

ADVERTISING RATE SHEET

2009 Directory of Members and Yellow Pages



The DMA Directory of Members is the "Official Yellow Pages" for the Direct Marketing Industry that helps you reach over 100,000 readers.

2009 PRINT RATES

Premium Cover Positions (4 Color)

(Not on a first come, first serve basis. Call for availability.)

Outside Back Cover, Bold & Logo	\$7,750
Inside Back Cover, Bold & Logo	\$5,400
Insider Front Cover, Bold & Logo	\$5,400

Member Section (White Pages) & Yellow Pages

Full Page, Bold & Logo	\$4,400
1/2 Page, Bold & Logo	\$2,750
1/4 Page, Bold & Logo	\$1,750

Yellow Pages

(All advertisements are white knock out.)

Full Page, Bold & Logo	\$3,000
1/2 Page, Bold & Logo	\$2,050
1/4 Page, Bold & Logo	\$1,235

Enhanced Listings – Yellow Pages

Bold & Logo	\$775
Logo	\$575
Bold	\$375
Additional Listing	\$150

(See Key to Supplier Business Categories Sheet.)



If you are using a full version of Adobe Acrobat, please fill in the **INSERTION ORDER FORM** on page 4, save a copy as your company name and email it. Otherwise, fill in the form, print it and fax it back to us.



**INSERTION ORDER FORM AND ARTWORK DUE 12.17.08
MAILS: FEBRUARY 2009**

For more information call Barbara Cruz at 212.768.7277, ext. 1324 or email bcruz@the-dma.org.

ADVERTISING SPECIFICATION SHEET

2009 Directory of Members and Yellow Pages



The DMA Directory of Members is the "Official Yellow Pages" for the Direct Marketing Industry that helps you reach over 100,000 readers.

ACCEPTABLE SOFTWARE AND FILE TYPE:

1. AD:

- 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 (all images and fonts should be included)
- E: InDesign CS2 (all images and fonts should be included)

2. logo:

- A: Illustrator EPS CS2 or lower (all fonts should be outlined; grayscale and color version of the logo should be provided)
- B: High resolution Photoshop CS2 or lower EPS or TIFF 300dpi (grayscale and color version of the logo should be provided)

Please remember that all inside pages are black and white and only cover, inside front cover, back cover, and inside back cover are 4 color. All ads and logos for the inside pages should be sent as grayscale and for inside front, back cover, and inside back cover as CMYK. All color ads must include color proof.

Ad sizes:

DIRECTORY TRIM SIZE: 8.5" X 11"		
AD SIZE	WIDTH/HEIGHT	BLEED SIZE
FULL PAGE/CMYK	7.5" x 10"	NO BLEED
FULL PAGE/GRAYSCALE	7.5" x 10"	NO BLEED
1/2 PAGE/GRAYSCALE	7.5" x 4.5"	NO BLEED
1/4 PAGE/GRAYSCALE	7.5" x 2.25"	NO BLEED
INSIDE FRONT COVER/CMYK	8.5" x 11"	8.625" x 11.125"
INSIDE BACK COVER/CMYK	8.5" x 11"	8.625" x 11.125"
BACK COVER/CMYK	8.5" x 11"	8.625" x 11.125"

UNACCEPTABLE SOFTWARE AND FILE TYPE:

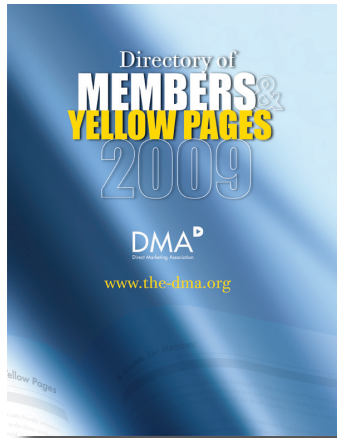
1. Page Maker
2. Microsoft Publisher or Microsoft Word
3. Use of true type (unless it is a PDF, Photoshop EPS, Tiff or Illustrator EPS with all fonts outlined)
4. Low resolution images or logos (less than 300 dpi)
5. Low resolution PDF



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KEY TO SUPPLIER BUSINESS CATEGORIES

2009 Directory of Members and Yellow Pages



The DMA Directory of Members is the “Official Yellow Pages” for the Direct Marketing Industry that helps you reach over 100,000 readers.

