the electronic resources in the McLeod Business Library has access to the two printers located in the Library Research Room (Rm. 2034A).

All patrons must pay for their printing (printing is five cents a page). For most that will be automatic but be aware of the following procedures:

Members of the Mason School of Business or the College of William and Mary Community:
After sending a job to the printer a popup screen will appear.
The patron must enter their account name (e.g., School of Business: FirstName.LastName or Campus: Name) and password into the boxes. This will charge their School of Business or campus accounts.

For patrons without a current campus or Mason School of Business identification:
After sending a job to the printer a popup screen will appear.
The patron must have a staff member enter the name and password into the boxes.
The patron must then pay for the printing at the information desk (the cover sheet must be brought to the desk along with the payment).

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