

# DMAW Marketing AdVents Media Kit

## Advertising Opportunities to Reach YOUR Audience



# Why advertise in the 2021 DMAW *Marketing AdVents*?

To reach the top professionals who

- Buy
- Sell
- Create
- & Control Direct Marketing & Fundraising of some of the largest
  - Associations
  - Charities
  - Political Organizations
  - and Nonprofits in America!

*Marketing AdVents* keeps DMAW members current on

- Industry Developments
- Trends
- Major Social & Educational Events
- Proposed Laws & Regulations

Each issue features news & developments on the latest

- Postal Regulations
- Technology
- Association Marketing
- Fundraising
- Direct Mail Design
- News of DMAW Members
- Calendar of Upcoming Events
- Social Media Marketing  
(Facebook, LinkedIn and more!)

*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 professionals in the Washington Metro, Baltimore, and Central Virginia areas. These professionals invest in exactly the types of services you provide:

- 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 & Contests
- Printers (including Specialty)/Direct Mail Production
- Telephone Fundraising & Donor Services
- Website Design & Services

# 2021 DMAW *Marketing AdVents* Sponsorship Opportunities

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

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

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

Your Sponsorship Investment: \$2,500

Each month, *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 Editorial Calendar for monthly themes. 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 keep *Marketing AdVents* for months (even years!), so you get continuing exposure.

Individual package plans can be tailored to your needs.

Contact Terri Jones (703) 471-4902

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.

# 2021 DMAW Marketing AdVents Rates & Themes

## Advertising Rates

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

Multiple Ads Afforded a 15% Discount at time of order!

## Publication Themes & Schedule

	Theme	Insertion Due	Materials Due	Publication Date
January	New Trends for the New Normal	December 17	December 21	January 1
February	USPS / Data Privacy / Legislative Updates	January 11	January 21	February 1
March	Direct Response Integrates with Mid-Level, Major & Planned Giving	February 8	February 18	March 1
April	Classic Direct Marketing with a Spotlight on Direct Mail	February 22	March 3	April 1
May	The Digital & Marketing Technology Issue	March 24	April 2	June 1
June	Creative Strategy & Implementation: Copy, Design & Channel Topics	April 23	May 4	June 1
July	Year-End Fundraising Strategies	May 21	June 2	July 1
September	The Sustaining Donors Issue	July 26	August 4	September 1
October	Data: Analytics, CRMs, Models & More	August 23	September 1	October 1
Nov/Dec	The Best of Bridge	October 13	October 22	December 1
January 2022	TBA	November 1	December 15	January 1



# Insertion Order – 2021 DMAW Marketing AdVents

## BILLING INFORMATION

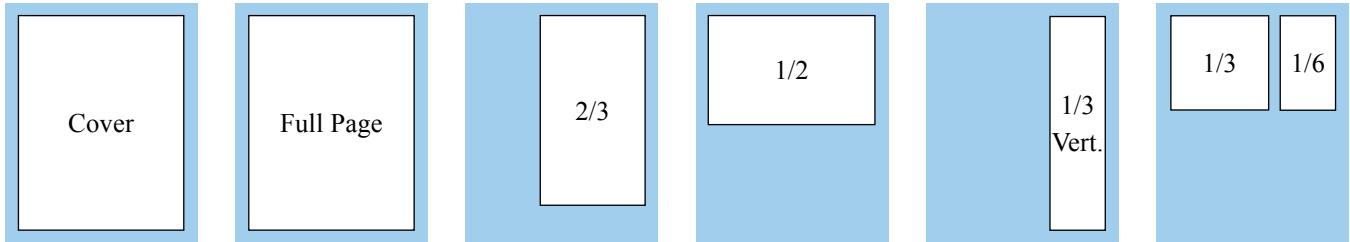
Company Name: \_\_\_\_\_

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	July
February	August
March	September
April	October
May	November
June	December
	January 2022

### 4-COLOR ADVERTISEMENT SIZE:

Cover	1/3 Page Vert.
Cover w/video	1/3 Page
Full Page	1/6 Page
Full Page w/video	
2/3 Page	
1/2 Page	
1/2 Page w/video	

### 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:**

\$ \_\_\_\_\_