



WINNERS PROGRAM

Advertising Insertion Order Form and Specification Sheet

October 13 – 18, 2007
 McCormick Place West
 www.dma07.org

PRODUCTION GUIDELINES AND AD SIZES

Trim Size	8.375" x 10.875"
Full Page Bleed (add 0.125" all around)	8.5" x 11"
Full Page No Bleed	7.375" x 9.875"
Half Page No Bleed	7.375" x 4.9375"

- Inside B&W ads will not bleed. All Color ads may bleed. (Add 0.125" all around)
- All ads must be accompanied by print out or proof sheet

ADVERTISING RATES

	DMA MEMBERS	NON MEMBERS
<input type="checkbox"/> Inside Full Page Black & White	\$1,600	\$ 2,000
<input type="checkbox"/> Inside Half Page Black & White	\$ 925	\$ 1,175
<input type="checkbox"/> Inside Full Page 4-Color	\$1,920	\$ 2,400
<input type="checkbox"/> Inside Half Page 4-Color	\$1,150	\$ 1,410
<input type="checkbox"/> Inside Front Cover (4-Color only)	\$6,300	\$ 7,300
<input type="checkbox"/> Inside Back Cover (4-Color only)	\$5,200	\$ 5,800
<input type="checkbox"/> Back Cover (4-Color only)	\$9,150	\$10,850

Please **FAX** this form to Holly Clifton at: 212.719.5106 or **Email** it to hclifton@the-dma.org.

Please **Email** artwork to Katie McEvoy at kmcevoy@the-dma.org or **MAIL** to: Attn: Katie McEvoy
 Direct Marketing Association
 1120 Avenue of the Americas
 New York, NY 10036

Advertiser
 Company
 Address
 City State Zip Code
 Contact
 Title
 Email
 Phone
 Fax

ACCEPTABLE SOFTWARE AND FILE TYPE

- A. High resolution PDF
- B. High resolution Photoshop CS2 or lower EPS or tiff 300dpi
- C. Illustrator EPS CS2 or lower (EPS illustrator files should have all fonts outlined)
- D. QuarkXpress 6.5 or lower MAC format (all images and fonts should be included)
- E. InDesign CS2 MAC format (all images and fonts should be included)

DEADLINES

Insertion Orders: September 4, 2007
Artwork: September 10, 2007

PAYMENT

Total Amount \$
 Check Enclosed (Made payable to DMA)
 Visa MasterCard American Express Discover

Card Number
 Expiration Date
 Name (as it appears on card)
 Company Name (if corporate card)
 Sign or Initial Here



If you are using a full version of Adobe Acrobat, please fill in the **INSERTION ORDER FORM**, save a copy as your company name and email it. Otherwise, fill in the form, print it and fax it back to us.

For additional information, please contact Holly Clifton at 703.476.6529 or e-mail hclifton@the-dma.org.