



DMA Global Marketing Portal – Launching October 2010

The Direct Marketing Association (USA) is delighted to introduce the Global Marketing Portal, launching at the DMA2010 conference in October 2010. The Portal, developed in conjunction with TheMarketingSite.com, will be the first truly **global** online information portal dedicated to Direct & Digital Marketing.

The Global Marketing Portal will be a central information-hub for direct and digital marketers worldwide providing access to US and international resources including research reports, statistics, white papers, case studies, publications, books, education resources, directories and press rooms.

In addition to informational resources, the Portal will also provide unique opportunities for marketers worldwide to network, establish contacts and gain the benefits of international peer-to-peer communication and connections.

The DMA is currently contracting with '**information partners**' that would like make content available through the Portal to the worldwide direct and digital marketing community.

If you have any of the following content that you would like to make available to the international direct and digital marketing community on a **free, paid, subscription basis or for lead generation** and If you would like to become an 'Information Partner' please respond to achernis@the-dma.org. Please, check what type of material you would like to make available and on what basis - **free, paid, subscription basis, or for lead generation**.

- [] **research reports**
- [] **white papers**
- [] **publications**
- [] **case studies**
- [] **books**
- [] **education resources**
- [] **directories**

All material that you supply will be credited to your company. On receipt of your submission DMA will contact you to discuss next steps on how to include your information and to evaluate the content that you would like to be included in the Global Marketing Portal.

For further information on how to participate please contact:

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