



DIRECT Marketplace

Place your ad in **DIRECT's Marketplace** and start reaching thousands of senior-level marketing and management professionals every month.

LOW-COST, BIG VALUE

Marketplace advertising delivers your small-space ad message to **more than 46,000¹ DIRECT subscribers every month**. Choose the basic listing or the Impact Display ad to maximize your ROI.

MARKETPLACE CATEGORIES MAKE YOUR AD EASY TO FIND

Organized by category, Marketplace allows buyers to quickly zero in on the suppliers they need. Categories include Agencies, Computer Data Processing, Direct Mail Services, Email Services, List Services, Printers, Telephone Marketing and more!

MARKETPLACE AD OPTIONS

Impact Ad Displace

Includes logo, key sales points and company information. Basic Listing included at no charge.

Basic Listing

Includes company name, address and phone number. All caps, bold face, 7 point type, approx. 70 characters per line.

Additional Lines

Include a contact or company statement. Upper and lower case, regular 7 point type, approx. 70 characters per line. Additional lines can be used with Basic Listings.

Everything you need to
prepare your mailing lists

MAILERS⁴ software

Verify addresses - Presort
Print barcodes - De-dupe
Request your free 45 day trial
MelissaData.com/dtm
1-800-Melissa (635-4772)

Actual Sample of 2" Impact Display – 3-1/4" x 2"

DIRECT SUBSCRIBERS ARE INFLUENTIAL EXECUTIVES WITH PURCHASING POWER²:

- 89% are CEOs, presidents, SVPs, VPs, directors and managers
- 98% are involved in purchasing direct marketing-related products and services
- 57% plan to increase spending on direct marketing-related products and services in the next 12 months
- On average, subscribers plan 12 campaigns per year; 30% plan 20 or more

Sources: 1. Circulation: 46,732, BPA Publisher's Statement, 12/06; 2. DIRECT Subscriber Study, Corporate Research, 7/06.

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