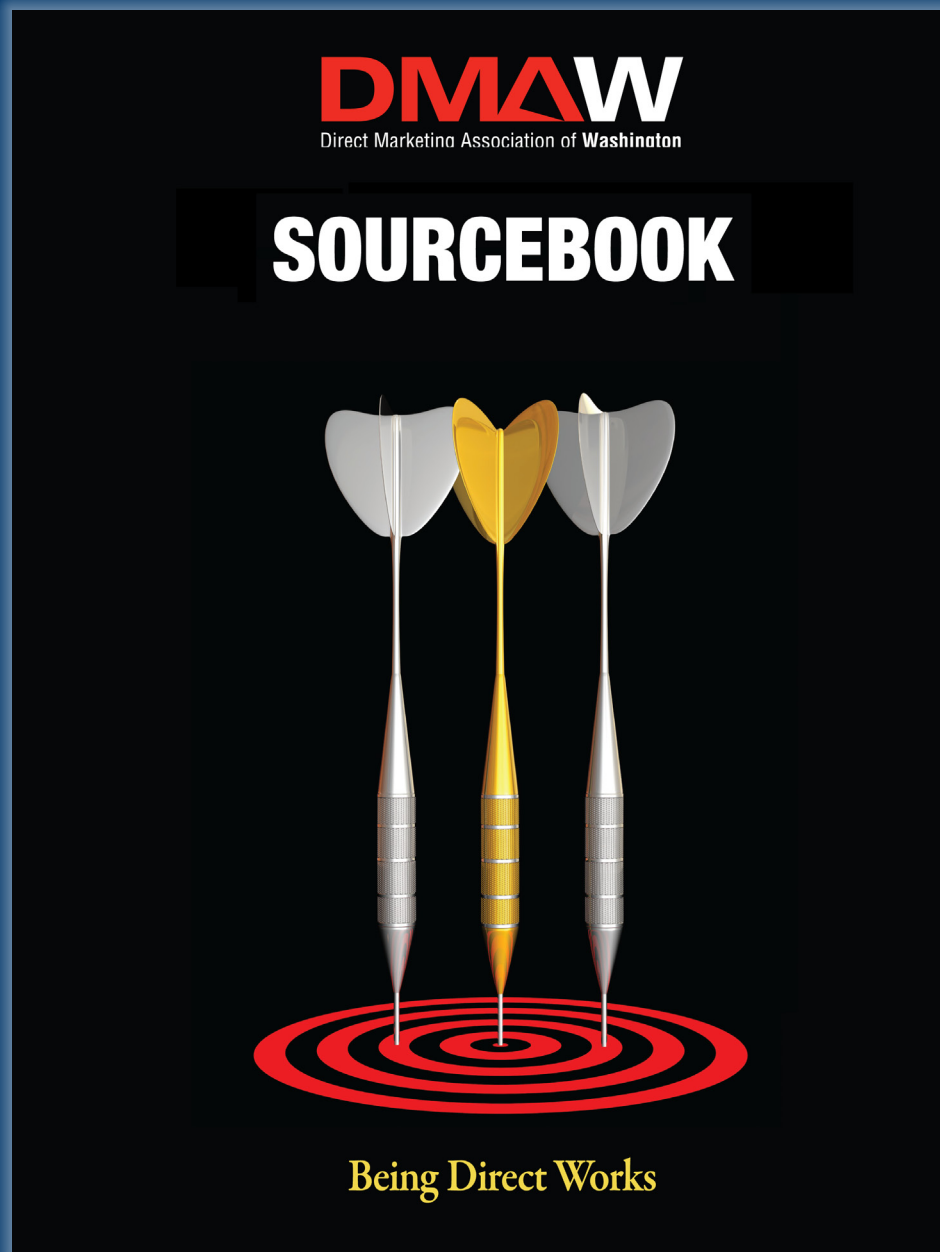


# The 2012 DMAW Sourcebook

Isn't this where  
YOU should be seen?



Reserve Your Ad Space Now!

