

GOT A MINUTE?

Get a year's worth of *FREE* exposure to Canada's biggest direct marketing spenders!



One minute is all the time you need to complete your **FREE BASIC LISTING** information as it will appear in the **2011 DM Industry Sourcebook**, the annual directory of suppliers to the direct marketing community in Canada.

It's time well spent! That **FREE BASIC LISTING** in the **2011 DM Industry Sourcebook** gets your company's name and address in front of more than **10,000 potential customers*** for your direct marketing products and services – at a price that can't be beat!

Spend a few minutes more, and just \$79, and *stand out from the crowd* with the **ENHANCED LISTING PACKAGE** – your free basic listing PLUS:

- ▶ a 50-word description of your company and its products and services
- ▶ full contact details (name, title, phone, fax and email)
- ▶ your website address

And when you really need to grab the attention of the people who create, execute and analyze all types of direct marketing campaigns, make the most of your message with a **SUPER LISTING PACKAGE** for just \$249. That gets you:

- ▶ your company's logo
- ▶ a 125-word description of your company and its products and services
- ▶ full contact details (name, title, phone, fax and email)
- ▶ your website address
- ▶ an online listing at dmn.ca

* The **2011 DM Industry Sourcebook** mails with the January issue of **Direct Marketing** magazine to 7,200 senior marketing managers and executives in Canada.

Another 3000+ copies get distributed at key marketing events in 2011, including the CMA National Convention and Showcase Forum, AFP Fundraising Day, BC DM Day and more.

Remember, this offer comes around just once a year so act now! **Listing deadline is December 3, 2010.**

Complete your online listing form at www.dmn.ca or, if you prefer, complete and return the paper form enclosed.

Get the best deal going!

Book a display ad in the **2011 DM Industry Sourcebook** and get your **SUPER LISTING ABSOLUTELY FREE!** Call Mark Henry at 905-201-6600 x 223

SAVE TIME - RESPOND ONLINE!

Go to www.dmn.ca and click on the **SOURCEBOOK** button to fill out our online form.

2011 DM Industry Sourcebook listing form

DON'T DELAY! LISTING DEADLINE IS *DECEMBER 3, 2010*

DIRECT MARKETING

Complete the form below and return:

- by FAX to 905-201-6601
 - by MAIL to Direct Marketing, 302-137 Main St. N., Markham, ON L3P 1Y2.
- OR go to **www.dmn.ca** and click on the **SOURCEBOOK** button to fill out our online form!

SUPER LISTING (\$249)

Marketing message: Email your 125-word description of your company's products and services and a 300dpi .jpg/.gif or a vector file of your logo to steve@dmn.ca

CALCULATE YOUR PAYMENT

Listing type (Basic - free; Enhanced - \$79; Super - \$249): _____

Additional categories (\$79 each; see box at right for details): _____

13% HST: **+** _____

TOTAL: **+** _____

Payment must be made by credit card: Visa Mastercard American Express

Card number: _____ Expiry date: _____

Signature: _____

Approved by (please print name and date):

Name: _____ Date: _____

LISTING CATEGORIES

Select the category from the list below that best describes your company's business, then circle the number beside it. That's the section your listing will appear in as part of your Basic, Enhanced or Super package.

Your listing can appear under as many additional categories as you would like for just \$79 each. Simply circle the additional numbers and include the charges in your payment calculation.

- 01. Alternative DM Media/DRTV/Mobile/Text/Word of Mouth
- 02. Associations & Industry Organizations
- 03. Call Centres/Contact Centres/Customer Services
- 04. Canada Post Recognized Mail Prep Software
- 05. Data Management/Entry/Merge-Purge
- 06. Coupons/Sampling/Co-op Mailing/Flyers
- 07. CRM or Business Intelligence Software and Systems
- 08. Data Mining/Segmentation/Analytics
- 09. Database Marketing/Loyalty Marketing Specialist
- 10. Direct Marketing Agency
- 11. Distribution and Delivery Services
- 12. DM Creative, Copy & Design
- 13. DM Executive Recruitment, Search, Staffing
- 14. DM Printing
- 15. Email Campaign Management & Delivery
- 16. Enhancing/Appending Data Services
- 17. Envelopes & Dimensional Mailers
- 18. Fund Raising & Not-For-Profit Specialists
- 19. Fulfillment Services
- 20. GIS & Geodemographics/Location Intelligence
- 21. Incentives/Gift Cards/Reward Programs
- 22. List Manager/Owner/Compiler
- 23. List Broker
- 24. Mail Prep Equipment & Mail Processing Equipment
- 25. Mailing House/Lettershop/Mail Services
- 26. Management Consultant (Strategy, Privacy, etc)
- 27. Marketing/Market Research/Surveys/Polls
- 28. Online Advertising Network
- 29. Payment Processing/Credit & Order Management
- 30. Premiums/Sales Promotion
- 31. Search Engine Marketing
- 32. Variable Imaging/1 to 1 Printing/Custom Printing
- 33. Voice Broadcast/Voice-Based Lead Generation
- 34. Web Analytics/Tracking



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Company: _____
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City: _____
Province/State: _____
Postal/Zip Code: _____
Contact: _____
Title: _____
Phone: _____
Fax: _____
email: _____
Website: _____

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