



DIRECT Buyer's Guide Category Sponsorship

Generate more clickthroughs
and more leads with a
Category Sponsorship

Maximize your exposure in the **DIRECT Buyer's Guide** and make sure every visitor searching in your category finds you first. Stand out with an exclusive category sponsorship that gives your company more visibility than other companies in your category.

Your Buyers' Guide Category Sponsorship includes:

- **Featured Supplier Listing**—75 words and logo in one category, and premier listing position
- **Exclusive high-profile position**—Your company name, logo and contact information, and your tower ad (160x600), appears on your category page and on each sub-category page within your sponsored category
- **Email promotion**—Only category sponsors have their logo and name on bi-monthly emails to DIRECT subscribers promoting the Buyers Guide
- **DIRECT Buyer's Guide Marketing Program**—drives traffic to the Buyer's Guide page via enewsletter ads in every issue of DIRECT Newswire, DIRECT Listline, Magilla Marketing, and DIRECT Tips, for more than 1,330,000¹ total impressions each month! Plus banner ads on www.directmag.com promote the Buyer's Guide to more than 100,000² unique site visitors each month.



Sample Category Page

Available Categories are:

| | | |
|------------------------------|-------------------------|--------------------------------|
| Web Marketing | Telemarketing | Merchandise Order Processing |
| Lists & Data | Shipping & Distribution | Warehousing |
| Lists & Data Processing | Email Marketing | Fulfillment Systems & Services |
| Print, Production & Paper | Pick Pack | |
| Agencies & Creative Services | Database marketing | |

DIRECT subscribers are influential executives with purchasing power:

- Subscribers' organizations have an average annual revenue of \$202 million³
- 89% are CEOs, presidents, SVPs, VPs, directors and managers³
- 98% are involved in purchasing direct marketing-related products and services⁴

RATES:

www.directmag.com only: \$5,940

Double your impact with your Category Sponsorship in MULTICHANNEL MERCHANT Buyer's Guide

www.directmag.com and www.multichannelmerchant.com: \$9,504

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www.directmag.com

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To reserve your Category Sponsorship in the Buyer's Guide or for more information, contact your sales representative or visit www.directmag.com/advertisers.

Source: 1. Publisher's own Data, 7/06; 2. Analysis of Site Traffic, PIRT Group, 4/06; 3. DIRECT Subscriber Study, Corporate Research, 7/06; 4. Publisher's Own Data, 7/06.