

# Discover New Opportunities Fast

## DIRECTlistline

Generate leads from  
the most targeted audience  
of list professionals

Things change fast in the list business. That's why list brokers, managers, owners and mailers turn to **DIRECT Listline** to stay up-to-date. It's the most timely source available for discovering new list opportunities—and the best way for you to reach potential buyers.

### Frequent Visibility

**DIRECT Listline** newsletter offers daily coverage on lists new to market; targeted new selects and demographics; lists under new management; and news impacting the list business.

### Fast ROI

**DIRECT Listline** lets buyers respond fast to **your** opportunities—via high-visibility, actionable sponsorships that send them clicking for more information.

### Targeted Prospects

Get direct access to **DIRECT Listline's** 16,000+, **100% opt-in subscribers**<sup>1</sup>—decision-drivers and list buyers at top companies across a variety of categories, from cataloging to publishing to technology.

- American Express
- American List Counsel
- Best Buy
- Conde Nast
- Direct Media
- LL Bean
- MBNA America
- Merit Direct
- Mokrynski*direct*
- Paradysz Matera
- Office Depot
- Reader's Digest
- Sharper Image
- Time Inc.
- And many more!

Net Rates		
DIRECT LISTLINE SPONSORSHIPS	12 Weeks (12X)	Annual (48x)
<b>Rotating Main Sponsorship</b> —60 words/10 line max of text and a 468x60 banner, which rotates in the top & second position. One day per week.	\$6,900	\$22,560
<b>Premier Half Tower Sponsorship</b> —120x240 half tower with 60 words max. of text below the half tower in the right column. One day per week.	\$5,880	\$19,200
<b>Second Half Tower Sponsorship</b> —120x240 half tower with 60 words max. of text below the half tower in the right column. One day per week.	\$4,750	\$15,475
<b>Banner Sponsorship</b> —60 words/10 line max. of text and a 468x60 banner. One day per week.	\$3,840	\$12,960

All availability is on a first-come basis.

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

# DIRECT

• THE INFORMATION RESOURCE FOR DIRECT MARKETERS •


A Penton Media Publication

[www.directmag.com](http://www.directmag.com)

## Drive your marketing ROI with a DIRECT Listline sponsorship!

For more information on DIRECT Listline contact your sales representative. For a complete list of sales contacts and more information on advertising with DIRECT visit [www.directmag.com/advertisers](http://www.directmag.com/advertisers).

# Advertising Rates and Specs

	
A Prism Business Media Publication <span style="float: right;">March 14, 2006</span>	
<b>Top Banner</b> 468x60 <span style="float: right;">A</span>	<ul style="list-style-type: none"> <li>▪ SUBSCRIBE</li> <li>▪ PREFERENCES</li> </ul>
<p><b>TABLE OF CONTENTS</b></p> <p>Search America Eli Journals MP3 Owners EC Debt Service Subscribers</p> <hr/> <p style="text-align: center;">Text Ad 1 (Arial 10 pt) 60 Words</p> <p>Hendignim dunt nonsequat, si.lbh ea alicsilit nosting eugait ulla facincillit veliquam, conulputpat lor si. Ad eummy nulput ipit lam vulla consequ amconsed do erat dion eraestionum quis aliqui tat dolorem dolobore ea aliquam</p> <p><b>Search America</b> Online search and clickstream data have been gathered to build the Search America database. These 12.4 million consumers chose from a variety of categories when they searched online for products and services. This database is</p> <p><b>Eli Journals</b> Subscribers to one or more technology newsletters are identified on the Eli Journals master file. A total of 641,588 subscribers are available. This file includes subscribers to newsletters acquired by Eli that were previously published</p>	<b>Premier Half Tower</b> 120x240 <span style="float: right;">B</span>
<b>Second Banner</b> 468x60 <span style="float: right;">A</span>	Hendignim dunt nonsequat, si.lbh ea alicsilit nosting eugait ulla facincillit veliquam, conulputpat lor si. Ad eummy nulput ipit lam vulla consequ amconsed do erat dion eraestionum quis aliqui tat
<p style="text-align: center;">Text Ad 2 (Arial 10 pt) 60 Words</p> <p>Hendignim dunt nonsequat, si.lbh ea alicsilit nosting eugait ulla facincillit veliquam, conulputpat lor si. Ad eummy nulput ipit lam vulla consequ amconsed do erat dion eraestionum quis aliqui tat dolorem dolobore ea aliquam</p> <p><b>MP3 Owners</b> Some 3.2 million names have been assembled on the MP3 Owners list. Most of these individuals are 18 to 24 and single. The sources include direct mail, the Internet and other survey data.</p> <p><b>EC Debt Service Subscribers</b> Forty percent of those named on the EC Debt Service Subscribers file are women. More than 150,000 names are available from December, January and February. These consumers subscribed to debt elimination or consolidation</p>	<b>Second Half Tower</b> 120x240 <span style="float: right;">C</span>
<b>Banner Sponsorship</b> 468x60 <span style="float: right;">D</span>	Hendignim dunt nonsequat, si.lbh ea alicsilit nosting eugait ulla facincillit veliquam, conulputpat lor si. Ad eummy nulput ipit lam vulla consequ amconsed do erat dion eraestionum quis aliqui tat
<p style="text-align: center;">Text Ad (Arial 10 pt) 60 Words</p> <p>Hendignim dunt nonsequat, si.lbh ea alicsilit nosting eugait ulla facincillit veliquam, conulputpat lor si. Ad eummy nulput ipit lam vulla consequ amconsed do erat dion eraestionum quis aliqui tat dolorem dolobore ea aliquam</p> <p><b>Hispanic Readers</b> More than 1.4 million names are available on the Hispanic Readers file. The median age of those listed is 29; median income \$50,000. This file includes 843,191 households with children and 956,156 bank cardholders. It was built with census data overlaid with direct mail and online survey data; in addition to direct mail, retail, online and DRTV</p> <p><b>Praire Home Companion</b> Dollar selections for \$25-plus and \$50-plus buyers have been added to the Praire Home Companion catalog list. This universe of 44,870 names includes 35,987 buyers from the last 12 months. The average unit of sale was \$65. Most customers are 40 to 60 with \$75,000 or better incomes. No telemarketing is allowed.</p>	Hendignim dunt nonsequat, si.lbh ea alicsilit nosting eugait ulla facincillit veliquam, conulputpat lor si. Ad eummy nulput ipit lam vulla consequ amconsed do erat dion eraestionum quis aliqui tat

**A**

**ROTATING MAIN SPONSORSHIP**

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

**\$6,900/12 weeks (12x)**  
**\$22,560/Annual (48x)**

**B**

**PREMIER HALF TOWER SPONSORSHIP**

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

**\$5,880/12 weeks (12x)**  
**\$19,200/Annual (48x)**

**C**

**SECOND HALF TOWER SPONSORSHIP**

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

**\$4,750/12 weeks (12x)**  
**\$15,475/Annual (48x)**

**D**

**BANNER SPONSORSHIP**

60 words/10 line max. of text and a 468x60 banner. One day per week.

**\$3,840/4 weeks (4x)**  
**\$12,960/Annual (48x)**

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