

DIRECT MARKETING EDUCATIONAL FOUNDATION

New York Awards Dinner ∞ June 19, 2007

The Boathouse at Central Park ∞ 6:00 – 9:30 P.M.

RESERVATION FORM

Name: _____ Title: _____

Company: _____ Address: _____

City: _____ State: _____ Zip _____

Phone: _____ Fax: _____

E-mail: _____

TABLE RESERVATIONS

(10 guests per table – please designate number of tables; see back panel for program tribute ad specifications)

_____ **Platinum Sponsor:*** \$10,000 – *Includes a Table of Ten and Complimentary Full-Page Premium Program Page Placement (details listed below).*

_____ **Gold Sponsor:*** \$5,000 – *Includes a Table of Ten and Complimentary Full-Page Secondary Program Page Placement (details listed below).*

_____ **Silver Sponsor:*** \$3,500 – *Includes a Table of Ten.*

* Table sponsors should e-mail corporate logos (150 x 150 pixels maximum) to the attention of **aroberts@the-dma.org**.

INDIVIDUAL RESERVATIONS

(please designate number of tickets):

_____ Platinum Ticket: \$1,000 _____ Gold Ticket: \$500 _____ Silver Ticket: \$350

Program Page Reservation: (Copy Deadline May 25, 2007. Note: All Program Pages are non-bleed.)

- Platinum Page (Full Page / Premium Placement): \$1,000 (limited; first-come, first-served)
- Full-Page Secondary Placement (5" x 8"): \$800
- Half-Page (5" x 3.75"): \$400

PAYMENT INFORMATION

Check enclosed. Please make check payable to: Direct Marketing Educational Foundation

Bill my credit card for: DMEF New York Awards Dinner: Total Amount \$ _____

Payment method: Visa MasterCard American Express Discover Card

Cardholder's Name: _____ Sec. # _____

Card # _____ Exp. Date _____

Cardholder's Signature: _____

Thank you for supporting the Direct Marketing Educational Foundation.

The DMEF is a publicly supported, tax exempt organization under Section 501(c)(3) of the Internal Revenue Code. Tax ID: #13-6222757

To ensure your reservation, please return completed form by mail or fax with payment to:

Direct Marketing Educational Foundation
1120 Avenue of the Americas, 14th Floor
New York, NY 10036
Fax: 212.790.1561 Phone: 212.790.1512

See next page for program page space reservation

PROGRAM PAGE SPACE RESERVATION

(Copy Deadline May 25, 2007. Note: All Ads are non-bleed.)

Ad specifications: Should be in Black/White only; save in a Zip 100 Disk (Mac) Photoshop file
(300 dpi, actual size, tif or eps format)

Mail to:

Direct Marketing Educational Foundation
Attn: Asha Roberts
1120 Avenue of the Americas
New York, NY 10036

Company contact for the logo and ad layout, if different than dinner reservation contact:

Name: _____ Phone: _____