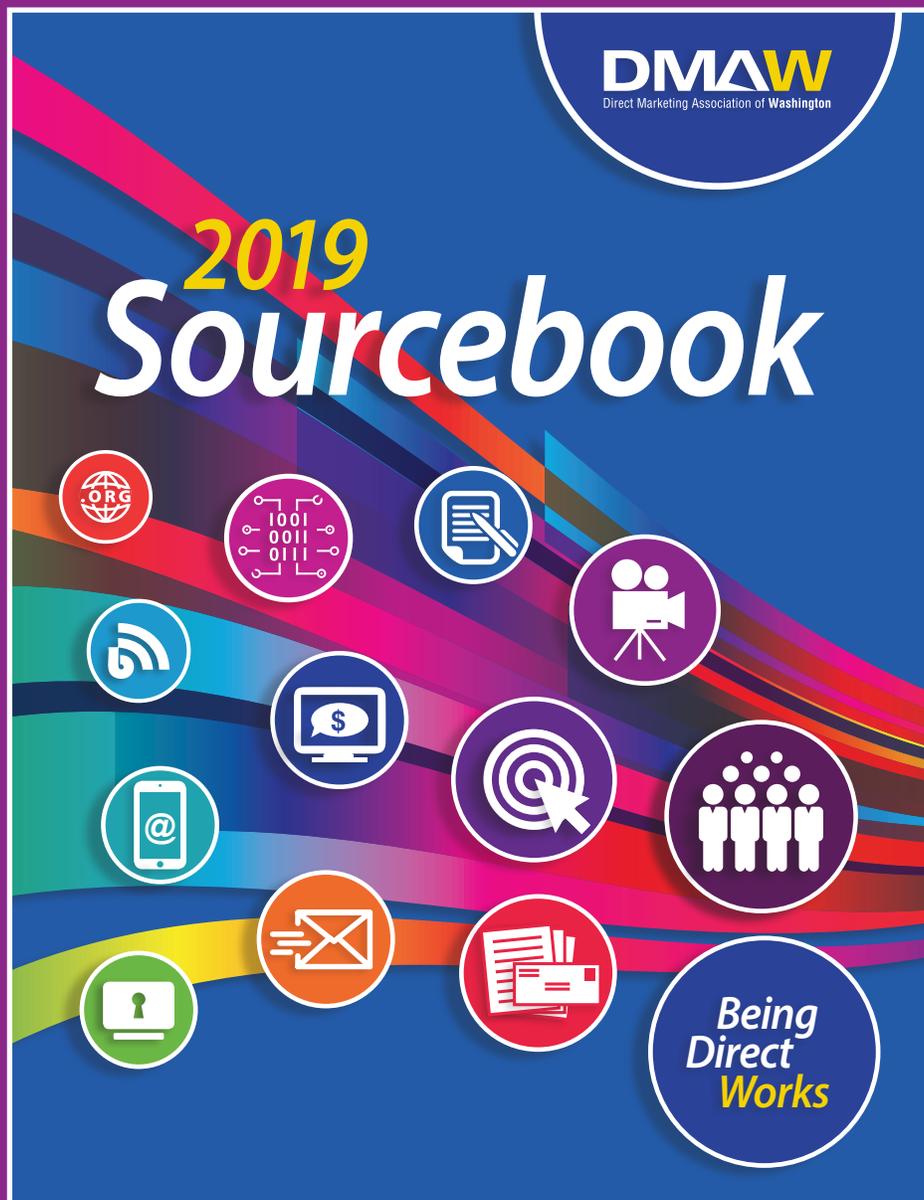


The 2020 DMAW Sourcebook

Isn't this where
YOU should be seen?



Reserve Your Ad Space Now!

Why Advertise in the Sourcebook?

