

DMA MARKETING BRIEF

REACH

50,000

DIRECT MARKETING PROFESSIONALS

EVERY WEEK

MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

- A LEADERBOARD**
This premier position provides your company with top exposure and quality traffic.
- B LOWER LEADERBOARD**
The lower leaderboard gives your company a prominent position right under the association's masthead.
- C/1 TOP/BOTTOM SKYSCRAPER**
A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.
- D/1 TOP/BOTTOM BANNER**
Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.
- E PRODUCT SHOWCASE**
Showcase your latest product with this placement and include a photo, 50-word description and link to your site.
- F CALLOUT TEXT AD**
Integrated into the feel of the brief, a featured company ad targets your buying audience with an image and 25-word description.
- G TRADITIONAL TEXT AD**
Leverage the power of words with a 15-word text ad to drive traffic to your website.

The screenshot shows the DMA Marketing Briefs website interface. At the top, there are navigation links for Home, Advocacy, Events, Research, Corporate Responsibility, Bookstore, Career Center, and Announcements. The date is Feb. 17, 2012. Below the navigation is a banner for 'Your One-Stop Global Payment Solution' by PacNet Services Ltd. The main content area features several articles and news items, each with a corresponding label (A through G) indicating the ad placement location. Article A is 'The one out of the many' by MicroStrategy. Article B is '3 for 3: FTC, USPS, congressional keynotes confirmed for DMA in DC 2012!'. Article C is 'Maximizing email'. Article D is 'Thoughtful, Reliable, Effective, Direct to Consumer Marketing Done Right'. Article E is '6 tips for practicing safe social media'. Article F is 'Taking A "Crawl, Walk, Run" Approach To Cross-Channel Marketing'. Article G is 'Marketers in India turn to social media, email'. The right sidebar contains a vertical ad for 'build mobile websites? easy!' and another for 'urmobile'. The bottom of the page features a 'PRODUCT SHOWCASES' section with three items: 'Don't Spend Another Dime, Until You Talk To...', '5% Discount First Time Clients', and 'Stirista's 21 Million Business E-Mails'.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to 50,000 direct marketing professionals (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Lower Leaderboard
\$3250

Image Dimensions
580x70

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$3000/\$2500

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Skyscraper
\$3000/\$2500

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$2950

Lorem ipsum dolor
 Lorem ipsum dolor
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 adipiscing elit, sed
 do eiusmod tempor
 incididunt ut labore et
 dolore magna aliqua.
 Ut enim ad minimum
 veniam, quis nostrud
 exercitation ullamco
 laboris nisi. **More**

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**

CONTACT US

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Lorem ipsum dolor
 Lorem ipsum dolor sit amet, consectetur
 adipiscing elit, sed do eiusmod tempor
 incididunt ut labore et dolore magna aliqua.
 Ut enim ad minimum veniam, quis. **More**

Callout Text Ad
\$2500

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



Lorem ipsum dolor sit amet
 Lorem ipsum dolor sit amet,
 consectetur adipiscing elit,
 sed do eiusmod tempor incid-
idunt ut labore et. **More**

Traditional Text Ad
\$1500

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**

THE DMA MARKETING BRIEF, POWERED BY
MULTIBRIEFS, PROVIDES WEEKLY NEWS AND
INFORMATION TO DIRECT MARKETERS NATIONWIDE.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of marketing professionals who spend \$149 billion a year on products and services, the DMA Marketing Brief keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

DMA MARKETING BRIEF
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS+

TOP TEN REASONS TO ADVERTISE IN DMA MARKETING BRIEF:



CREDIBLE SOURCE

For over 93 years, our members have turned to the association as the informational authority of the industry. Advertising in DMA Marketing Brief solidifies your place among weekly information provided to DMA members.



TARGETED DISTRIBUTION

Advertising in DMA Marketing Brief allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to DMA Marketing Brief have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, DMA Marketing Brief ensures your ad will be seen every week by our 50,000 subscribers.



AFFORDABLE

Advertising in DMA Marketing Brief is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of DMA Marketing Brief has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in DMA Marketing Brief.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.