

# You Have Only 12 Chances To Reach Many Of The Biggest & Best Buyers of Direct Marketing Products & Services



# DMAA

Direct Marketing Association of Washington

# Marketing AdVents

# Why advertise in *DMAW's Marketing AdVents*?

*Answer: To reach the top professionals who buy, sell, create and control the direct marketing and fundraising of some of the biggest associations, charities, non-profit and political organizations in America!*

*Marketing AdVents* offers DMAW members one source where they can keep current on industry developments, trends, major social and educational events, proposed laws and regulations affecting the direct marketing. Each monthly issue features news and developments on such topics as the latest postal regulations, technology, association marketing, fundraising, direct mail design and other articles of interest to both practitioners and vendors serving the direct marketing universe. News of DMAW members, a calendar of upcoming events and an extensive job listing section are also included.

*Marketing AdVents* is a strong, vibrant vehicle delivering result oriented insights, strategies, fresh ideas and advertising messages to targeted audiences in the direct marketing industry. *Marketing AdVents* is mailed first class to all DMAW members.

*Marketing AdVents* has the highest quality of readership among direct marketing professionals in the Washington Metro, Baltimore, and Central Virginia areas. Those professionals invest in exactly the types of services you provide:

- Agency/Marketing
- Caging/Lockbox
- Creative/Consultants
- Data Processing
- E-Commerce/ E-Marketing
- Envelope Printers/ Manufacturers
- Fulfillment
- Full Service Operations
- Insurance & Retirement
- List Brokerage/Compiler
- Mailing and Lettershop
- Premiums & Promotional Products
- Printers
- Telemarketing
- Software
- Video & DVD duplicators
- Direct Response TV Producers
- Social Media

**If your company is engaged in direct marketing...  
*DMAW's Marketing AdVents* IS your audience!**



# Marketing AdVents Sponsorship Opportunities

DMAW's *Marketing AdVents* is the premier monthly publication serving area professionals in the direct marketing industry – readers include end-users in business, association, fundraisers, government, and academia; their suppliers; and the agencies and consultants to that vital community. *Marketing AdVents* is a “must read” publication for DMAW members and provides up-to-date news and feature articles about the people and developments shaping the industry. With a subscriber base currently over 1,300 and growing, *Marketing AdVents* is an excellent vehicle for local and national advertisers who need to reach this important customer base.

*Marketing AdVents* now offers a program to help you gain more exposure to this vibrant, targeted market by linking sponsorship to the themes already featured in the editorial calendar. Each month, *Marketing AdVents* highlights a specific area of direct marketing with articles and case studies that illustrate how shared problems are solved, how pitfalls can be avoided, and other hands-on help for busy practitioners. Among the monthly features are cross media marketing, DM project management, association marketing, lists and database, technology, nonprofit marketing, trends, and more. Whatever current topic that's important to members, *Marketing AdVents* covers it, practitioners read it and — if you provide a service or product in that highlighted area — you need to be prominent in this publication.

### ***Sponsorship Program:***

*Marketing AdVents* is published monthly and is mailed to all DMAW members during the first week of every month. Copies are distributed at all events and educational seminars, and bonus distribution is made available during the annual conference.

The sponsorship program includes advertising and editorial features to tell your story. A sponsor box on page one starts the message with your company name and website and continues throughout the issue with mention of your sponsorship as a footer on every text page. A two-page center spread is available for your *Sponsor Spotlight*, a 750 word article, and a 4-color advertisement. And remember: DMAW members keep *Marketing AdVents* on their desks and bookshelves for months (even years) so you get constant, continuing exposure.

### ***Sponsor Investment:***

Sponsorship, per month	<b>\$4,400</b>
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Individual package plans can be tailored to meet the needs of sponsors. Contact sponsor representative **Terri Jones** by phone at (703) 472-4902, or e-mail at [tjones@conferenceinc.com](mailto:tjones@conferenceinc.com) to discuss these opportunities or to design an advertising program to meet your needs. *Marketing AdVents* looks forward to working with you to provide increased market penetration of your business in the direct marketing community.

# RATE CARD

## 2011 DMAW *Marketing AdVents* Rates

	Size	1x - 6x	7x - 12x
Cover #2, 3, or 4 (4-color)	7-1/4" wide x 10" high	\$1925	\$1790
Cover #2, 3, or 4 (2-color)		1725	N/A
Call to ask about availability			
Full Page (4-color)	7-1/4" wide x 10" high	1800	1625
Full Page (2-color)		1545	1400
Full Page (b/w)		1445	1300
2/3 Page (4-color)	4-3/4" wide x 10" high	1495	1350
2/3 Page (2-color)		1235	1020
2/3 Page (b/w)		1135	1020
1/2 Page (4-color)	7-1/4" wide x 4-3/4" high	1245	950
1/2 Page (2-color)		990	900
1/2 Page (b/w)		885	800
1/3 Page Square (4-color)	4-3/4" wide x 4-3/4" high	750	690
1/3 Page Square (2-color)		710	650
1/3 Page Square (b/w)		630	570
1/3 Page Vertical (4-color)	2-3/4" wide x 10" high	750	690
1/3 Page Vertical (2-color)		710	650
1/3 Page Vertical (b/w)		630	570
1/6 Page Vertical (4-color)	2-1/4" wide x 4-3/4" high	620	560
1/6 Page Vertical (2-color)		470	440
1/6 Page Vertical (b/w)		370	340

