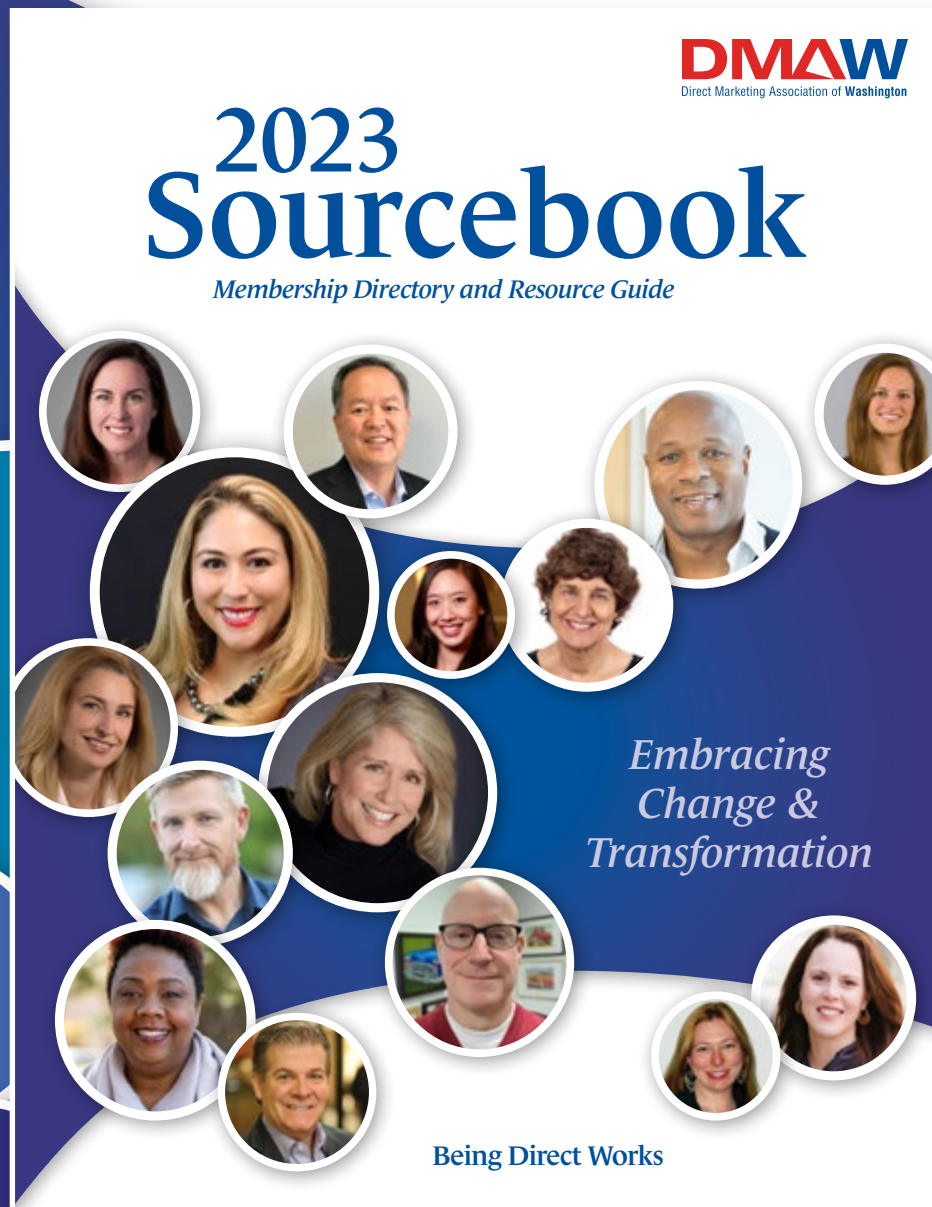


The 2023 DMAW Sourcebook

*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

Print & Digital

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: \$325

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** | \$2,550 | \$3,550 | 7.25" x 10" |
| Inside Back Cover** | \$2,550 | \$3,550 | 7.25" x 10" |
| Back Cover** | \$2,550 | \$3,800 | 7.25" x 10" |
| Divider Page** | \$2,300 | \$3,550 | 7.25" x 10" |
| Full Page | \$1,950 | \$2,950 | 7.25" x 10" |
| 2/3 Page | \$1,450 | N/A | 4.75" x 10" |
| 1/2 Page | \$1,200 | \$2,200 | 7.25" x 4.75" |
| 1/3 Vertical | 900 | N/A | 2.25" x 10" |
| 1/3 Page | 900 | N/A | 4.75" x 4.75" |
| 1/6 Page | 600 | 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@dmap.org

2023 Expanded DMAW Sourcebook Yellow Pages Listing Reservation:

75 Word Listing & Logo for \$325

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 2023 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: _____ E-mail: _____

Website: _____

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

Pick Up 2022 Listing & Logo

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

PAYMENT COUPON—Must Be Prepaid

YES! Please run my 75 word listing & logo for \$325 as shown above.

Important—See category choices at right and write code below

Category for above listing is: _____ \$325.....(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.

Category Code Choices

Code Category

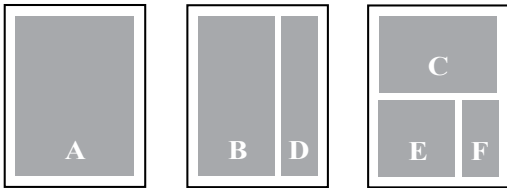
- A** Advocacy & Political Consultants
- B** Caging/Lockbox Services/Gift & Payment Processing/Acknowledgments
- C** Creative/Copywriting/Design/Production
- D** Data & Analytics
- E** Data Providers/List Brokerage & Management/Cooperative Databases
- F** Database Management/CRMs/Technology Platforms & 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

2023 DMAW Sourcebook Display Advertising Reservation

Art Deadline:
1/13/2023

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

**Your display ad
& logo get 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** | \$2,550 | \$3,550 | 7.25" x 10" |
| A Inside Back Cover** | \$2,550 | \$3,550 | 7.25" x 10" |
| A Back Cover** | \$2,550 | \$3,800 | 7.25" x 10" |
| A Divider Page** | \$2,300 | \$3,550 | 7.25" x 10" |
| A Full Page | \$1,950 | \$2,950 | 7.25" x 10" |
| B 2/3 Page | \$1,450 | N/A | 4.75" x 10" |
| C 1/2 Page | \$1,200 | \$2,200 | 7.25" x 4.75" |
| D 1/3 Vertical | \$900 | N/A | 2.25" x 10" |
| E 1/3 Page | \$900 | N/A | 4.75" x 4.75" |
| F 1/6 Page | \$600 | 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
1/13/2023

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

New art: Photoshop logos and ads must be saved as 300 pixels/inch pdf or jpg. InDesign ads must be exported as a Press Quality pdf. Illustrator logos and ads must be saved as an eps or pdf with fonts outlined.

2-color ads: Must be PMS 293 & black.

Logos: Must be a BLACK & WHITE.

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