

2017 DM INDUSTRY SOURCEBOOK RESERVATION FORM

How to get a Double Page Spread in this year's Sourcebook.

June 7, 2017

Let's face it, most directories only allow you to list your company details with maybe a paragraph or two of information. And serious marketers don't find reliable new vendors by clicking on search results. They want detailed information and evidence of expertise.

That's why we've created an expanded DM INDUSTRY SOURCEBOOK which delivers a full **double-page spread** (full page listing & editorial column) for just **\$995**. Now, prospects will learn a lot more about you.

**YOUR
DEADLINE
IS JUNE
30th, 2017**

Direct Marketing Industry Sourcebook
Direct Marketing Insights | 2017

Marketing gets integrated and technology brings opportunity for mailers in Canada

By Dan Dox, President, Mailbox Blue Inc.

The border between online and offline marketing efforts are becoming increasingly blurred, more and more so we see various channels being integrated within marketing campaigns, thereby creating new opportunities for direct mail. To capitalize on this opportunity, postal operators are transforming their direct mail offers to become further integrated and more personalized in terms of operation, while also maximizing the results measurement possibilities.

As today's consumers are channel agnostic, a campaign often requires a cross-media approach to ensure that it reaches its target market. The direct mailer is not alone in this regard, as it is now being combined with other channels.

Technology brings new opportunity

New technology has brought an abundance of new opportunities for direct mail. Integrating these effective means of reaching companies improve and give us interesting options for larger reach/brand needed direct mail to provide in a way never before possible. It is now possible to identify and launch a direct mail campaign in a time frame that was once thought impossible. As a result, direct mailers are becoming more effective.

In traditional marketing experiences, a well-designed direct mail works as an independent source of online activity. Furthermore, direct mail and digital offer unique advantages that direct mailers simply cannot match. In the new era, direct mailers are being reimagined to be more and more effective and address a need for online experiences. For those and future opportunities, direct mail will continue to be included in cross-channel marketing efforts of the top performers.

Augmented reality technology is being used to bring new value to direct mail pieces and offer additional engagement opportunities. New light communication (LPC) technology will drive consumer engagement, as information is increasingly transferred to a compatible device. Direct mail will become even more important as it is being reimagined and is distinguishing a company from its competitors. The physical features of direct mail and its ability to link to other channels will drive the future of marketing.

Direct mail goes digital

Direct mail, still like any other medium, now has a start-to-end solution. It will be combined with other channels, maximizing the overall impact. Today's direct mailer will become standard in direct mailings with QR codes, augmented reality, and built-in screens and speakers enhancing the digital experience for recipients. An anti-counterfeit marketing strategy is the reflection of the direct mailer's attention to how they engage with a brand and how they make purchases. Marketers, US have marketing automation provides, gives a clear explanation of why counterfeited is not a good word. "Marketers now need to provide a seamless experience, regardless of channel or device. Consumers can now engage with a company in a physical store, on an online website or mobile app, through a landing, or through social media."

To deliver the seamless experience to consumers, pros will expand their offering to acquisition to build capabilities of integrated marketing communications. However, postal operators will definitely continue to own. Pros will also make a better use of their mail. They will be able to identify and launch a direct mail campaign in a time frame that was once thought impossible. As a result, direct mailers are becoming more effective.

MAIL HOUSE INC.

John Dox is the founder and president of Mailbox Blue Inc. and has been a contributor to the Direct Marketing Industry in Canada for more than 25 years. He was the Direct Marketer of the year in 2010. He can be reached at 905-525-3949 or john.dox@mailboxblue.com or john@mailhouseinc.com

2017 DIRECT MARKETING INDUSTRY SOURCEBOOK

directworx
Your message, our success

OVERVIEW

Our services include targeting and strategic planning, data processing, design, programming, print, listbuilding, and analysis. We take care of everything, so you can focus on your business.

As a Canada Post Expert Partner, we at directworx have in-depth knowledge of the direct mail industry. We'll help your business reach new customers and grow sales.

We always go the extra mile for our customers. We're passionate about what we do, and work tirelessly to ensure our customers are completely satisfied with every job we produce.

TARGETWORK

Targetwork is a direct mail targeting service that allows you to locate your ideal customers, tailor your marketing to them, and increase your bottom line. Simply measure your target audience's needs and behaviors, use our advanced targeting and expertise to create a mailing list tailored for your direct mail campaign. You'll know exactly where your target is, so you can communicate to them directly. From there, you'll be able to create your list, design, program and personalize your message, and even track results with our qualified response analyst.

