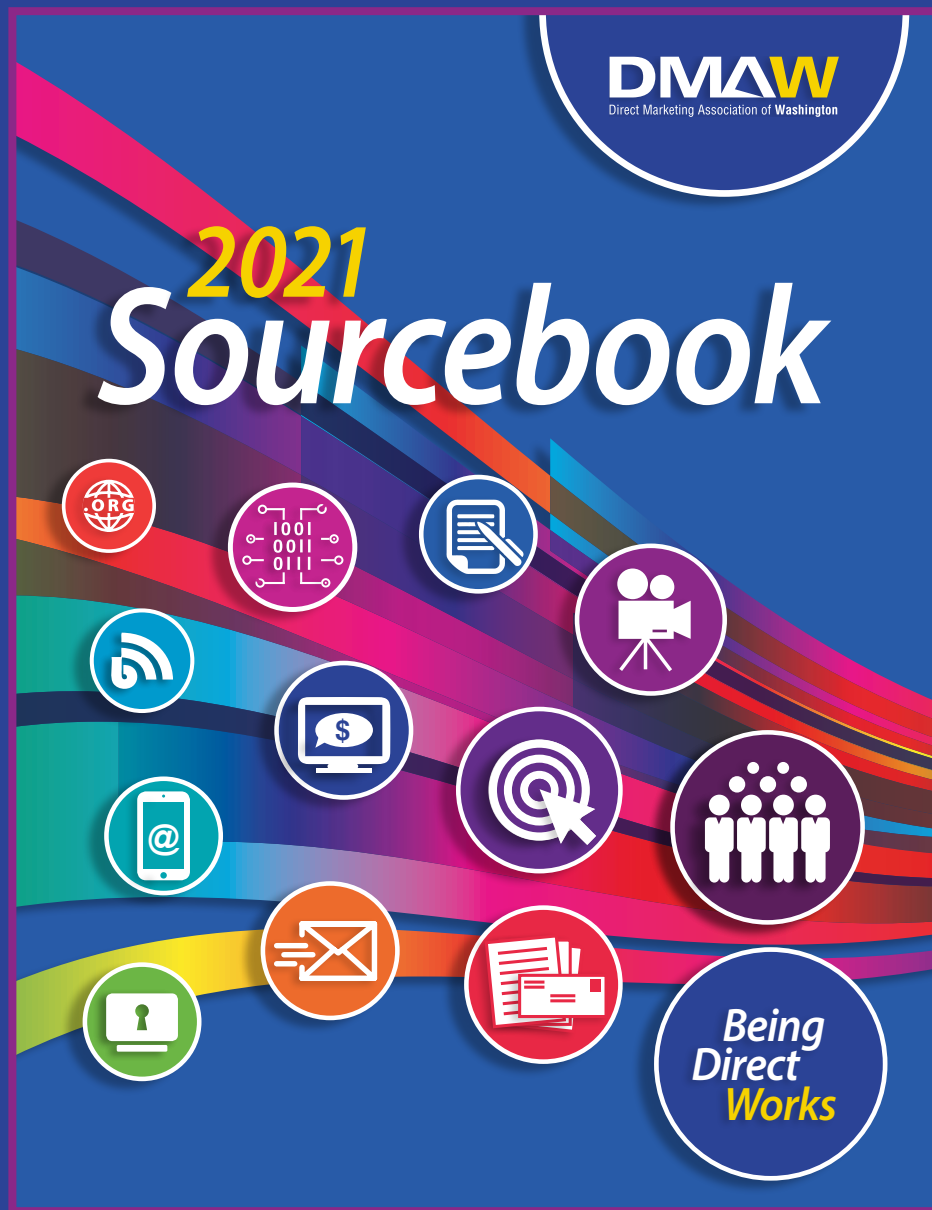


# The 2021 DMAW Sourcebook

Advertise in the  
DMAW Sourcebook



to Reach  
*Your* Target Audience

## Why connect with the Direct Marketing Association of Washington (DMAW)?

The DMAW is a vibrant, growing, supportive, and informed membership organization comprised of almost 1,000 direct response fundraising and marketing professionals.

## Who are the DMAW Members?

While primarily in the mid-Atlantic region, DMAW members are located nationwide:

- Nonprofit Direct Response Integrated Marketers
- Nonprofit Direct Fundraisers
- Engagement Advocates
- Leadership in Full-Service Marketing Agencies
- Presidents, owners and leaders from a myriad of industry service providers – from print to data to digital and everything in between!

## What titles do the DMAW Members primarily carry?

These are the decision makers!

- CEOs
- Presidents
- Owners
- Vice Presidents
- Marketing Officers
- Account Directors
- Managers
- Business Development Directors
- Development Directors

## How can I connect with the DMAW Membership?

You can connect with the membership through advertising in the DMAW Sourcebook, which is exclusively available to all DMAW members, serves as the organization's member directory, and is a great resource for members looking for industry service providers - like you! The supplier section (Yellow Pages) will be available free online for everyone.

**You can become a DMAW member and take advantage of all the member benefits as well!**

## Why Advertise in the DMAW Sourcebook?

Advertising in the Sourcebook puts your message in front of hundreds of regional direct marketing buyers looking for the services you provide! Here are **5 reasons why you should advertise** in Sourcebook:

- Targeted audience
- Create awareness
- Adds credibility
- Demonstrates your industry leadership
- Print ads complement your digital marketing

## New This Year

For the first time ever, we will be producing both a print and digital version of the DMAW Sourcebook. As such, Full-Page advertisers now have the ability to **add an embedded video** to your digital ad (one minute maximum). The additional investment is minimal, but *the added exposure is priceless*. Use the opportunity to promote the unique attributes of your company or products.

