

# DMA:2010

## CONFERENCE & EXHIBITION

October 9 – 14, 2010

Moscone Center • San Francisco, California

www.dma2010.org

# SHOW DIRECTORY

## Advertising Insertion Order Form and Specification Sheet

### PRODUCTION GUIDELINES AND AD SIZES

Trim Size	8.375" x 10.875"
Full Page Bleed (add 0.125" all around)	8.625" x 11.125"
Full Page No Bleed	7.375" x 9.875"
Half Page No Bleed	7.375" x 4.9375"

- Inside B&W ads will not bleed. All Color ads may bleed. (Add 0.125" all around)
- All ads must be accompanied by print out or proof sheet

Please **FAX** this form to Debra Venedam at: 212.302.7643 or **Email** it to [DVenedam@the-dma.org](mailto:DVenedam@the-dma.org).

Please **Email** artwork to Debra Venedam at [DVenedam@the-dma.org](mailto:DVenedam@the-dma.org) or

**MAIL** to: Attn: Larry Worthey  
Direct Marketing Association, 14th Floor  
1120 Avenue of the Americas  
New York, NY 10036

### ACCEPTABLE SOFTWARE AND FILE TYPE

- A. High resolution PDF
- B. High resolution Photoshop CS3 or lower EPS or tiff 300dpi
- C. Illustrator EPS CS3 or lower  
(EPS illustrator files should have all fonts outlined)
- D. QuarkXpress 6.5 or lower MAC format  
(all images and fonts should be included)
- E. InDesign CS3 MAC format  
(all images and fonts should be included)

### DEADLINES

**Insertion Orders:** July 30, 2010

**Artwork:** August 3, 2010

### ADVERTISING RATES

	DMA MEMBERS	NON MEMBERS
<input type="checkbox"/> Inside Full Page Black & White	\$2,000	\$ 2,500
<input type="checkbox"/> Inside Half Page Black & White	\$1,000	\$ 1,250
<input type="checkbox"/> Inside Full Page 4-Color	\$2,500	\$ 3,000
<input type="checkbox"/> Inside Half Page 4-Color	\$1,500	\$ 1,750
<input type="checkbox"/> Inside Left Center Ad 4-Color	\$5,000	\$ 6,500
<input type="checkbox"/> Inside Right Center Ad 4-Color	\$5,000	\$ 6,500
<input type="checkbox"/> Inside Front Cover (4-Color only)	\$7,000	\$ 8,000
<input type="checkbox"/> Inside Back Cover (4-Color only)	\$7,000	\$ 8,000
<input type="checkbox"/> Back Cover (4-Color only)	\$10,000	\$12,000

**NOTE:** DMA2010 Show Directory advertising is available ONLY to current DMA2010 Exhibitors and Sponsors.

Advertiser \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Contact \_\_\_\_\_

Title \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

### PAYMENT

Total Amount \$ \_\_\_\_\_

Check Enclosed (Made payable to DMA)

Visa     MasterCard     American Express     Discover

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Name (as it appears on card) \_\_\_\_\_

Company Name (if corporate card) \_\_\_\_\_

Sign or Initial Here \_\_\_\_\_

For additional information, please contact Donna LoPorto at 303.543.1164 or email [dloporto@the-dma.org](mailto:dloporto@the-dma.org)