



The DMA Search Engine Marketing Council
Search Engine Marketing-The Basics
 June 27, 2007 • 9:00 A.M. – 3:30 P.M.
 DMA Seminar Center • New York • New York

Key Code:

Please enter the **Key Code** found on your marketing promotion.

REGISTRATION FORM

4 WAYS TO REGISTER

- **Online:** <http://www.the-dma.org/councilevents/searchseminar>
- **Fax:** 212.302.7643
- **Phone:** 212.790.1500

- **Mail:** DMA Customer Service
 1120 Avenue of the Americas
 New York, NY 10036

For questions/inquiries call 212.790.1500 or e-mail customerservice@the-dma.org

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Full payment is required. All checks should be made payable to the Direct Marketing Association, Inc. The following credit cards are accepted: American Express, Discover, MasterCard, and Visa. DMA & Affiliate membership will be verified and charged accordingly.

Search Engine Marketing-The Basics	RATES
<input type="checkbox"/> DMA Search Engine Marketing Council Member	<input type="checkbox"/> \$99
<input type="checkbox"/> DMA Member	<input type="checkbox"/> \$299
<input type="checkbox"/> Non-Member	<input type="checkbox"/> \$399

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Cancellation Policy:

If you cannot attend an event for which you are registered, please send a substitute. Substitutions are allowed at any time and no fees are imposed. If you must reschedule or cancel your registration, please see schedule below.

Cancellation Refund Schedule	
June 21, 2007 or before	100% refund or account credit
June 22, 2007 through June 26, 2007	Account credit
June 27, 2007 or no show	No refund – no account credit

The last day to register online for this event is Thursday, June 21, 2007.

Special Needs:

Please check here if you have any special requests (which we need to meet with the Americans with Disabilities Act or otherwise). We will contact you.