



YOUR DMA

Membership

A REFERENCE GUIDE

DMA[®]
Direct Marketing Association



The Power of Direct:
Relevance.
Responsibility.
Results.



A Reference Guide to Maximizing the Value of Your DMA Membership

Welcome	2
Membership	3
<i>Facts about your membership</i>	
Advocacy	4
<i>Representing the interests of direct marketers at the state, federal, & international levels every day</i>	
Brand	5
<i>Building the “direct marketing” brand through increased credibility and expectation of marketing excellence</i>	
Education	6
<i>Delivering the ideas and insights that you and your colleagues need to stay on top in these competitive times</i>	
Networking	8
<i>Bringing you together with peers from around the country and around the world</i>	
Research	10
<i>Providing the data you need to ensure your company’s competitive advantage</i>	
Sponsorship Opportunities	12
<i>Use DMA’s resources to help promote your company</i>	
Key DMA Contacts	13
<i>Helpful phone numbers and websites</i>	

Welcome to DMA!

Founded in 1917, the Direct Marketing Association is the premier association for businesses interested in direct marketing. DMA provides leadership by encouraging the growth and profitability of organizations that use and supply direct marketing methods. It ensures that its members adhere to high ethical standards, and advances the interests of its members globally to governments, the media, businesses, and consumers.

DMA uses a five-pillar approach centered around the core areas of **advocacy**, **brand**, **education**, **networking**, and **research** to bring you the resources needed to be successful in your business. This guide has been organized around these five pillars.

Take some time to look through this reference guide and familiarize yourself with your Association. As we are continually updating our services to meet the needs of the dynamic community we serve, please visit our website frequently to stay abreast. If you have any questions, do not hesitate to contact us. You will find a complete directory on the last page of this guide.



Membership Definitions



DMA membership is corporate. As a member, you and the employees of your organization have immediate access to a wide range of DMA benefits and services, such as full access to our website and discounted rates for DMA events and products. Additionally, select individuals within a member organization may be further designated into the following two categories:

- The **Voting Member** is the primary contact and liaison between your organization and the Association. He/she will be listed in the online Directory of Members & Yellow Pages and may vote for candidates for the DMA Board of Directors. The Voting Member also receives official communications and dues invoices.
- Based upon dues level, your organization may be entitled to designate a number of **Associate Members**, who will also be listed in the online Directory of Members and receive communications, publications, and promotions.
- If you market to consumers, your **CCC (Commitment to Consumer Choice) representative** ensures that your company follows the new CCC practices to protect consumer privacy and provide customers with choices in receipt of communications and makes certain that consumer issues are addressed.

If you have any questions about membership, or if you would like to make changes to your Voting or Associate Member information, contact DMA's membership department at **212.768.7277**, ext. **1155** or email us at **membership@the-dma.org**.



Advocacy

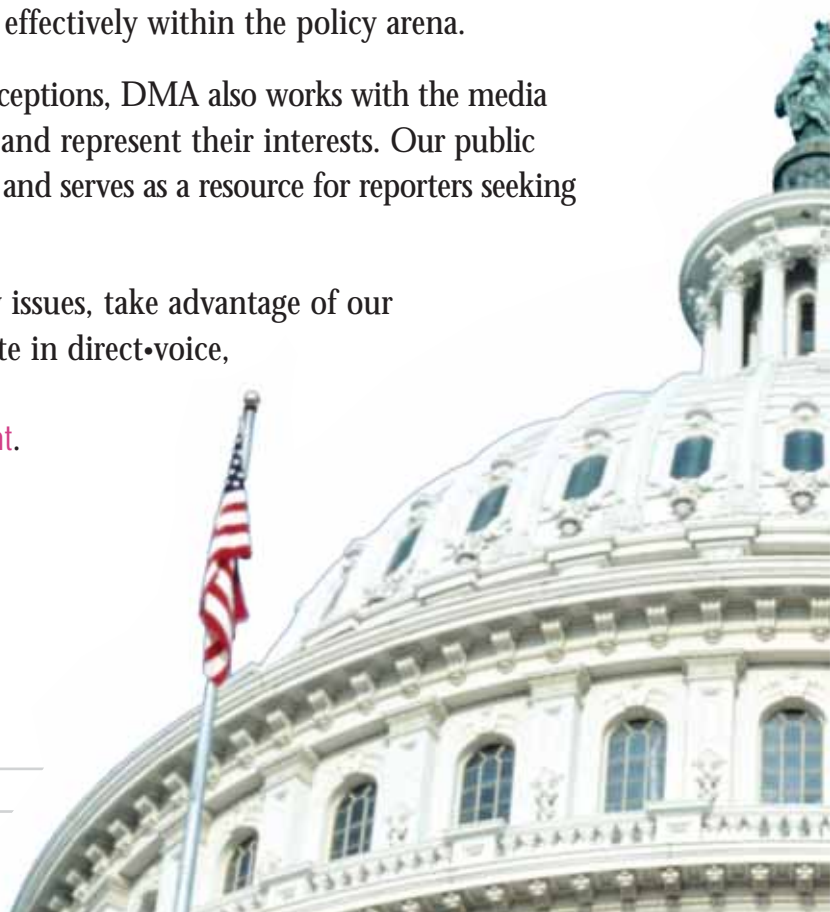
As direct marketing has grown, the policy issues that affect us have become more numerous and complex. Government and media scrutiny can have a major impact on direct marketers and their bottom lines. In Washington and across the country, policymakers have proposals in hand on issues ranging from data security to online and offline privacy, to postal reform and state telemarketing laws.

