



BEING DIRECT WORKS

To reach the top professionals who:

- Buy
- Sell
- Create
- Control Direct Marketing & Fundraising of some of the largest:
 - Nonprofits and Charities
 - Political Organizations
 - Agencies (DM and Digital)
 - Associations

Marketing AdVents keeps DMAW members current on best practices and news in the fields of:

- Direct Mail Strategies & Techniques
- Digital Marketing Innovations & Trends
- Emerging Fundraising Trends
- Multi-channel/Omni-channel Marketing
- Major Educational & Social Events
- Proposed Laws & Regulations
- News & Notes of What's Happening!

Each issue features news & developments on:

- Direct Mail
- Digital Marketing
- Technology
- Fundraising
- Postal Regulations
- DMAW Member News
- Calendar of Upcoming Events
- DMAW Educational Foundation

Marketing AdVents is a strong, vibrant vehicle delivering result-oriented insights, strategies, fresh ideas and advertising messages to targeted audiences in the direct marketing field. Mailed first class and available online to all DMAW members.

Marketing AdVents has been rated in membership surveys as one of their most important benefits and sources of information.

Marketing AdVents has the highest quality of readership among direct marketing & fundraising professionals in the Washington DC Metro Area, as well as across the country! These professionals invest in exactly the types of services you provide:

- AI and Machine Learning
- Advocacy & Political Consultants
- Caging/Lockbox Services/Gift & Payment Processing/Acknowledgments
- Creative/Copywriting/Design Production
- Data & Analytics
- Data Providers/List Brokerage & Management /Cooperative Databases
- Database Management/CRMs/Technology Platforms & Tools
- Digital Marketing/Mobile/Social Media/Email
- DRTV/Video Storytelling & Production
- Envelope Printers & Manufacturers
- Fulfillment Services
- Full Service Direct Mail Production Operations
- Full Service Fundraising & Marketing Agencies
- Fundraising & Marketing Consultants
- Mailing Services/Lettershop/Postal Logistics
- Premiums, Promotional Products
- Printers (including Specialty)
- Telephone Fundraising & Donor Services
- Website Design & Services

4-Color Advertising Rates

Ad Size Options	Ad Specs	Ad Only	Ad w/Video
2-Page Spread Partnership	7-1/4" wide x 10" high each	\$2,500	\$3,500
Cover #2, 3, or 4	7-1/4" wide x 10" high	\$1,925	\$2,925
Full Page	7-1/4" wide x 10" high	\$1,800	\$2,800
2/3 Page	4-3/4" wide x 10" high	\$1,500	N/A
1/2 Page	7-1/4" wide x 4-3/4" high	\$1,200	\$2,200
1/3 Page Square	4-3/4" wide x 4-3/4" high	\$800	N/A
1/3 Page Vertical	2-3/4" wide x 10" high	\$800	N/A
1/6 Page Vertical	2-1/4" wide x 4-3/4" high	\$600	N/A

Multiple Ads Afforded a 10% Discount at time of order!

Publication Themes & Schedule

Issue	Theme	Insertion Due	Materials Due
Jan/Feb	What's New & Trends We're Watching HIGHLIGHTS DMAW Next in Direct Kick-off (formerly Annual Meeting) - Thursday, Jan. 11; Launch MAXI Awards Competition (deadline will be in early March)	Dec 6	Dec 15
Mar/Apr	Critical Cohorts: Mid-Level, Major Giving, Planned Giving, Sustainers HIGHLIGHTS March 20-22 DMAW-TNPA - Nonprofit Fundraisers Symposium; Production Day in mid-April	Feb 9	Feb 21
May/June	Direct Mail Innovations HIGHLIGHTS List Bazaar in mid-May; Creative Day in mid-June; Call for Board Nominees; Call for Member Award Nominees	Apr 15	Apr 24
Jul/Aug	Critical Year-End Fundraising Strategies HIGHLIGHTS 19 th Annual Bridge Conference July 31-Aug 2	Jun 14	Jun 25
Sep/Oct	Breaking Down Silos, Building Multichannel Connections HIGHLIGHTS MAXI Awards Ceremony late Sept.; mid-October Multi-Channel MiniCon; board elections	Jul 26	Aug 9
Nov/Dec	What Have We Learned From Our Data This Past Year? HIGHLIGHTS Best of Direct - Wed., Nov. 20 or Thurs. Dec. 5 DMAW turns 70 in 2025!	Oct 3	Oct 15

If your company is engaged in direct marketing or fundraising...
DMAW's *Marketing AdVents* IS YOUR audience!