DMAW Sourcebook advertising puts your message in front of thousands of regional direct marketing suppliers and service companies. A display ad or expanded listing in the professional Yellow Pages highlights your company as a leader in the direct marketing profession and allows you incomparable exposure to the decision makers you strive to reach. Those professionals invest in exactly the types of services you provide:

- Advocacy & Political Consultants
- Caging/Lockbox Services/Payment Processing
- Creative/Copywriting/Design/Production
- Data & Analytics
- Digital Marketing/Mobile/Social Media/Email
- Envelope Printers & Manufacturers
- Fulfillment
- Full Service Fundraising & Marketing Agencies
- Full Service Operation
- Fundraising & Marketing Consultants
- List Broker/Compiler/Manager
- Mailing/Lettershop
- Premiums, Promotional Products & Contests
- Printers (including specialty)
- Software
- Telemarketing/Customer Services
- Video Production/Duplication
- Web Design & Services

DMAW Sourcebook is available exclusively to members and lists all DMAW members, plus a directory of industry services and suppliers. The Sourcebook is an invaluable resource for new business contacts. It is also a convenient tool for getting in touch with fellow members you meet at DMAW events.

DMAW Sourcebook is distributed to all DMAW members, who are end-users, vendors, suppliers, agencies, freelancers, educators, and students in the Mid Atlantic Region.

All DMAW members get a complimentary listing in the Sourcebook's White Page section. To gain additional exposure, place a display ad and listing of your company's information in the expanded professional Yellow Pages section!

Choose: 2 FOR 1—Display PLUS Classified

Display Advertisement & Expanded Professional Yellow Page Listing

Purchase a display advertisement and your first yellow page listing is free of charge! (A \$175 Value.) There is an additional charge of \$75 for each listing that appears in multiple sections and \$100 for each listing with a logo that appears in multiple sections.

75 Word Yellow Page Listing Only: \$175

Purchase an expanded listing which includes:

- Company Name
- Contact Name
- Company Address, Phone & Cellphone Number
- E-mail Address and/or Web Site
- A narrative of up to 75 words that describes your company and its capabilities

For more impact: Add your B&W logo to your listing for an additional \$75.

Additional Exposure Benefit:

The Sourcebook Yellow Pages is easily accessible to anyone visiting the DMAW website. Any visitor can simply click on your email address or URL and be instantly connected to your company.

Display Ad Rates

Cover*	7.25" wide x 10" high	\$2,500
Divider Page*	7.25" wide x 10" high	\$2,250
Full Page	7.25" wide x 10" high	\$1,900
2/3 Page	4.75" wide x 10" high	\$1,400
1/2 Page	7.25" wide x 4.75" high	\$1,150
1/3 Vertical	2.25" wide x 10" high	\$ 850
1/3 Page	4.75" wide x 4.75" high	\$ 850
1/6 Page	2.25" wide x 4.75" high	\$ 550

*All covers and dividers must be four color ads.

To place an ad or to reserve space, contact:

DMAW Ad Sales Department/Terri Jones
11709 Bowman Green Drive
Reston, VA 20190-3501
Phone: (703) 471-4902
FAX: (703) 437-8631
E-mail: tjones@dmaw.org

2020 Expanded DMAW Sourcebook Yellow Pages Listing Reservation:

75 Words for \$175 (Only \$150 if ordered by October 31, 2019)

Fill in the information below including a promotional narrative describing your specific services, in 75 words or less, as you would like it to appear in the 2020 Sourcebook. Type or print clearly (or attach a separate sheet) as you will not receive a proof. You may also e-mail your listing to: tjones@dmaw.org

Company: _____

Company Representative & Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Cell: _____

E-mail: _____

Web Site: _____

Narrative – 75 words or less (may also be sent via email)

Pick Up 2019 Listing

Contact (person completing this form): _____ Phone: _____

PAYMENT COUPON—Must Be Prepaid

YES! Please run my 75 words for \$175 listing as shown above.

