

FIRST QUARTER	Closing dates	Section	Topic
Jan 4	Dec 17 Orders	Special Issue	Editor's Choice
	Dec 23 Copy	Vertical	International
		Technique	Direct mail/Postal
Jan 18	Dec 31 Orders	Main feature	Lists and databases
	Jan 6 Copy	Vertical	Automotive
		Technique	Emerging technology
Feb 1	Jan 14 Orders	Main feature	E-mail marketing
	Jan 20 Copy	Vertical	Green marketing
		Technique	CRM
Feb 15	Jan 28 Orders	Main feature	DRTV
	Feb 3 Copy	Vertical	Travel & tourism
		Technique	E-commerce
		Supplement	Essential Guide to Lists and Databases
		Industry Events	Online Marketing Summit San Diego 2/22-25
Mar 1	Feb 11 Orders	Main feature	Search marketing
	Feb 17 Copy	Vertical	Nonprofit
		Technique	Mobile
		Industry Events	Retail Innovation and Marketing Conference San Francisco 3/2-4
Mar 15	Feb 25 Orders	Special Issue	Audience segmentation and testing
	Mar 3 Copy	Vertical	B-to-b
		Technique	Printing & production
		Industry Events	John Caples International Awards New York 3/25
			Search Engine Strategies New York 3/22-26
SECOND QUARTER	Closing Dates	Section	Topic
Apr 5	Mar 18 Orders	Main feature	CRM
	Mar 24 Copy	Vertical	Financial services
		Technique	Ad networks
		Industry Events	Annual DMA Insert Media Day 4/1
			National Postal Forum Tennessee 4/11-14
Apr 19	Mar 31 Orders	Main feature	E-mail marketing
	Apr 7 Copy	Vertical	Multicultural
		Technique	Insert media
		Supplement	Essential Guide to Internet Marketing
		Industry Events	Ad:tech San Francisco 4/20-22
May 3	Apr 15 Orders	Main feature	Printing & production
	Apr 21 Copy	Vertical	Technology
		Technique	Social media
		Supplement	Agency Business Report
		Industry Events	American Catalog Mailer's Association Annual Forum 5/20-21
May 17	Apr 29 Orders	Main feature	Direct mail/postal
	May 5 Copy	Vertical	Health & wellness
		Technique	Lists & databases
Jun 7	May 20 Orders	Special Issue	Lead generation
	May 26 Copy	Vertical	Travel & tourism
		Technique	Search
		Industry Events	DM Days New York 6/14-16
			Internet Retailer Chicago 6/8-10
Jun 21	Jun 3 Orders	Main feature	E-mail marketing
	Jun 9 Copy	Vertical	B-to-b
		Technique	CRM

THIRD QUARTER	Closing Dates	Section	Topic
Jul 12	Jun 24 Orders	Main feature	DRTV
	Jun 30 Copy	Vertical	Children and family
		Technique	Printing & production
Jul 26	Jul 8 Orders	Main feature	Integrated marketing
	Jul 14 Copy	Vertical	Government
		Technique	Circulation marketing
		Industry Events	Search Engine Strategies San Francisco 8/16-20
Aug 9	Jul 22 Orders	Main feature	Search marketing
	Jul 28 Copy	Vertical	CPG
		Technique	B-to-b marketing
		Supplement	Essential Guide to Search Marketing
Aug 23	Jul 29 Orders	Main feature	Social media
	Aug 4 Copy	Vertical	Health & wellness
		Technique	Lists & databases
Sep 6	Aug 19 Orders	Main feature	E-commerce
	Aug 25 Copy	Vertical	Entertainment
		Technique	E-mail marketing
Sep 20	Sep 2 Orders	Special Issue	Integrated marketing
	Sep 9 Copy	Vertical	Families
		Technique	Insert media
		Industry Events	Advertising Week, IAB MIXX and OMMA 2010 ERA D2C Convention 9/21-23 Las Vegas
FOURTH QUARTER	Closing Dates	Section	Topic
Oct 4	Sep 16 Orders	Main feature	Direct Mail/Postal
	Sep 22 Copy	Vertical	Nonprofit
		Technique	Ad networks
		Industry Events	DMA Annual Conference San Francisco 10/9-14
Oct 18	Sep 30 Orders	Main feature	Lists and databases
	Oct 6 Copy	Vertical	Green marketing
		Technique	Search marketing
		Supplement	Essential Guide to E-mail Marketing
		Industry Events	Ad:tech New York 11/3-5
Nov 8	Oct 28 Orders	Main feature	Printing and production
	Nov 3 Copy	Vertical	Insurance
		Technique	E-commerce
Nov 22	Nov 4 Orders	Special Issue	CRM/Retention/Loyalty
	Nov 10 Copy	Vertical	Multicultural
		Technique	Custom publishing
Dec 6	Nov 18 Orders	Main feature	CRM
	Nov 24 Copy	Vertical	Technology
		Technique	Analytics
		Supplement	30 Under 30 (Web exclusive)
		Industry Events	DMA National Conference for Database Marketers Miami 10/9-14
Dec 20	Dec 2 Orders	Main feature	B-to-b marketing
	Dec 8 Copy	Vertical	International
		Technique	Agency
		Supplement	2010 Rundown

