



ADVERTISING OPPORTUNITY

DATA DRIVEN PRINTING 2017

SAVE more than 50% on advertising space in our special SHOWCASE section!

In the **OCTOBER 2017** issue of *Direct Marketing*, we take a special in-depth look at printing and variable data and how it plays a vital role in the marketing and mailing campaigns of Canada's direct marketers, relationship and loyalty marketers – the kind of high-volume print buyers and users that you want. More than 20,000 executives at the nation's top companies who print millions of prospecting and customer communication pieces each year are looking for companies like yours to help them improve response rates and generate more sales.

GET YOUR MESSAGE OUT! **It's cheaper to advertise in this issue.** We've created a special SHOWCASE section of 1/4 page ads at a SAVINGS of more than 50% OFF the regular rate.

RATES: \$549 per 1/4 page unit.

SPECIFICATIONS:

The ad sizes are 4.125" wide by 5.5" high
and are available in multiple units.

Supply us with a press-optimized PDF or high-resolution JPEG or TIFF for this space.
Or e-mail us your copy and let us set the ad for you.

Make sure you include a hi-res logo and
a list of services your company offers.

• **SPECIAL RATE** •
Only \$549 for this space.

Call Mark Henry (905) 201-6600 x223
or email mark@dmn.ca for more info,
or fax this ad reservation to (905) 201-6601.

☐ YES... Please reserve _____ unit(s) in the OCTOBER 2017 *Direct Marketing* SHOWCASE.

Name _____ Company _____

Phone _____ Fax _____

Email _____