



INDIVIDUAL MEMBERSHIP APPLICATION

CONTACT INFORMATION

*Required fields

INDIVIDUAL MEMBER

Mr. Ms. Other: Name:*

Title:*

Company Name:*

Address:*

Mail Stop/Suite #/Box:

City:*

State:*

Zip:*

Email:*

Phone:*

Ext.

Fax:

Website:

DUES SCHEDULE

*Required fields

If your company is a DMA Member, check here:

\$199 – Individual
Company Name:*

Council: #

(Choose from list below)

DMA Special Interest Councils:*

1. Analytics Council
2. Broadcast Council
3. Business-to-Business Council
4. Catalog & Multichannel Marketing Council
5. Circulation Council
6. Customer Relationship Management Council
7. Direct Marketing Agency Council

If your company is a not DMA Member, check here:

\$299 – Individual
 \$199 – Young Professional
(must be 30 years of age or less)
Birthdate:*

Council: N/A

8. Directo: Council for Hispanic Marketing
9. Financial Services Council
10. Insert Media Council
11. International Council
12. List & Data Council
13. Marketing Technology Council
14. Mobile Marketing Council

If you are a full-time student, check here:

\$49

School Name:*

Graduation Date:*

Council: N/A

15. Pharmaceutical Marketing Council
16. Retail Marketing Council
17. Search Engine Marketing Council
18. Teleservices Council
19. Travel and Hospitality Council

PAYMENT INFORMATION

*Required fields; membership will not be processed with missing payment information

Please indicate payment method:

DMA individual membership is for a one-year period and must be renewed annually.

Check Enclosed Amex Visa MasterCard Discover Invoice my organization

Amount Due: \$

Card No:

Expiration Date:

Notes:

I certify that I have read and completed all parts of this application and agree to pay the appropriate membership dues.

Individual member signature/initials:

Date:

Direct Marketing Association, Inc. • 1120 Avenue of the Americas • New York, NY 10036
Tel. 212.768.7277, ext. 1155 • Fax: 212.391.1532 • membership@the-dma.org • www.the-dma.org

INDIVIDUAL MEMBERSHIP APPLICATION

DEMOGRAPHIC INFORMATION

*Required fields

1. My job title is:

- | | | |
|--|---|--------------------------------|
| <input type="checkbox"/> President/CEO/Chairman | <input type="checkbox"/> Director | <input type="checkbox"/> Staff |
| <input type="checkbox"/> Sr. or Executive Vice President | <input type="checkbox"/> Manager/Account Executive | <input type="checkbox"/> Other |
| <input type="checkbox"/> Vice President | <input type="checkbox"/> Educator/Professor/Teacher | |

2. My primary job function is:

- | | | |
|---|--|---|
| <input type="checkbox"/> Acct Management/Client SVS | <input type="checkbox"/> eCommerce | <input type="checkbox"/> Merchandising |
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Educational/Training | <input type="checkbox"/> Operations/Facilities |
| <input type="checkbox"/> Analysis | <input type="checkbox"/> Email | <input type="checkbox"/> Privacy |
| <input type="checkbox"/> Business Planning/Development | <input type="checkbox"/> Finance/Budget/Accounting | <input type="checkbox"/> Product/Brand Management |
| <input type="checkbox"/> Cataloger | <input type="checkbox"/> Fulfillment/Warehouse | <input type="checkbox"/> Production/Purchasing |
| <input type="checkbox"/> Circulation | <input type="checkbox"/> General Management | <input type="checkbox"/> Project Management |
| <input type="checkbox"/> Communications/Public Relations) | <input type="checkbox"/> Government Affairs | <input type="checkbox"/> Research |
| <input type="checkbox"/> Consultant/Freelancer | <input type="checkbox"/> Human Resources/Training | <input type="checkbox"/> Sales/Support |
| <input type="checkbox"/> Copywriter/Editorial | <input type="checkbox"/> Information Technology | <input type="checkbox"/> Search Marketing |
| <input type="checkbox"/> Creative Design | <input type="checkbox"/> Internet/Electronic Media | <input type="checkbox"/> Telecommunications |
| <input type="checkbox"/> Customer Service | <input type="checkbox"/> Legal | <input type="checkbox"/> Teleservices |
| <input type="checkbox"/> Database Marketing | <input type="checkbox"/> List Management | <input type="checkbox"/> Other |
| <input type="checkbox"/> Direct Mail | <input type="checkbox"/> Marketing | |

3. What is your company's projected marketing expenditure for the next 12 months?

- | | |
|--|--|
| <input type="checkbox"/> \$0 - \$99,999 | <input type="checkbox"/> \$1,000,000 - \$4,999,999 |
| <input type="checkbox"/> \$100,000 - \$499,999 | <input type="checkbox"/> \$5,000,000 - \$9,999,999 |
| <input type="checkbox"/> \$500,000 - \$999,999 | <input type="checkbox"/> \$10,000,000+ |

4. What role do you play in the purchasing of marketing products and/or services?

- Final Say Specify Recommend No Role

5. What is the primary activity that best describes your firm?

- | | | |
|--|---|---------------------------------------|
| <input type="checkbox"/> Agencies | <input type="checkbox"/> Financial Services | <input type="checkbox"/> Publishing |
| <input type="checkbox"/> Business-to-Business | <input type="checkbox"/> Internet | <input type="checkbox"/> Teleservices |
| <input type="checkbox"/> Catalog/Mail Order | <input type="checkbox"/> List/Database | <input type="checkbox"/> Other |
| <input type="checkbox"/> Consumer Products/SVS | <input type="checkbox"/> Nonprofit | |

6. In what capacity do you support the marketing process?

- As a supplier of marketing products and/or services As a user of marketing products and/or services

BUSINESS CATEGORY

*Required fields; Please choose only one.

Business-to-Business Marketers

- Services
- Manufacturers
- Distributors
- Premiums & Incentives
- Business Associations
- Government

Business-to-Consumer Marketers

- Consumer Services
- Public Utilities
- Pharmaceutical
- Health Care
- Packaged Goods
- Telecommunications
- Consumer Products

Additional business category, if any:

Catalog & Internet Marketers

- Mixed Products
- Apparel
- Food
- Home Furniture/Houseware/Giftware
- Hardware/Tools/Appliances, etc.
- Specialty, not defined above
- Internet Retailers
- Business-to-Business

Clubs & Continuity Programs

- Book & Music Clubs

Computer Products

- Computer Hardware
- Computer Software

Finance & Insurance

- Financial Products & Services
- Insurance

Publishing

- Periodicals & Magazines
- Newspapers
- Books

Retailers

- Retail Stores