DISPLAY ADVERTISING



2010 Rates

Frequency	Tab Page	Standard Page	Half Page	Quarter Page	Sixth Page
1	\$9,950	\$8,720	\$6,470	\$4,480	\$2,995
7	\$9,555	\$8,370	\$6,210	\$4,300	\$2,875
12	\$9,205	\$8,065	\$5,985	\$4,145	\$2,770
24	\$8,955	\$7,850	\$5,820	\$4,035	\$2,695

First RHP, Inside Front Cover & Inside Back Cover = 15% premium
Front & Back Cover = 20% premium

Note: All PMS color should be converted to 4-color process for printing purposes.

Agency Commission: 15% commission to recognized advertising agencies, provided material is received as a completed file and account is paid within 30 days of invoice date. Commission is only applicable if artwork is supplied from an independent agency, and a third party billing address must be used. 1.5% per month carrying charge from date of invoice if unpaid after 60 days.

Frequency contact: Advertisers must run the total contracted schedule within the 2010 calendar year. Failure to do so will result in being short rated. Frequency rates are subject to change.

Advertisement orders: Insertion orders are required from all advertisers prior to insertion. Written confirmation of copy, other instructions and cancellation is required. New advertisers must pay in advance by check, cash or American Express, Visa, or MasterCard. Other advertisers will be billed the month of publication. The account is payable within 30 days of issue.

Advertisement copy: Copy must meet the standards outlined in DMNews' terms and conditions – copies available from the advertising department upon request. It is DMNews' right to refuse copy for any reason.

Note: Recruitment advertisements must appear within the Jobs section.

Copy deadline: All digitally formatted material due 10 days prior to publication.

Cancellation: Requests must be received in writing at least six weeks prior to the copy/artwork deadline.

Display contact details: Joanna Harp, Advertisement Director,
Tel: (646) 638-6170 E-mail: joanna.harp@dmnews.com

Haymarket Media, Inc., 114 West 26th Street 4th Fl, New York, NY 10001.

2010 Magazine Ad Specs

Display	Width x Depth
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FULL PAGE

Tab Page Bleed	10.75" x 14.25"
Tab Page Trim	10.50" x 14.00"
Standard Page	7.00" x 9.9375"

FRACTIONAL ADS

1/2 Page Horizontal	9.50" x 6.25"
1/2 Page Vertical	4.625" x 12.875"
1/4 Page Square	4.67" x 6.5625"
1/4 Page Vertical	2.25" x 12.9792"
Cover Strip	5.75" x 1.625"

Digital file formats for ads supplied via e-mail/ftp or disc.

All advertisements supplied electronically or by disc are accepted in good faith, and DMNews accepts no responsibility for any problems if the guidelines are not followed.

The pages of DMNews are put together on a Mac, so all advertisements need to be saved in Macintosh format, ideally a high resolution press optimized PDF. All ads supplied must have all fonts either made into outline or embedded within; no true type fonts. This helps eliminate re-flowing and font clash issues and also avoids the illegal transfer and/or unauthorized use of font software. A read-me file should be supplied explaining which format the ad has been saved in and any specific instruction about how the file should be opened. If images have been saved as JPEGs for transfer electronically, then this needs to be clearly indicated so our typesetter can reopen the images in their original format. All eps's, tiffs or JPEGs should be saved as CMYK and not RGB. (RGB will default to mono on press).

If ads are supplied without a color guide, acceptable for use within print, then DMNews cannot accept responsibility for how the ad appears in the final printed magazine.

For all other queries please contact:

Michelle Zuhlke, Production Manager at (646) 638-6126 or
michelle.zuhlke@haymarketmedia.com

Please send ads on disk to:

Production Dept, DMNews
114 West 26th Street, 4th Floor
New York, NY 10001
Tel: (646) 638-6126
Fax: (646) 638-6120

Or email to:

michelle.zuhlke@haymarketmedia.com

Material Deadline:

10 days prior to run date