IGDT CAPAS

IGDT is a direct mailer's go-to and fulfillment partner. With access to dozens of high-quality direct mail sources, Canada Post platform bring customer loyalty to a whole new level that will only increase over time. We'll provide you a secure and flexible method of managing offers or rewards, manage a single or multiple management points for all aspects of direct mail, create targeted mailing lists, monitor response and tracking. All integrated with your campaign strategy in a way that offers response rates and loyalty to "mailing list" goals.

SERVICES PROVIDED

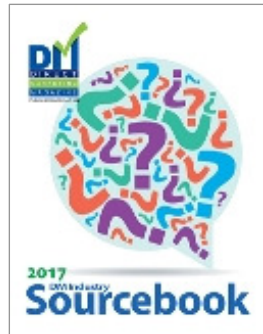
- ☑ Listbuilding
- ☑ Fulfillment
- ☑ Returns Management
- ☑ Inbound Customer Service
- ☑ Printing
- ☑ Variable Imaging

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Example of how your double-page spread will appear

If you reserve your listing now, you'll get two full pages in the printed directory that is polybagged with the August issue of Direct Marketing magazine and made available online and for download. We also hand out copies at every trade show and conference we attend.

Take a look at the enclosed information. Then reserve your listing and your contribution and send us the details. We'll take it from there.

Need to know more? Call me today at 905-201-6600 x 223 or email me at mark@dmn.ca and I'll show you the easiest way to get listed.

Go online at www.dmn.ca today and find out more. You can also complete your forms online as well.

Mark Henry, Publisher





COMPLETE YOUR LISTING NOW

The DM Industry Sourcebook has been improved and upgraded into a brand new major resource for marketers.

COMPLETE YOUR LISTING ONLINE, BY EMAIL OR ON THE ENCLOSED FORM BY June 30th, 2017

- Book a powerful one-two punch that gives you a TWO-PAGE SPREAD in both the print and digital editions or...**
- Book either a FULL PAGE or HALF PAGE listing option at a low, low rate..or**
- Reserve an editorial column for the DM Insights section to support your listing.**

examples >>>



OPTION 1--FULL PAGE LISTING. You get a full page to tell your story, outline your services, promote your expertise, profile your key executives, indicate your areas of specialization, and more. It's entirely up to you. You can send us your information exactly as you want it listed. Or we can help you by creating your listing for your approval. Either way, you will see a proof of your full page listing before it goes to press. Includes up to 1,000 words, a colour logo, full contact details in a highlighted box, a checkbox of individual services, a colour photo, and your company in the main directory index at the front of the Sourcebook. Add a DM Insights article to provide our readers with other reasons to seek out the expertise. **(\$595.00 or \$995.00 with DM Insights article.) >>>**



OPTION 2--HALF PAGE LISTING. You get a half page to tell your story, outline your services, promote your expertise, profile your key executives, indicate your areas of specialization, and more. It's entirely up to you. You can send us your information exactly as you want it listed. Or we can help you by creating your listing for your approval. Either way, you will see a proof of your half page listing before it goes to press. Includes up to 500 words, a colour logo, complete contact details in a highlighted box, a checkbox of individual services and your company in the main directory index at the front of the Sourcebook. Gets you exposure to our national audience and to prospects you want to reach. Add a DM Insights article to provide our readers with reasons to seek out the expertise of your key people. **(\$395.00 or \$795.00 with DM Insights article.) >>>**



OPTION 3--DM INSIGHTS. This is your chance to provide an editorial contribution to the DM Industry Sourcebook, a new feature for 2017. Called *Direct Marketing Insights*, these articles will appear near or next to your listing and will be a bylined contribution from a member of your team. This is a chance to connect with our readers in a way that engages them and enlightens them as to your expertise, opening another door for them to contact you. Each Insight article includes your logo and contact information at the bottom. **(\$595.00)** You can also combine your article a listing and save.) >>>

COMPLETE YOUR FORM ONLINE AT www.dmn.ca or email your listing to Sarah O'Connor, Editor, at sarah@dmn.ca

QUESTIONS?

Call Publisher Mark Henry at 905-201-6600 x 223 or email mark@dmn.ca



2017 DIRECT MARKETING INDUSTRY SOURCEBOOK

directworx
DIRECT MARKETING SERVICE PROVIDERS

OVERVIEW
Our services include targeting and strategic planning, design, programming, print, listbuilding, and analysis. We take care of everything, so you can focus on your business.

As a Canada Post Expert Partner, we are a distinctive brand. We have the knowledge of the direct mail industry. We'll help your business reach new customers and grow sales.