TELL YOUR STORY

Tell your story, and gain additional exposure to this vibrant targeted market by Partnering with us on an issue themed to match your product or services!

- **TWO-PAGE, CENTER SPREAD** for your **Partner Spotlight A** compelling 750 word article* & a Full Page 4-Color Ad
- Optional Embedded Video (one minute maximum)
- **Partnership Recognition on Front Cover** (above Index Box)
- **Partnership Recognition on Each Page** (near each page number)

Your Partnership Investment: \$2,500

Marketing AdVents highlights a specific area of direct marketing with articles and case studies illustrating how shared problems are solved, how pitfalls can be avoided, and other hands-on help for busy practitioners.

Check out the Publication Themes & Schedule for each issue's focus. If your company provides a service or product that matches or compliments an editorial theme, **you have the opportunity to be prominent in this publication!**

And remember: DMAW members **are across the country and they access *Marketing AdVents*** for months (even years!), so you get **wide-spread**, continuing exposure.

Individual package plans can be tailored to your needs.

Contact Terri Jones tjones@dmaw.org

**The package includes a full-page "informational" (that is, non-promotional) article of 750-800 words, bylined by a person of your choice.*

Billing Information

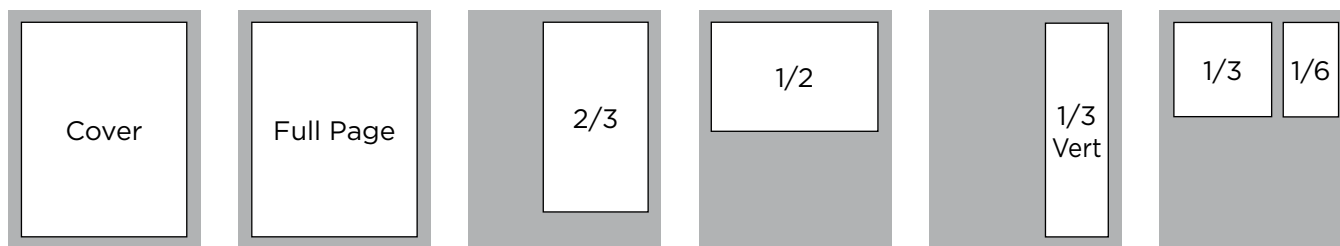
Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____



Publication trim size: 8-1/2" wide x 11" high

No Bleed Advertisements

Insertion Dates:

Include all that apply

- January/February
- March/April
- May/June
- July/August
- September/October
- November/December

4-Color Advertisement Size:

- | | |
|--|---|
| <input type="checkbox"/> 2-Page Partnership \$2,500 | <input type="checkbox"/> 2/3 Page \$1,500 |
| <input type="checkbox"/> 2-Page Partnership w/video \$3,500 | <input type="checkbox"/> 1/2 Page \$1,200 |
| <input type="checkbox"/> Cover \$1,925 | <input type="checkbox"/> 1/2 Page w/video \$2,200 |
| <input type="checkbox"/> Cover w/video \$2,925 | <input type="checkbox"/> 1/3 Page Vert. \$800 |
| <input type="checkbox"/> Full Page \$1,800 | <input type="checkbox"/> 1/3 Page \$800 |
| <input type="checkbox"/> Full Page w/video \$2,800 | <input type="checkbox"/> 1/6 Page \$600 |

Payment Options & Authorization

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

- Please bill me

- Credit Card VISA MasterCard American Express

Name that appears on card (print): _____

Card #: _____ Exp. Date: _____

Signature: _____ Date: _____

Print Name: _____

Total Amount Due:

\$ _____