

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
\$44 net (\$52 gross)
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 a date of 'May 10, 2005'. The main content area features a large 728x90 Leader Board at the top. Below it is an article titled 'Multichannel Treatment' with a sub-headline 'Mar 01, 2005, By Richard H. Levy'. The article text discusses a healthcare media firm's direct mail campaign. 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
\$55 net (\$65 gross)
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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Ask your sales representative about cross-media opportunities and special rates within the DIRECT franchise and Penton's Marketing Media Group (DIRECT, Multichannel Merchant, PROMO and Chief Marketer).

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 left is the 'DIRECT' logo. To its right are links for 'Advertising', 'Contact Us', 'Multichannel Merchant Magazine', 'E-Newsletters', and 'Subscribe'. Below the logo is a navigation bar with tabs for 'Case Histories / Q&As', 'Exclusive Content', 'Legal/Regulatory', 'DR Disciplines', 'Opinion Columnists', 'Resource Center', and 'Events'. A search bar is located below the navigation bar, with the date 'May 10, 2005' on the left and 'GO' and 'advanced search' on the right. The main content area is divided into several sections: 'DR DISCIPLINES: E-mail' with a list of placeholder text; 'Multichannel Treatment' with an article snippet about healthcare media; '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 article titles and dates; 'E-Mail Marketing Glossary' with placeholder text; 'Calculator' with a download link for an .xls file; and 'E-Zine IQ' with placeholder text. The page number '728x90' is visible in the top right of the content area, and '160x100' is visible in the bottom right.

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

**\$950 net (\$1,118 gross)
per month**

Ask your sales representative about cross-media opportunities and special rates within the *DIRECT* franchise and Penton's Marketing Media Group (*DIRECT*, *Multichannel Merchant*, *PROMO* and *Chief Marketer*).