We deliver all the services that our customers. We're passionate about what we do, and we're committed to ensure our customers are completely satisfied with every job we produce.

We Celebrate 20 Years
It's all about our customers. Because of them, one thing we've learned after 20 years in business is that we can't do it without you. You are our partner and our strength. You are our passion. We're proud to have you with us every day. It's a great honor to be a part of your success. We're proud to be a part of your success. We're proud to be a part of your success. We're proud to be a part of your success.

Our Commitment:
We're committed to providing you with the highest quality service and support. We're committed to providing you with the highest quality service and support. We're committed to providing you with the highest quality service and support.

CONTACT INFORMATION
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F: 905-525-5888
E: info@directworx.ca

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It's all about our customers. Because of them, one thing we've learned after 20 years in business is that we can't do it without you. You are our partner and our strength. You are our passion. We're proud to have you with us every day. It's a great honor to be a part of your success. We're proud to be a part of your success. We're proud to be a part of your success.

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Direct Marketing Industry Sourcebook

Direct Marketing Insights | 2017

Marketing gets integrated and technology brings opportunity for mailers in Canada

By Dan Schindler, President, DirectWorx

The direct marketing industry is a dynamic and growing one. As technology continues to advance, the industry is seeing a shift in how marketers are reaching their target audiences. This shift is being driven by a number of factors, including the increasing use of digital marketing and the growing importance of data in marketing decisions.

One of the key trends in the industry is the increasing use of integrated marketing. Marketers are now looking for ways to combine their traditional direct mail efforts with digital marketing, creating a more cohesive and effective marketing strategy. This is being driven by the need to reach consumers in a more targeted and personalized way, and by the desire to create a more seamless and consistent brand experience across all channels.

Another major trend is the growing importance of data in marketing. Marketers are now using data to gain insights into their target audiences, allowing them to create more targeted and effective marketing campaigns. This is being driven by the availability of more data and the ability to analyze it more effectively than ever before.

As a result of these trends, the direct marketing industry is seeing a number of opportunities for growth and innovation. Marketers who are able to embrace these trends and adapt their strategies accordingly will be well-positioned to succeed in the years ahead.

Direct Mail - your best friend
Direct mail is still a powerful marketing tool. It allows you to reach your target audience in a more targeted and personalized way than other marketing channels. It's also a great way to create a more cohesive and consistent brand experience across all channels.

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MAIL HOUSE INC.

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FULL
PAGE
LISTING

Company Name _____
This is how it will be listed

Company Overview: _____
Part A *Describe your company, your history, what makes you unique. Tell your story in 500 words or 2300 characters maximum. Attach printout or email word document to sarah@dmn.ca*

Services: _____
Part B *Describe the actual services you provide, your unique offerings, specific target customer, etc. Up to 500 words or 2,300 characters maximum including spaces. Attach printout or email word document to sarah@dmn.ca*

Logo & Photos _____
(email files to sarah@dmn.ca and cite your listing name)

Web Address: _____
www.yourcompany.com

Main Contact Person: _____
The person who will be listed as your contact

Title: _____

Address: _____
Street, Suite, PO Box, Etc

City, Prov/State: _____ Postal Code/Zip _____

Main Phone: _____ Toll Free Line: _____
The number you want prospects to call

Email: _____
A valid email address for the main contact

Completed By _____
Name, Title, & Email address if different from main contact

DM
INSIGHTS

Add DM Insights Article: YES NO (Send article to sarah@dmn.ca | We will contact you)

Listing Payment (\$595.00 plus HST or \$995.00 plus HST with DM Insights.) A receipt for payment will be sent to the person completing this form unless otherwise directed by you.)

Card Type: Visa / MasterCard / American Express

Cardholder Name: _____
full name exactly as appears on card

Card Number: _____
please enter carefully

Expiry Date: ___ / ___ CVN Number: _____

IMPORTANT: Listing Categories—Check all that apply.
(These will be indicated in a box within your listing and indexed at the front of the directory.)