Effective political representation on these and other important issues is a critical mission of DMA. **We serve as a unified voice for the direct marketing community**, representing your interests in government and the media through our exceptionally effective lobbying and PR efforts.

DMA's Government Affairs team is constantly working to make sure the concerns of direct marketers are taken into account by legislators and regulatory officials at the state, national, and international levels. We are also here to help you, as a DMA member, make your voice heard more effectively within the policy arena.

Recognizing the influence of public perceptions, DMA also works with the media to speak on behalf of direct marketers and represent their interests. Our public relations team promotes positive stories and serves as a resource for reporters seeking information about direct marketing.

To find out more about current policy issues, take advantage of our Legislative Action Center, or participate in direct•voice, DMA's political action committee, visit www.the-dma.org/government.



Brand



No brand can achieve success unless it also gains trust. Helping you build and maintain consumer trust, and protecting and securing the overall direct marketing “brand,” is an important part of what we do everyday at DMA.

Our Corporate Responsibility Department is responsible for building consumer confidence in direct marketing through the administration of self-regulatory programs and promotion of best practices and tools that allow our members to hold themselves to the highest possible standards of ethical conduct and good business practices.

All members are expected to adhere to DMA’s *Guidelines for Ethical Business Practice* and comply with our *Commitment to Consumer Choice* (CCC).

- DMA’s *Guidelines for Ethical Business Practice* outlines self-regulatory standards of conduct for a wide range of general and specific direct marketing practices. A copy is available online at www.the-dma.org/guidelines.
- The *Commitment to Consumer Choice* (CCC) provides a public assurance to consumers that DMA members will follow specific practices to respect and protect their privacy. More information is available at www.the-dma.org/guidelines.

To underscore our commitment to help marketers understand and apply environmental considerations throughout the direct marketing processes, DMA’s *Green 15 Toolkit* is an innovative environmental action program that includes new member encouragements and requirements, educational initiatives, and tools to help you communicate with customers and business partners about your environmental commitments.

An important part of our “bridge of trust” with consumers is to respect and honor their choice to not receive solicitations. Members are required to use **DMA’s List Suppression Services** help both members and non-members keep their databases accurate and up-to-date.



Education

Gain Knowledge

From world-renowned conferences to specialized seminars and targeted Council events, DMA is your source for professional training designed to produce real-world results.

DMA offers over 20 different seminars ranging from the basics to advanced specialties. Each is led by one or more DM experts chosen for his or her demonstrated and dynamic teaching abilities. Participation is limited, and each participant receives a complete workbook of course materials.

Let us bring our knowledge to you with our in-house training program!

In today's fast paced business climate where time is money, save by significantly reducing your expenses and time away from the office. Our customized seminars can be tailored to the appropriate products or services you market as well as to different management levels. Call our in-house training coordinator at 212.768.7277, ext.1524, or email inhousetraining@the-dma.org for more information.

Share Knowledge

If you are an expert on any aspect of direct marketing, enjoy sharing your knowledge with your peers, and have dynamic presentation skills, we invite you to submit a proposal to speak at a DMA event. Visit www.the-dma.org/conferences to learn more.

Or if written communication is more your style, submit your organization's news for DMA's online newstand (www.the-dma.org/newsstand) by emailing it to 3D@the-dma.org.

Seminars



Seminars and Virtual Seminars are updated and repeated throughout the year in various cities. Below are the current titles offered with a link to a course description. Please note this information is subject to change. DMA may add or cancel seminars, or adjust dates and content to accommodate changes in the direct marketing community. For an up-to-date seminar and Virtual Seminar calendar, please visit www.the-dma.org/seminars.

