

Increase Your Response Rate

DIRECT newsline

Target your customers and generate leads with the industry's daily news source.

DIRECT Newsline is the must-read daily enewsletter from **DIRECT** that lets direct marketers respond to emerging opportunities fast. **DIRECT's** editors consistently outscope the competition and break critical direct marketing news before anyone else—mergers, launches, innovations, trends, legal & postal issues, and more.

DIRECT Newsline also lets direct marketers respond fast to your message—via high-visibility, actionable sponsorships that send them clicking for more information. **STAND OUT** in the one daily news source direct marketers need to stay ahead.

DIRECT Newsline's 100% opt-in list offers direct access to more than 28,000¹ decision-drivers—in brand marketing, corporate management, ecommerce, database marketing, list selection, technology and more—at top companies across a variety of categories, from cataloging to financial to technology.

- 1-800 Flowers
- 3M
- America Online
- Discover Financial
- Dow Jones & Co.
- Ernst & Young
- IBM
- Land's End
- LL Bean
- Mercedes-Benz
- Oracle Corp.
- Sara Lee Direct
- Sears
- Sharper Image
- Staples
- Starbucks
- Talbots
- Time Inc.
- Volvo
- And many more!

Net Rates		
DIRECT NEWSLINE SPONSORSHIPS		
	12 Weeks (12x)	Annual (48x)
Rotating Main Sponsorship —60 words/10 line max. of text and a 468X60 banner, which rotates in the top & second position. One day per week.	\$10,800	\$35,760
Half Tower Sponsorship —120X240 half tower with 60 words max. of text below the half tower in the right column. One day per week.	\$8,040	\$28,800
	4 Weeks (4x)	Annual (48x)
List & Database Section —60 words/10 line max. of text and a 468X60 banner. One day per week.	\$2,040	\$22,080
Availability is on a first come, first serve basis		

Source: 1. Publisher's Own Data, 2/07.

Drive your marketing ROI with a DIRECT Newsline sponsorship!

DIRECT

• THE INFORMATION RESOURCE FOR DIRECT MARKETERS •

A Penton Media Publication

www.directmag.com

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

Advertising Rates and Specs

DIRECT

newsline

A Prism Business Media Publication February 23, 2006

Top Banner 468x60 A	<ul style="list-style-type: none"> ■ UNSUBSCRIBE ■ SUBSCRIBE ■ PREFERENCES
<p>TABLE OF CONTENTS Google Image Search Violates Copyright, Court Rules Travel Holdings Acquires DM Firm Dream Vacations CRTC Seeks Comments About Pending Canadian DNC List List and Database News</p>	Half Tower 120x240 B
<p style="text-align: center; font-size: 0.8em; background-color: #f2f2f2; margin: 0;">Text Ad 1 (Arial 10 pt) 60 Words</p> <p style="font-size: 0.8em; margin: 0;">Hendignim dunt nonsequat, si.lbh ea aliscilit nosting eugait ulla facincilit veliquam, conulputpat lor si. Ad eumy nulpit ipit lam vulla consequ amconsed do erat dion eraestionum quis aliqui tat dolorem dolobore ea aliquam</p> <p style="font-size: 0.8em; margin: 0;">Google Image Search Violates Copyright, Court Rules A federal court in California ruled last week that Google violated the copyright of a men's magazine by showing thumbnail versions of its photos in its online image search.</p> <p style="font-size: 0.8em; margin: 0;">Travel Holdings Acquires DM Firm Dream Vacations Travel Holdings Inc., a travel wholesaler, has acquired Dream Vacations International (DVI), a direct marketing company for an undisclosed sum.</p>	<p>Hendignim dunt nonsequat, si.lbh ea aliscilit nosting eugait ulla facincilit veliquam, conulputpat lor si. Ad eumy nulpit ipit lam vulla consequ amconsed do erat dion eraestionum quis aliqui tat dolorem dolobore ea aliquam</p> <p>Cip eu faccum delismod et praesequis nulla ad molenibh ea feu feu faccum venim adit lore minim dipit atis num ipit la facidunt alit lusciduisim nulpitpat lore minis nos nim alit vullum vullam nullan elit iri illa feuis nonse veliqui scilis augait</p>
Second Banner 468x60	
<p style="text-align: center; font-size: 0.8em; background-color: #f2f2f2; margin: 0;">Text Ad 2 (Arial 10 pt) 60 Words</p> <p style="font-size: 0.8em; margin: 0;">Hendignim dunt nonsequat, si.lbh ea aliscilit nosting eugait ulla facincilit veliquam, conulputpat lor si. Ad eumy nulpit ipit lam vulla consequ amconsed do erat dion eraestionum quis aliqui tat dolorem dolobore ea aliquam</p> <p style="font-size: 0.8em; margin: 0;">CRTC Seeks Comments About Pending Canadian DNC List The Canadian Radio Television Commission, the country's telecommunications regulator, is seeking public comments from people who don't want to receive unsolicited telemarketing calls, according to news reports.</p> <p style="font-size: 0.8em; margin: 0;">Think Partnership to Acquire Litmus Media Think Partnership Inc. will acquire Litmus Media Inc., an online marketing services company, for \$6.5 million. Litmus will become a wholly owned subsidiary of Think.</p>	
Lists and Database Section 468x60 C	
<p style="text-align: center; font-size: 0.8em; background-color: #f2f2f2; margin: 0;">Text Ad (Arial 10 pt) 60 Words</p> <p style="font-size: 0.8em; margin: 0;">Hendignim dunt nonsequat, si.lbh ea aliscilit nosting eugait ulla facincilit veliquam, conulputpat lor si. Ad eumy nulpit ipit lam vulla consequ amconsed do erat dion eraestionum quis aliqui tat dolorem dolobore ea aliquam</p> <p style="font-size: 0.8em; margin: 0;">LIST AND DATABASE NEWS</p> <p style="font-size: 0.8em; margin: 0;">New Mover Magazine Services of America New to the market, this file has nearly 2.9 million individuals whose magazine subscriptions have been forwarded to their new homes. Selections: State/SCF/ZIP Price: \$110/M Contact: New Mover Magazine Services of America, 206-755-6714</p> <p style="font-size: 0.8em; margin: 0;">Utne Magazine This 90,689-name subscriber file is under new management. The source is 75% direct-to-publisher. Selections: Business address, gender, gift giver, gift recipient, renewals, source, state/SCF/ZIP Price: \$105/M Contact: American List Counsel, 609-580-2789 \$121.6 million last year. click here.</p>	

A

ROTATING MAIN SPONSORSHIP

60 words/10 line max. of text with 468x60 banner, rotates in the top & second positions. One day per week.

\$10,800/12 weeks (12x)
\$35,760/Annual (48x)

B

HALF TOWER SPONSORSHIP

120x240 half tower with 60 words max. of text below, in right column. One day per week.

\$8,040/12 weeks (12x)
\$28,800/Annual (48x)

C

LIST AND DATABASE SECTION SPONSORSHIP

60 words/10 line max. of text and a 468x60 banner, above List and Database section. One day per week.

\$2,040/4 weeks (4x)
\$22,080/Annual (48x)

All availability is on a first-come basis.

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