



PRODUCT CATALOG

Advertising Insertion Order Form and Specification Sheet

Highlights:

- Spring/Summer 2009 (March – July)
- 50K mailed (DMA Members and Non-Members)
- Digital catalog posted on web and most DMA emails
- Multiple impressions per person
- www.dmaeventscatalog.com

ADVERTISING RATES	DMA Member	Non Member
<input type="checkbox"/> Inside Full Page Black & White	\$1,840	\$2,300
<input type="checkbox"/> Inside Half Page Black & White	\$1,065	\$1,350
<input type="checkbox"/> Inside Full Page 4-Color	\$2,210	\$2,760
<input type="checkbox"/> Inside Half Page 4-Color	\$1,325	\$1,625
<input type="checkbox"/> Inside Front Cover (4-Color only)	\$7,245	\$8,395
<input type="checkbox"/> Inside Back Cover (4-Color only)	\$5,980	\$6,670
<input type="checkbox"/> Back Cover (4-Color only)	\$10,525	\$12,480

CONTACT INFORMATION (all fields required)

Advertiser

Company

Address

City State Zip Code

Contact

Title

Email

Phone

Fax

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

PRODUCTION GUIDELINES AND AD SIZES

Trim Size	8.375" x 10.875"
Full Page Bleed (add 0.125" all around)	8.625" x 11.125"
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 printout or proof sheet

DEADLINES

Insertion Orders: January 28, 2009

Artwork: February 6, 2009

Questions: Email Debra Menter at dmacatalog@the-dma.org

Submission:

- FAX** this form to Debra Menter at: 646.390.8711 or
- EMAIL** it to dmacatalog@the-dma.org.

- EMAIL** artwork to Debra Menter at dmacatalog@the-dma.org or
- MAIL** to: Attn: Debra Menter
Direct Marketing Association
1120 Avenue of the Americas
New York, NY 10036

ACCEPTABLE SOFTWARE AND FILE TYPE

- High resolution PDF
- High resolution Photoshop CS3 or lower EPS or tiff 300dpi
- Illustrator EPS CS3 or lower
(EPS illustrator files should have all fonts outlined)
- QuarkXpress 6.5 or lower MAC format
(all images and fonts should be included)
- InDesign CS3 MAC format
(all images and fonts should be included)



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 and questions, please email dmacatalog@the-dma.org.