Important—See category choices at right and write code below

Category for above listing is: _____ \$175 (total) \$ _____

Early bird discount when paid by October 31 \$ -25 (total) \$ _____

My first listing is free because I have ordered a display ad \$ 00.00

YES! Please add my B&W logo to my listing \$75 (total) \$ _____

Please repeat my listing in the following additional categories

Additional category codes _____ \$75 each (total) \$ _____

Additional category codes w/logos _____ \$100 each (total) \$ _____

GRAND TOTAL \$ _____

Check enclosed (payable to DMAW). Mail this form with check to:
DMAW HQ 11709 Bowman Green Drive Reston, VA 20190

Charge my credit card VISA MasterCard Amex

Card Number: _____

Name on Credit Card: _____

Exp. Date: _____ Signature: _____

Category Code Choices

Code Category

- A Advocacy & Political Consultants
- B Caging/Lockbox Services/ Payment Processing
- C Creative/Copywriting/Design/ Production
- D Data & Analytics
- E Digital Marketing/Mobile/Social Media/Email
- F Envelope Printers & Manufacturers
- G Fulfillment
- H Full Service Fundraising & Marketing Agencies
- I Full Service Operation
- J Fundraising & Marketing Consultants
- K List Broker/Compiler/Manager
- L Mailing/Lettershop
- M Premiums, Promotional Products & Contests
- N Printers (including specialty)
- O Software
- P Telemarketing/Customer Services
- Q Video Production/Duplication
- R Web Design & Services

FAX this form to 703-437-8631 for all credit card orders or e-mail tjones@dmaw.org.

2020 DMAW Sourcebook Display Advertising Reservation

**Art Deadline:
12/20/2019**

Company: _____
 Company Representative & Title: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Cell: _____
 E-mail and/or Web Site: _____

**Your display ad
gets you a FREE
75 Word Listing**



Display Listings Ad Rates

A	Cover*	7.25" wide x 10" high	\$2,500
A	Divider Page*	7.25" wide x 10" high	\$2,250
A	Full Page	7.25" wide x 10" high	\$1,900
B	2/3 Page	4.75" wide x 10" high	\$1,400
C	1/2 Page	7.25" wide x 4.75" high	\$1,150
D	1/3 Vertical	2.25" wide x 10" high	\$ 850
E	1/3 Page	4.75" wide x 4.75" high	\$ 850
F	1/6 Page	2.25" wide x 4.75" high	\$ 550

*Covers/Dividers 4-color only

Note: Page trim size is 8.5"x11".

Price per ad from above chart \$ _____
 Add \$100 per ad for 2 color \$ _____
 Add \$75 to include your logo with your Free Listing \$ _____
TOTAL \$ _____

Category Choices—Pick One Per Ad

Please check the category in which you want your ad placed.

- A Advocacy & Political Consultants
- B Caging/Lockbox Services/Payment Processing
- C Creative/Copywriting/Design/Production
- D Data & Analytics
- E Digital Marketing/Mobile/Social Media/Email
- F Envelope Printers & Manufacturers
- G Fulfillment
- H Full Service Fundraising & Marketing Agencies
- I Full Service Operation
- J Fundraising & Marketing Consultants
- K List Broker/Compiler/Manager
- L Mailing/Lettershop
- M Premiums, Promotional Products & Contests
- N Printers (including specialty)
- O Software
- P Telemarketing/Customer Services
- Q Video Production/Duplication
- R Web Design & Services

Check enclosed
(payable to DMAW).

Mail this form with check to:
 DMAW HQ
 11709 Bowman Green Drive
 Reston, VA 20190

Charge my credit card VISA MasterCard Amex

Card Number: _____

Name on Credit Card: _____

Exp. Date: _____ Signature: _____

Please bill me (payment due by closing date)

Deadline for Art Materials
12/20/2019

For More Information:
 Phone: 703-471-4902
 FAX: 703-437-8631
 E-mail: tjones@dmaw.org

New art: Photoshop ads must be saved as 300 dpi minimum, pdf, eps, jpg or tiff. InDesign ads must be exported as Press Quality pdfs. Illustrator ads must be saved as eps or pdf with fonts outlined. For 2-color ads use PMS 293 & black.

NOTE: All 2-color art MUST separate as PMS 293 & black correctly.

Send to: DMAW, 11709 Bowman Green Drive, Reston, VA 20190