



BEING DIRECT WORKS

To reach the top professionals who:

- Buy
- Sell
- Create
- Control Direct Marketing & Fundraising of some of the largest:
 - Nonprofits and Charities
 - Political Organizations
 - Agencies (DM and Digital)
 - Associations

Marketing AdVents keeps DMAW members current on best practices and news in the fields of:

- Direct Mail Strategies & Techniques
- Digital Marketing Innovations & Trends
- Emerging Fundraising Trends
- Multi-channel/Omni-channel Marketing
- Major Educational & Social Events
- Proposed Laws & Regulations
- News & Notes of What's Happening!

Each issue features news & developments on:

- Direct Mail
- Digital Marketing
- Technology
- Fundraising
- Postal Regulations
- DMAW Member News
- Calendar of Upcoming Events
- DMAW Educational Foundation

Marketing AdVents is a strong, vibrant vehicle delivering result-oriented insights, strategies, fresh ideas and advertising messages to targeted audiences in the direct marketing field. Mailed first class and available online to all DMAW members.

Marketing AdVents has been rated in membership surveys as one of their most important benefits and sources of information.

Marketing AdVents has the highest quality of readership among direct marketing & fundraising professionals in the Washington DC Metro Area, as well as across the country! These professionals invest in exactly the types of services you provide:

- AI and Machine Learning
- Advocacy & Political Consultants
- Caging/Lockbox Services/Gift & Payment Processing/Acknowledgments
- Creative/Copywriting/Design Production
- Data & Analytics
- Data Providers/List Brokerage & Management /Cooperative Databases
- Database Management/CRMs/Technology Platforms & Tools
- Digital Marketing/Mobile/Social Media/Email
- DRTV/Video Storytelling & Production
- Envelope Printers & Manufacturers
- Fulfillment Services
- Full Service Direct Mail Production Operations
- Full Service Fundraising & Marketing Agencies
- Fundraising & Marketing Consultants
- Mailing Services/Lettershop/Postal Logistics
- Premiums, Promotional Products
- Printers (including Specialty)
- Telephone Fundraising & Donor Services
- Website Design & Services

4-Color Advertising Rates

Ad Size Options	Ad Specs	Ad Only	Ad w/Video
2-Page Spread Sponsorship	7-1/4" wide x 10" high each	\$2,500	\$3,500
Cover #2, 3, or 4	7-1/4" wide x 10" high	\$1,925	\$2,925
Full Page	7-1/4" wide x 10" high	\$1,800	\$2,800
2/3 Page	4-3/4" wide x 10" high	\$1,500	N/A
1/2 Page	7-1/4" wide x 4-3/4" high	\$1,200	\$2,200
1/3 Page Square	4-3/4" wide x 4-3/4" high	\$800	N/A
1/3 Page Vertical	2-3/4" wide x 10" high	\$800	N/A
1/6 Page Vertical	2-1/4" wide x 4-3/4" high	\$600	N/A

Multiple Ads Afforded a 10% Discount at time of order!

Publication Themes & Schedule

Issue	Theme	Insertion Due	Materials Due
Jan/Feb	What's New & Trends We're Watching EVENTS DMAW turns 70 in 2025! MAXI Awards Competition Launches (March deadline); Nonprofit Fundraisers Symposium (March); Sustainer Day (March)	Dec 4	Dec 13
Mar/Apr	Critical Cohorts: Mid-Level, Major Giving, Planned Giving, Sustainers EVENTS Production Day (April); List Bazaar (May); Creative Day (May)	Feb 14	Feb 26
May/June	Direct Mail Innovations EVENTS Creative Day (June); Call for Member Award Nominees (August deadline)	Apr 14	Apr 23
Jul/Aug	Critical Year-End Fundraising Strategies EVENTS 20 th Annual Bridge Conference (July 30 - August 1)	Jun 13	Jun 24
Sep/Oct	Breaking Down Silos, Building Multichannel Connections EVENTS MAXI Awards (October); Multi-Channel Mini-Con (October)	Aug 15	Aug 26
Nov/Dec	What Have We Learned From Our Data This Past Year? EVENTS Best of Direct (December); DMAW Next in Direct Kick-off (January 2026)	Oct 2	Oct 14

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

TELL YOUR STORY

Tell your story, and gain additional exposure to this vibrant targeted market by Sponsoring an issue themed to match your product or services!

- **TWO-PAGE, CENTER SPREAD** for your Sponsor Spotlight
A compelling 750 word article* & a Full Page 4-Color Ad)
- Optional Embedded Video (one minute maximum)
- **Sponsorship Recognition on Front Cover** (above Index Box)
- **Sponsorship Recognition on Each Page** (near each page number)

Your Sponsorship Investment: \$2,500

Marketing AdVents highlights a specific area of direct marketing with articles and case studies illustrating how shared problems are solved, how pitfalls can be avoided, and other hands-on help for busy practitioners.

Check out the Publication Themes & Schedule for each issue's focus. If your company provides a service or product that matches or compliments an editorial theme, **you have the opportunity to be prominent in this publication!**

And remember: DMAW members access *Marketing AdVents* for months (even years!), so you get continuing exposure.

Individual package plans can be tailored to your needs.

Contact Terri Jones tjones@dmaw.org

**The package includes a full-page "informational" (that is, non-promotional) article of 750-800 words, bylined by a person of your choice.*

Billing Information

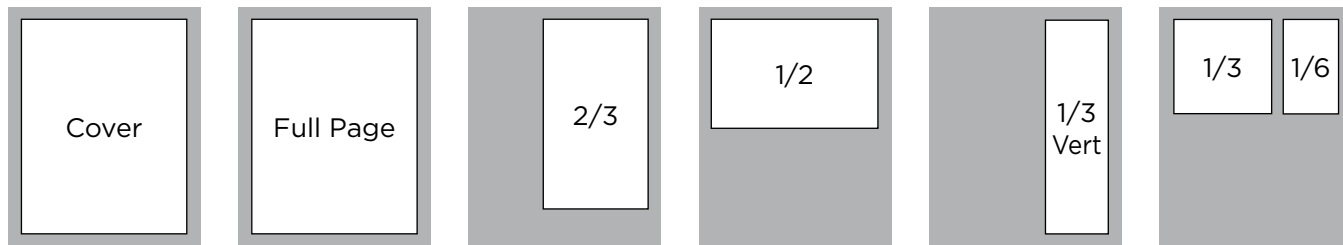
Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

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

No Bleed Advertisements

Insertion Dates:

Include all that apply

- January/February
- March/April
- May/June
- July/August
- September/October
- November/December

4-Color Advertisement Size:

- 2-Page Sponsorship \$2,500
- 2-Page Sponsorship w/video \$3,500
- Cover \$1,925
- Cover w/video \$2,925
- Full Page \$1,800
- Full Page w/video \$2,800
- 2/3 Page \$1,500
- 1/2 Page \$1,200
- 1/2 Page w/video \$2,200
- 1/3 Page Vert. \$800
- 1/3 Page \$800
- 1/6 Page \$600

Payment Options & Authorization

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

Please bill me

Credit Card VISA MasterCard American Express

Name that appears on card (print): _____

Card #: _____ Exp. Date: _____

Signature: _____ Date: _____

Print Name: _____

Total Amount Due:

\$ _____