### Use video ads to:

- Engage viewers
- Foster emotion
- Build trust
- Provide an opportunity to explain
- Boost conversions and sales
- Encourage social sharing

## Choose: 2 FOR 1—Display PLUS Classified

Display Advertisement & Expanded Professional Yellow Page Listing

Purchase a display advertisement and your first yellow page listing & logo is free of charge! Adding your listing & logo to additional sections is only \$100 each.

## 75 Word Yellow Page Listing & Logo Only: \$275

Purchase an expanded listing which includes:

- Company Name
- Contact Name
- Company Address
- Phone
- E-mail Address and/or Website
- A 75 word company/product description

## Display Ad Costs

DISPLAY ADS	Ad Only	Ad with Video*	Print Size wide x high
Inside Front Cover**	\$2,500	\$3,500	7.25" x 10"
Inside Back Cover**	\$2,500	\$3,500	7.25" x 10"
Back Cover**	\$2,500	\$3,750	7.25" x 10"
Divider Page**	\$2,250	\$3,500	7.25" x 10"
Full Page	\$1,900	\$2,900	7.25" x 10"
2/3 Page	\$1,400	N/A	4.75" x 10"
1/2 Page	\$1,150	\$2,150	7.25" x 4.75"
1/3 Vertical	\$850	N/A	2.25" x 10"
1/3 Page	\$850	N/A	4.75" x 4.75"
1/6 Page	\$550	N/A	2.25" x 4.75"

\*Embedded Video appears in online version. One minute maximum. Submit in mp4 or MOV format.

\*\*Covers and Dividers must be 4-color.

## To place an ad or to reserve space, contact:

Terri Jones at (703) 471-4902 or [tjones@dmaw.org](mailto:tjones@dmaw.org)

## 2021 Expanded DMAW Sourcebook Yellow Pages Listing Reservation:

### 75 Word Listing & Logo for \$275

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 2021 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](mailto:tjones@dmaw.org)

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

Company Representative & Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

Narrative – 75 words or less (may also be sent via e-mail)

Pick Up 2020 Listing & Logo

Contact (person completing this form): \_\_\_\_\_ Phone: \_\_\_\_\_

#### PAYMENT COUPON—Must Be Prepaid

YES! Please run my 75 word listing & logo for \$275 as shown above.

*Important—See category choices at right and write code below*

Category for above listing is: \_\_\_\_\_ \$275.....(total) \$ \_\_\_\_\_

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

Please repeat my listing in the following additional categories

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: \_\_\_\_\_

**EMAIL this form and a high resolution PDF of your BLACK & WHITE logo to [tjones@dmaw.org](mailto:tjones@dmaw.org).**

#### Category Code Choices

##### Code Category

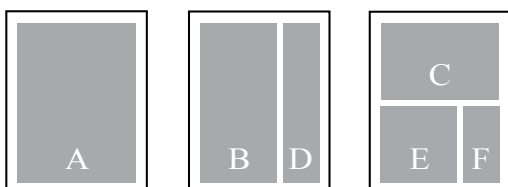
- A** Advocacy & Political Consultants
- B** Caging/Lockbox Services/Gift & Payment Processing/Acknowledgments
- C** Creative/Copywriting/Design/Production
- D** Data & Analytics
- E** Data Providers/List Brokerage & Management/Cooperative Databases
- F** Database Management/CRMs/Technology Platforms & Tools
- G** Digital Marketing/Mobile/Social Media/Email
- H** DRTV/Video Storytelling & Production
- I** Envelope Printers & Manufacturers
- J** Fulfillment Services
- K** Full Service Direct Mail Production Operations
- L** Full Service Fundraising & Marketing Agencies
- M** Fundraising & Marketing Consultants
- N** Mailing Services/Lettershop/Postal Logistics
- O** Premiums, Promotional Products & Contests
- P** Printers (including Specialty)/Direct Mail Production
- Q** Telephone Fundraising & Donor Services
- R** Website Design & Services

## 2021 DMAW Sourcebook Display Advertising Reservation

**Art Deadline:**  
**1/15/2021**

Company: \_\_\_\_\_  
 Company Representative & Title: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_  
 Website: \_\_\_\_\_

**Your display ad  
& logo gets you  
a FREE 75 word  
listing & logo**



### Display Listings Ad Rates

DISPLAY ADS	Ad Only	Ad with Video*	Print Size wide x high
A Inside Front Cover**	\$2,500	\$3,500	7.25" x 10"
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E 1/3 Page	\$850	N/A	4.75" x 4.75"
F 1/6 Page	\$550	N/A	2.25" x 4.75"

\*Embedded Video appears in online version. One minute maximum. Submit in mp4 or MOV format.

\*\*Covers and Dividers must be 4-color.

Note: Page trim size is 8.5"x11".

Price per ad from above chart \$ \_\_\_\_\_  
 Add \$100 per ad for 2 color \$ \_\_\_\_\_  
**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/Gift & Payment Processing/Acknowledgments
- C** Creative/Copywriting/Design/Production
- D** Data & Analytics
- E** Data Providers/List Brokerage & Management/Cooperative Databases
- F** Database Management/CRMs/Technology Platforms & Tools
- G** Digital Marketing/Mobile/Social Media/Email
- H** DRTV/Video Storytelling & Production
- I** Envelope Printers & Manufacturers
- J** Fulfillment Services
- K** Full Service Direct Mail Production Operations
- L** Full Service Fundraising & Marketing Agencies
- M** Fundraising & Marketing Consultants
- N** Mailing Services/Lettershop/Postal Logistics
- O** Premiums, Promotional Products & Contests
- P** Printers (including Specialty)/Direct Mail Production
- Q** Telephone Fundraising & Donor Services
- R** Website 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  
1/15/2021

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

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

Logos must be BLACK & WHITE high resolution PDF

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

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