## Why Advertise in the Sourcebook?

DMAW Sourcebook advertising puts your message in front of thousands of regional direct marketing suppliers and service companies. A display ad or expanded listing in the professional Yellow Pages highlights your company as a leader in the direct marketing profession and allows you incomparable exposure to the decision makers you strive to reach. Those professionals invest in exactly the types of services you provide:

- B2B/B2C Marketing Agencies
- Caging/Lockbox Services
- Creative/Consultants (including Copywriters, Designers and Web Services)
- Data Processing/Database
- E-Commerce/E-Marketing
- Envelope Printers & Manufacturers
- Fulfillment
- Full Service Operation
- Fundraising Agencies / Consultants
- List Broker/Compiler/Manager
- Mailing/Lettershop (including International)
- Premiums, Promotional Products & Contests
- Printers (including Specialty)
- Social Media & Mobile Apps
- Software
- Telemarketing/Customer Service
- Video Production/Duplication

DMAW Sourcebook is available exclusively to members and lists all DMAW members, plus a directory of industry services and suppliers. The Sourcebook is an invaluable resource for new business contacts. It is also a convenient tool for getting in touch with fellow members you meet at DMAW events.

DMAW Sourcebook is distributed to all DMAW members, who are end-users, vendors, suppliers, agencies, freelancers, educators, and students in the Mid Atlantic Region.

All DMAW members get a complimentary listing in the Sourcebook's White Page section. To gain additional exposure, place a display ad and listing of your company's information in the expanded professional Yellow Pages section!

## Choose: 2 FOR 1—Display PLUS Classified

Display Advertisement & Expanded Professional Yellow Page Listing

Purchase a display advertisement and your first yellow page listing is free of charge! (A \$150 Value.) There is an additional charge of \$75 for each listing that appears in multiple sections and \$100 for each listing with a logo that appears in multiple sections.

## 75 Word Yellow Page Listing Only: \$150

Purchase an expanded listing which includes:

- Company Name
- Contact Name
- Company Address, Phone & Cellphone Number
- E-mail Address and/or Web Site
- A narrative of up to 75 words that describes your company and its capabilities

**FOR MORE IMPACT:** Add your B&W logo to your listing for an additional \$75.

**ADDITIONAL EXPOSURE BENEFIT:** The Sourcebook Yellow Pages is easily accessible to anyone visiting the DMAW website. Any visitor can simply click on your email address or URL and be instantly connected to your company.

## Display Ad Rates

Cover*	7.25" wide x 10" high	\$2,500
Divider Page*	7.25" wide x 10" high	\$2,250
Full Page	7.25" wide x 10" high	\$1,900
2/3 Page	4.75" wide x 10" high	\$1,400
1/2 Page	7.25" wide x 4.75" high	\$1,150
1/3 Vertical	2.25" wide x 10" high	\$ 850
1/3 Page	4.75" wide x 4.75" high	\$ 850
1/6 Page	2.25" wide x 4.75" high	\$ 550

\*All covers and dividers must be four color ads.

## To place an ad or to reserve space, contact:

DMAW Ad Sales Department/Terri Jones  
11709 Bowman Green Drive  
Reston, VA 20190-3501  
Phone: (703) 471-4902  
FAX: (703) 437-8631  
E-mail: [tjones@dmaw.org](mailto:tjones@dmaw.org)

## 2012 Expanded DMAW Sourcebook Yellow Pages Listing Reservation:

75 Words for \$150 (Only \$125 if ordered by October 28, 2011)

Fill in the information below including a promotional narrative describing your specific services, in 75 words or less, as you would like it to appear in the 2012 Sourcebook. Type or print clearly (or attach a separate sheet) as you will not receive a proof. You may also e-mail your listing to: [tjones@dmaw.org](mailto:tjones@dmaw.org)

Company: \_\_\_\_\_

Company Representative & Title: \_\_\_\_\_

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

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

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

E-mail: \_\_\_\_\_

Web Site: \_\_\_\_\_

Narrative (75 words or less)

Pick Up 2011 Listing

Contact (person completing this form): \_\_\_\_\_ Phone: \_\_\_\_\_

### PAYMENT COUPON—Must Be Prepaid

YES! Please run my 75 words for \$150 listing as shown above.

Important—See category choices at right and write code below

Category for above listing is: \_\_\_\_\_ \$150 .....(total) \$ \_\_\_\_\_

Early bird discount when paid by October 29 ..... \$ -25 .....(total) \$ \_\_\_\_\_

My first listing is free because I have ordered a display ad ..... \$ 00.00

YES! Please add my B&W logo to my listing ..... \$75 .....(total) \$ \_\_\_\_\_

Please repeat my listing in the following additional categories

Additional category codes \_\_\_\_\_ \$75 each .....(total) \$ \_\_\_\_\_

Additional category codes w/logos \_\_\_\_\_ \$100 each .....(total) \$ \_\_\_\_\_

GRAND TOTAL \$ \_\_\_\_\_

Check enclosed (payable to DMAW). Mail this form with check to:

DMAW HQ 11709 Bowman Green Drive Reston, VA 20190

Charge my credit card  VISA  MasterCard  Amex

Card Number: \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Signature: \_\_\_\_\_

FAX this form to 703-437-8631 for all credit card orders or  
e-mail [tjones@dmaw.org](mailto:tjones@dmaw.org).

