

DIRECT

• THE INFORMATION RESOURCE FOR DIRECT MARKETERS •

A Penton Media Publication

www.directmag.com

ONLINE RATES & SPECS

www.directmag.com offers you targeted solutions for building awareness, driving traffic, and generating leads from executives searching for information or suppliers online. Whether you advertise in one of the high-visibility areas throughout the site, or within the new targeted One-stops, your ad generates interest from the professionals you want to reach, and who visit the website to get the latest news, access in-depth industry data and analyses, and search for suppliers in the online Buyer's Guide. It's their most comprehensive online source for staying up-to-date!

www.directmag.com offers a variety of cost-efficient options to build your brand online:

728x90 Leader Board
\$40 net CPM
Home page, article pages

The screenshot shows the DIRECT website homepage. At the top, there is a navigation menu with links for Case Histories / Q&As, Exclusive Content, Legal Regulatory, DM Disciplines, Opinions/Columnists, Resource Center, and Events. Below the menu is a search bar with a 'GO' button and an 'advanced search' link. The main content area features a large article titled 'Multichannel Treatment' with a sub-headline 'Healthcare media firm LifeMed Marketing began its first direct mail campaign this month, a co-op package sent to 2.5 million diabetics.' To the right of the article is a 336x280 Super Button. Below the article is a 'Related Articles' section with links to 'Catalogers Told: Go Multichannel', 'The New Advertising-DM Connection', and 'Three's COMPANY'. At the bottom of the page, there is a 'Resource Center' section with a 'ListFinder' search bar and a 'Sponsored Content' section.

336x280 Super Button
\$50 net CPM
Home page, article pages

Technical Specs (more detailed specs available)

Formats currently accepted: GIF, Animated GIF, JPEG, HTML, Flash, Unicast, Eyeblander, PointRoll, Enliven, Bluestreak, Motif

Will accept for testing: DHTML, Audio, Real, and Shoshkeles

Non-accepted formats: Java, Java Applet, Video

3rd Party Ad Serving: We will accept most 3rd Party Ad tags including DART, Atlas, Bluestreak, and Mediafarm. All 3PAS must be accompanied by anti-caching documentation.

Dimensions and File Sizes: 728x90: 35kb; 336x280: 35kb; 160x600: 35kb

Frames and Looping: Maximum Frames: 4; Looping: 3 times

Materials due 2 business days prior to posting for banner ads and 5 days prior to posting for rich media ads. Include referring URL and alt text with instructions.

Cancellation Policy: Banners and sponsorships require a two-week written cancellation notice.

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For more information or to reserve your space contact your sales representative. For a complete list of sales contacts and more information on advertising with DIRECT visit www.directmag.com/advertisers.

Sponsor any one of these exclusive One-Stops

Case Histories

- Financial Services
- B-to-B
- Catalogs/Retail
- Entertainment/Travel
- Non-Profit
- International
- Healthcare
- E-commerce
- Clubs/Continuities
- Publishing

DM Disciplines

- Direct Mail
- CRM/Database Marketing
- Creative
- Lists/Data
- Search/Web Marketing
- E-mail Marketing
- Print/Production
- DRTV/Radio
- Insert Media
- DR Print
- Telemarketing

Sponsor all content in any of these entire sections:

- Exclusive Content
- Legal Regulatory
- Opinions/Columnists
- Resource Center
- Events

The screenshot shows the DIRECT magazine website interface. At the top, there's a navigation bar with links for Advertising, Contact Us, Multichannel Merchant Magazine, E-Newsletters, and Subscribe. Below this is a secondary navigation bar with categories: Case Histories / Q&As, Exclusive Content, Legal/Regulatory, DR Disciplines, Opinion Columnists, Resource Center, and Events. A search bar is present with a 'GO' button and 'advanced search' link. The main content area is divided into several sections: 'DR DISCIPLINES: E-mail' with a list of placeholder text; 'Multichannel Treatment' featuring an article about healthcare media firm Lifemed Marketing; 'Related Articles' with links to 'Catalogers Told: Go Multichannel', 'The New Advertising-DM Connection', and 'Three's COMPANY'; 'Index to E-mail Articles' with a list of articles like 'Mailer Groups Upbeat About Senate Postal Measure'; 'E-Mail Marketing Glossary' with placeholder text; 'Calculator' with a download link for a .xls file; and 'E-Zine IQ' with placeholder text. The website also displays the date 'May 10, 2005' and various dimensions like '728x90' and '160x600'.

Sponsorships include:

**728x90 Leader Board and
160x600 Wide Tower
on One-stop home page**

PLUS

**728x90 Leader Board and
336x280 Super Button
on One-stop article pages**

\$900 net per month

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