

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	May 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

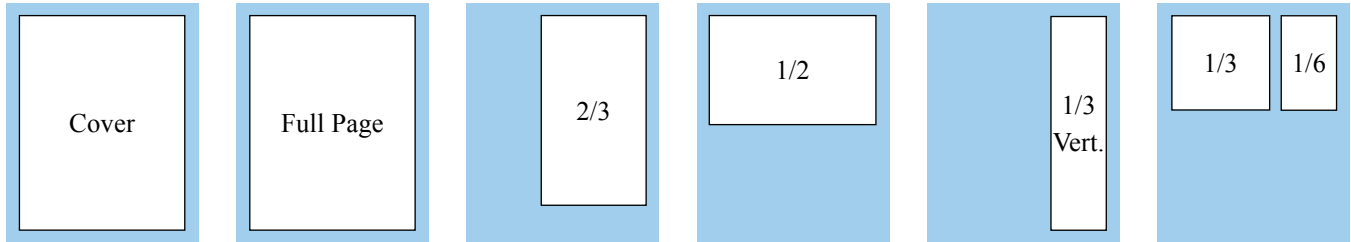
Company Name: _____

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:

\$ _____