### Category Code Choices

Code Category

- A B2B/B2C Marketing Agencies
- B Caging/Lockbox Services
- C Creative/Consultants (including Copywriters, Designers and Web Services)
- D Data Processing/Database
- E E-Commerce/E-Marketing
- F Envelope Printers & Manufacturers
- G Fulfillment
- H Full Service Operation
- I Fundraising Agencies / Consultants
- J List Broker/Compiler/Manager
- K Mailing/Lettershop (including International)
- L Premiums, Promotional Products & Contests
- M Printers (including Specialty)
- N Social Media & Mobile Apps
- O Software
- P Telemarketing/Customer Service
- Q Video Production/Duplication

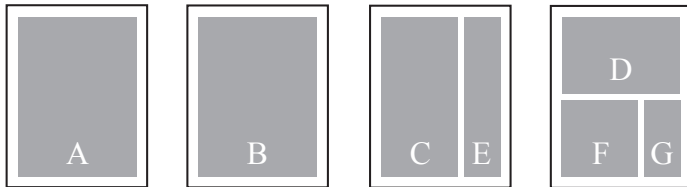
## 2012 DMAW Sourcebook Display Advertising Reservation

**SAVE 10%**  
if you order by  
**10/28/11**

Company: \_\_\_\_\_  
 Company Representative & Title: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Cell: \_\_\_\_\_  
 E-mail and/or Web Site: \_\_\_\_\_

**Art Deadline:**  
**12/11/11**

Your display ad  
gets you a **FREE**  
75 Word Listing



### Display Listings Ad Rates

\*Covers/Dividers 4CP only

B	Cover*	7.25" wide x 10" high	\$2,500
A	Divider Page*	7.25" wide x 10" high	\$2,250
B	Full Page	7.25" wide x 10" high	\$1,900
C	2/3 Page	4.75" wide x 10" high	\$1,400
D	1/2 Page	7.25" wide x 4.75" high	\$1,150
E	1/3 Vertical	2.25" wide x 10" high	\$ 850
F	1/3 Page	4.75" wide x 4.75" high	\$ 850
G	1/6 Page	2.25" wide x 4.75" high	\$ 550

Note: Page trim size is 8.5"x11".

Price per ad from above chart                   \$ \_\_\_\_\_  
 Add \$100 per ad for 2 color                   \$ \_\_\_\_\_  
 SUBTOTAL   \$ \_\_\_\_\_  
 Early Bird: Deduct 10% before 10/28       \$ \_\_\_\_\_  
 TOTAL   \$ \_\_\_\_\_

Check enclosed  
 (payable to DMAW).  
 Mail this form with check to:  
 DMAW HQ  
 11709 Bowman Green Drive  
 Reston, VA 20190

Charge my credit card    VISA    MasterCard    Amex  
 Card Number: \_\_\_\_\_  
 Name on Credit Card: \_\_\_\_\_  
 Exp. Date: \_\_\_\_\_   Signature: \_\_\_\_\_

Please bill me (payment due by closing date)

### Category Choices—Pick One Per Ad

Please check the category in which you want your ad placed.

- A B2B/B2C Marketing Agencies
- B Caging/Lockbox Services
- C Creative/Consultants (including Copywriters, Designers and Web Services)
- D Data Processing/Database
- E E-Commerce/E-Marketing
- F Envelope Printers & Manufacturers
- G Fulfillment
- H Full Service Operation
- I Fundraising Agencies / Consultants
- J List Broker/Compiler/Manager
- K Mailing/Lettershop (including International)
- L Premiums, Promotional Products & Contests
- M Printers (including Specialty)
- N Social Media & Mobile Apps
- O Software
- P Telemarketing/Customer Service
- Q Video Production/Duplication

Deadline for Art Materials  
 December 11, 2011

For More Information:  
 Phone: 703-471-4902  
 FAX: 703-437-8631  
 E-mail: tjones@dmaw.org

New art: High resolution PDF file (300 dpi minimum) by email to:  
 tjones@dmaw.org

New art: CD (ID by company) InDesign, Photoshop or Illustrator file  
 with fonts and images.

Notes: For 2-color use PMS 293 & Black. All art must be 300 dpi minimum.  
 Send to: DMAW 11709 Bowman Green Drive, Reston, VA 20190