- | | |
|-----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Alternative Media--Physical or Traditional (via mail) | <input type="checkbox"/> Envelopes/ Dimensional Mail Formats |
| <input type="checkbox"/> Alternative Media--Digital or Virtual (via online) | <input type="checkbox"/> Flyer / Coupon / Insert Specialists |
| <input type="checkbox"/> Association or Industry Organization | <input type="checkbox"/> Fulfillment / Order Logistics & Handling |
| <input type="checkbox"/> Big Data Services (including hardware and software) | <input type="checkbox"/> Fundraising Agency Specialist |
| <input type="checkbox"/> CRM Software or Services (including sales systems) | <input type="checkbox"/> Incentives / Gifts / Rewards (including products) |
| <input type="checkbox"/> Creative / Copy / Strategy Consultant | <input type="checkbox"/> Lettershop / Mailing House |
| <input type="checkbox"/> Contact Centre (Inbound/Outbound/Sales) | <input type="checkbox"/> List Broker / Manager / Provider / Owner |
| <input type="checkbox"/> Data Analytics / Segmentation / Modelling | <input type="checkbox"/> Mail Processing Equipment / Repair / Servicing |
| <input type="checkbox"/> DM Agency (independent or divisional specialists) | <input type="checkbox"/> Management Consulting (Strategy/Privacy/Tactics Etc) |
| <input type="checkbox"/> Distribution/Delivery/Logistics (last mile) | <input type="checkbox"/> Market & Marketing Research |
| <input type="checkbox"/> DM Printing (all forms specific to mail, promotion, etc) | <input type="checkbox"/> Payment Processing / eCommerce System / Sales Analytics / Issuer |
| <input type="checkbox"/> Digital and Email Campaign Management | <input type="checkbox"/> Variable Imaging Print (VDI/VDP/LVI/ Document Management) |
| <input type="checkbox"/> Education & Events (non-association) | <input type="checkbox"/> Other _____ |

Mail to: Direct Marketing, 302-137 Main St N, Markham, ON. L3P 1Y2 or fax to 905-201-6601

2017 DM INDUSTRY SOURCEBOOK RESERVATION FORM

HALF
PAGE
LISTING

Company Name _____
This is how it will be listed

Company Overview: Part A _____
Describe your company, your history, what makes you unique. Tell your story in 250 words or 1200 characters maximum. Attach printout or email word document to sarah@dmn.ca

Services: Part B _____
Describe the actual services you provide, your unique offerings, specific target customer, etc. Up to 250 words or 1200 characters maximum including spaces. Attach printout or email word document to sarah@dmn.ca

Logo _____
(email file to sarah@dmn.ca and cite your listing name)

Web Address: _____
www.yourcompany.com

Main Contact Person: _____
The person who will be listed as your contact

Title: _____

Address: _____
Street, Suite, PO Box, Etc

City, Prov/State: _____ Postal Code/Zip _____

Main Phone: _____ Toll Free Line: _____
The number you want prospects to call

Email: _____
A valid email address for the main contact

Completed By _____
Name, Title, & Email address if different from main contact

DM
INSIGHTS

Add DM Insights Article: ___ YES ___ NO (Send article to sarah@dmn.ca | We will contact you)

Listing Payment (\$395.00 plus HST or \$795.00 plus HST with DM Insights.) A receipt for payment will be sent to the person completing this form unless otherwise directed by you.)

Card Type: Visa / MasterCard / American Express

Cardholder Name: _____
full name exactly as appears on card

Card Number: _____
please enter carefully

Expiry Date: ___ / ___ CVN Number: _____

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| <input type="checkbox"/> Association or Industry Organization | <input type="checkbox"/> Fulfillment / Order Logistics & Handling |
| <input type="checkbox"/> Big Data Services (including hardware and software) | <input type="checkbox"/> Fundraising Agency Specialist |
| <input type="checkbox"/> CRM Software or Services (including sales systems) | <input type="checkbox"/> Incentives / Gifts / Rewards (including products) |
| <input type="checkbox"/> Creative / Copy / Strategy Consultant | <input type="checkbox"/> Lettershop / Mailing House |
| <input type="checkbox"/> Contact Centre (Inbound/Outbound/Sales) | <input type="checkbox"/> List Broker / Manager / Provider / Owner |
| <input type="checkbox"/> Data Analytics / Segmentation / Modelling | <input type="checkbox"/> Mail Processing Equipment / Repair / Servicing |
| <input type="checkbox"/> DM Agency (independent or divisional specialists) | <input type="checkbox"/> Management Consulting (Strategy/Privacy/Tactics Etc) |
| <input type="checkbox"/> Distribution/Delivery/Logistics (last mile) | <input type="checkbox"/> Market & Marketing Research |
| <input type="checkbox"/> DM Printing (all forms specific to mail, promotion, etc) | <input type="checkbox"/> Payment Processing / eCommerce System / Sales Analytics / Issuer |
| <input type="checkbox"/> Digital and Email Campaign Management | <input type="checkbox"/> Variable Imaging Print (VDI/VDP/LVI/ Document Management) |
| <input type="checkbox"/> Education & Events (non-association) | <input type="checkbox"/> Other _____ |