The DMA has developed its own “Business Codes” in order to categorize its membership by business. These codes serve the same function as the Standard Industrial Classifications.

CATEGORY DESCRIPTION	CODE	CATEGORY DESCRIPTION	CODE
AGENCIES		INTERACTIVE SERVICES	
Advertising & Direct Response	100	E-Mail Marketing Services	960
Catalog Specialists	110	Internet Service Providers	950
Fund Raising	500	Pay Per Performance	952
Interactive	130	Search Engine Services	951
Sales Promotion	120	MAIL/FULFILLMENT SERVICES	
BUSINESS-TO-BUSINESS MARKETERS		Fulfillment	1100
Premiums & Incentives	5400	Lettershops	1000
COMPUTER PRODUCTS		Private Delivery	1600
Computer Software	2130	MEDIA SPECIALTIES	
CONSULTANTS		Broadcast Media Buyers	901
Catalog	330	Broadcast Production	915
Creative	200	Cable TV Systems	910
Database Marketing	320	Dimensional Direct Response	940
Executive Search	410	Inquiry & Lead Generation	905
Fund Raising	510	Inserts	930
Investment Banking	420	Media – <i>Syndicators, & Buying Svcs.</i>	900
Management – <i>including fulfillment</i>	400	Newspaper, Mag, & Broadcast Media	920
Marketing	300	PAPER PRODUCTS	
Marketing Research	310	Envelope Manufacturers & Distribution	1400
Telephone Marketing	810	Paper Mills & Distribution	1500
DATABASE PROCESSING SERVICES		PRINTERS	
Credit & Collections	1320	Print Services – <i>Color Separation, etc.</i>	1200
Payment Processing Services	1330	Printers – <i>Sheet Fed</i>	1210
Service Bureaus	1300	Printers – <i>Web</i>	1220
Specialized Information Services	1310	TELEPHONE MARKETING SERVICES	
DATABASES & LISTS		Telephone Marketing	800
List Brokers, Compilers & Managers	600		



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INSERTION ORDER FORM

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ARTWORK? (CHECK ONE)

- Yes, use artwork from last year
 No, I will provide new artwork

OFFICIAL OFFICE USE

CID:
PBC:



CHECK HERE	ADVERTISING OPTIONS	RATES	CODE(S)
PREMIUM COVER POSITIONS (4 COLOR)			
<input type="checkbox"/>	Outside Back Cover, Bold & Logo	\$7,750	
<input type="checkbox"/>	Inside Back Cover, Bold & Logo	\$5,400	
<input type="checkbox"/>	Inside Front Cover, Bold & Logo	\$5,400	
MEMBER SECTION & YELLOW PAGES			
<input type="checkbox"/>	Full Page, Bold & Logo	\$4,400	
<input type="checkbox"/>	½ Page, Bold & Logo	\$2,750	
<input type="checkbox"/>	¼ Page, Bold & Logo	\$1,750	
YELLOW PAGES			
<input type="checkbox"/>	Full Page, Bold & Logo	\$3,000	
<input type="checkbox"/>	½ Page, Bold & Logo	\$2,050	
<input type="checkbox"/>	¼ Page, Bold & Logo	\$1,235	
ENHANCED LISTINGS — YELLOW PAGES			
<input type="checkbox"/>	Bold & Logo	\$775	
<input type="checkbox"/>	Logo	\$575	
<input type="checkbox"/>	Bold	\$375	
<input type="checkbox"/>	Additional Listing	\$150	
PRINT COMPANY INFO. EXACTLY AS YOU WOULD LIKE IT TO APPEAR			

Name:
Address: Ste/Rm/Fl:
City: State: Zip: Country:
Phone:
Web Address:

BILLING INFORMATION (PLEASE PRINT CLEARLY)

Contact Person:
Company Name:
Address: Ste/Rm/Fl:
City: State: Zip: Country:
Phone: Fax:
Email:

PAYMENT INFORMATION

- Check Enclosed AmEx MC Visa Invoice Me

Card No:
Expiration Date:
Total: Signature/Initial:

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Please fax completed form to 212.391.1532**