

# 2023 DMAW Marketing AdVents Media Kit

## Advertising Opportunities to Reach YOUR Audience



# DMAW

Direct Marketing Association of Washington

# Why advertise in the 2023 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

# 2023 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 Front 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 Publication Themes & Schedule 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 access *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.

# 2023 DMAW Marketing AdVents Rates & Themes

## 4-Color Advertising Rates\*

|                           | Size                        | Ad Only | Ad w/Video |
|---------------------------|-----------------------------|---------|------------|
| 2-Page Spread Sponsorship | 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 15% Discount at time of order!

*\*We anticipate rates will rise after our return to printed/mailed copies due to paper & production increases.*

## Publication Themes & Schedule

|                       | Theme   | Insertion Due | Materials Due |
|-----------------------|---|---------------|---------------|
| January/<br>February  | What's New / Trends We're Watching / USPS   | December 8    | December 19   |
| March/<br>April       | Tried and True Direct Marketing Techniques<br>with a focus on Mid-Level, Major & Planned Giving | February 10   | February 22   |
| May/June              | Digital & Marketing Technology Issue  | April 4       | April 26      |
| July/August           | Critical Fundraising Strategies:<br>Year-End Fundraising and Sustainers                         | June 16       | June 27       |
| September/<br>October | Best of The Bridge Conference - The Sessions that Wowed Us                                      | August 11     | August 22     |
| November/<br>December | Data, Analytics, CRMs, AI & Machine Learning  | October 5     | October 17    |

# Insertion Order – 2023 DMAW Marketing AdVents

## BILLING INFORMATION

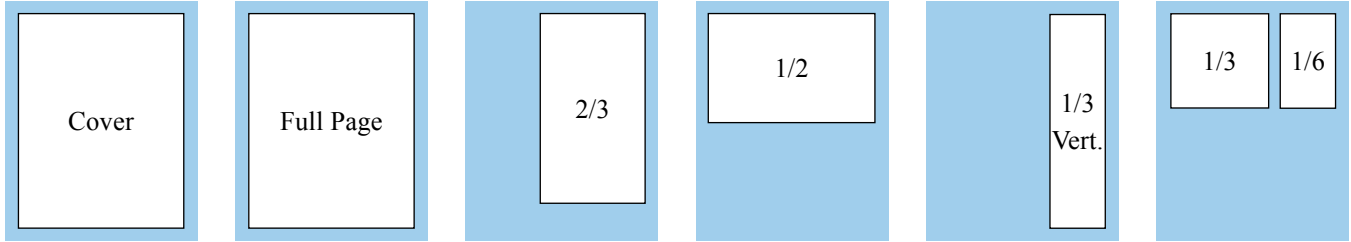
Company Name: \_\_\_\_\_

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

### 4-COLOR ADVERTISEMENT SIZE:

|                                    |                          |
|------------------------------------|--------------------------|
| 2-Page Sponsorship \$2,500         | 1/2 Page \$1,200         |
| 2-Page Sponsorship w/video \$3,500 | 1/2 Page w/video \$2,200 |
| Cover \$1,925                      | 1/3 Page Vert. \$800     |
| Cover w/video \$2,925              | 1/3 Page \$800           |
| Full Page \$1,800                  | 1/6 Page \$600           |
| Full Page w/video \$2,800          |                          |
| 2/3 Page \$1,500                   |                          |

## 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:**

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