## 2011 DMAW *Marketing AdVents* Publication Schedule

	Theme	Insertion Due	Materials Due	Publication Date
January	Trends	November 15	December 4	January 1
February	Social Media & Mobile Marketing	December 15	January 4	February 1
March	Mailing/Fulfillment	January 15	February 5	March 1
April	Data Management	February 15	March 4	April 1
May	Creative/Design/Copywriting	March 15	April 5	May 1
June	Integrated Marketing	April 15	May 6	June 1
July	HOT Topics	May 15	June 3	July 1
August	Technology	June 15	July 6	August 1
September	Project Management/Budgeting	July 15	August 5	September 1
October	Association & Nonprofit Marketing	August 15	September 5	October 1
November	Digital Marketing	September 15	October 5	November 1
December	The Year Ahead	October 15	November 4	December 1
January 2012	TBA	November 15	December 5	January 1

Insertion order due 5 weeks before cover date

Materials due 3 weeks before cover date

# Insertion Order – MARKETING ADVENTS

**BILLING INFORMATION**

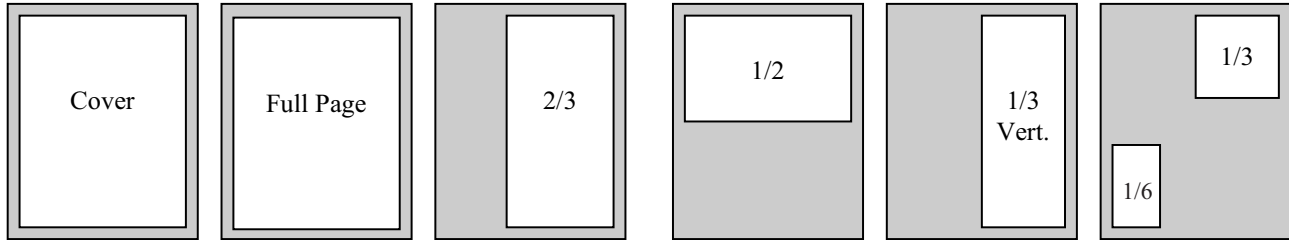
Company Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Fax: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

**E-Mail:**



Publication trim size: 8-1/2" wide x 11" high

No Bleed Advertisements

**INSERTION DATES: Include all that apply**

- |                                    |                                   |
|------------------------------------|-----------------------------------|
| <input type="checkbox"/> January   | <input type="checkbox"/> February |
| <input type="checkbox"/> March     | <input type="checkbox"/> April    |
| <input type="checkbox"/> May       | <input type="checkbox"/> June     |
| <input type="checkbox"/> July      | <input type="checkbox"/> August   |
| <input type="checkbox"/> September | <input type="checkbox"/> October  |
| <input type="checkbox"/> November  | <input type="checkbox"/> December |

**Frequency:**

- 1x - 6x    7x - 12x    January 2012

**ADVERTISEMENT SIZE & COLOR**

- |  |                                  |   |
|--|----------------------------------|---|
| <input type="checkbox"/> Cover         | <input type="checkbox"/> 4-color | <input type="checkbox"/> 2-color                              |
| <input type="checkbox"/> Full Page     | <input type="checkbox"/> 4-color | <input type="checkbox"/> 2-color <input type="checkbox"/> b/w |
| <input type="checkbox"/> 2/3 Page      | <input type="checkbox"/> 4-color | <input type="checkbox"/> 2-color <input type="checkbox"/> b/w |
| <input type="checkbox"/> 1/2 Page      | <input type="checkbox"/> 4-color | <input type="checkbox"/> 2-color <input type="checkbox"/> b/w |
| <input type="checkbox"/> 1/3 Page      | <input type="checkbox"/> 4-color | <input type="checkbox"/> 2-color <input type="checkbox"/> b/w |
| <input type="checkbox"/> 1/3 Page Vert | <input type="checkbox"/> 4-color | <input type="checkbox"/> 2-color <input type="checkbox"/> b/w |
| <input type="checkbox"/> 1/6 Page      | <input type="checkbox"/> 4-color | <input type="checkbox"/> 2-color <input type="checkbox"/> b/w |

**PAYMENT OPTIONS & AUTHORIZATION**

- Check, payable to DMAW
- Please bill me
- Credit Card    VISA    MasterCard    American Express

Total Amount Due: \$ \_\_\_\_\_

Name that appears on card (*print*): \_\_\_\_\_

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_