***Advanced B-to-B: Building High Performance B-to-B Lead Generation & Management Systems**
www.dmab2badv.org

***Advanced Copywriting: The Fine Points of Writing** • www.dmapersuasivecopy.org

***B-to-B Direct Marketing From A – Z**
www.dmab2batoz.org

Basics of Direct Marketing
www.dmabasics.org

***Comprehensive Email Marketing Strategies**
www.dmaemail.org

Copywriting Tools & Techniques Online
www.dmacopy.org

Creative Direct Marketing Strategies
www.dmacreativedmstrategies.org

Data-driven Marketing: Data Mining for Direct Marketers • www.dmadata.org

***Database Marketing**
www.dmadatabase.org

Direct Mail Production Strategies
www.dmaproduction.org

***Direct Marketing Institute**
www.dmadminstitute.org

Direct Marketing Law in the 21st Century
www.dmalaw.org

***Direct Marketing Math & Finance**
www.dmamath.org

Essentials of Modeling
www.dmamodeling.org

Loyalty Marketing Virtual Seminar
www.dmaloyaltyweb.org

Loyalty Marketing Workshop
www.dmaloyalty.org

Mastering the 50+ Marketplace
www.dmamature.org

Multichannel Marketing
www.dmamultichannel.org

Profitable Customer Retention and WinBack Workshop • www.dmawinback.org

***Secrets of Copywriting: Fundamentals For Direct Marketing** • www.dmacopywritingsecrets.org

Statistics & Modeling for Direct Marketers
www.dmastatistics.org

Web Marketing
www.dmawebmarketing.org

***This course applies toward DMA's Certificate in Direct Marketing. To learn more or to apply for the program, visit www.dmacertificate.org or call 212.768.7277.**

Please note: These seminars are also available through our in-house training program.



Networking

As a DMA member, you're a part of the largest network of direct marketers anywhere. Every function and event we hold is designed to help you connect with peers, industry leaders, and potential partners and clients.

Conferences

DMA hosts over 20 major conferences across the nation each year. Conferences can last one to five days and typically feature one or more keynote presentations, a diverse selection of education sessions led by experts, and networking functions. Many also include exhibitions of appropriate supplier companies.

Below is a list of DMA conferences, the months when they are usually held, and a web address where you can learn more and register. Please note this information is subject to change. DMA may add or cancel events, or adjust dates and content to accommodate changes in the direct marketing community. For an up-to-date conference calendar, visit www.the-dma.org/conferences.

Catalog-on-the-Road Conference January/February • www.dmacatalogontheroad.org	ACCM: Annual Conference For Catalog & Multichannel Merchants • May • www.catalogconference.com
Circulation Day January/February • www.dmacircday.org	Marketing for the Contact Center Professional June • www.dmatelephone.org
Washington Nonprofit Conference January/February • www.nonprofit-conf-dc.org	Direct Marketing week: DM Days, Fast Forward, List Days, Int'l Day • June • www.dmdays.com
DM Agency Council Winter Executive Briefing January • www.the-dma.org/councilevents/dmaagencywinter	DMA Nonprofit Federation Leadership Summit June • www.nonprofitfederation.org
Email Evolution Conference February • www.emailrevolution.org	New York Nonprofit Conference August • www.nonprofit-conf-ny.org
Annual Financial Services Conference March • www.dmafscanual.org	DMA Annual Conference & Exhibition October • www.dmaannual.org
B-to-B Marketing Conference March/April • www.dmadmb.org	National Center for Database Marketing December • www.ncdmevents.com
National Conference on Operations & Fulfillment April • www.ncof.com	Law & Policy: Year in Review December • www.the-dma.org/conferences/lawforum
Insert Media Day April • www.dmainserterday.org	

Special Interest Councils



Our Special Interest Councils bring together like-minded individuals from specific direct marketing disciplines to network with and learn from each other. Below is a list of DMA Special Interest Councils. We regularly assess the need for additional councils and add new ones as appropriate. For the most up-to-date roster of councils and to learn more about council membership, visit www.the-dma.org/councils.

Analytics Council: Segmentation, predictive modeling, data mining, and primary analytics	Insert Media Council: Packages, statements, co-op mailings, and ride-along programs
Broadcast Council: DRTV, radio, home shopping, interactive TV, and wireless technologies	International Council: Direct marketing in US and global markets
Business-to-Business Council: B-to-B marketing that includes a direct response component	List & Database Council: List & database, brokerage, management, compilation, and ownership issues
Catalog and Multichannel Marketing Council: Issues pertaining to catalogers and multichannel marketers	Marketing Technology Council: Best practices in the selection and implementation of marketing technology
Circulation Council: Subscriptions, renewals, and ancillary revenue for publications	Pharmaceutical Marketing Council: Direct marketing of healthcare and pharmaceutical products to physicians and consumers
Customer Relationship Management Council: Leadership and best practices related to customer-centric and data-driven marketing strategies	Retail Marketing Council: Trends, issues, and development in technology for direct, database, and e-business marketing
Direct Marketing Agency Council: All aspects of running a successful direct marketing agency	Search Engine Council: Integration of and best practices in search engine marketing optimization
Directo: Hispanic Marketing Council: Direct marketing efforts to the US Spanish-speaking marketplace	Teleservices Council: Inbound, outbound, e-contact, in-house, service agency, domestic, international and other forms of teleservices
Email Experience Council: Email initiatives that shape the way email marketing is used today and evolves as we move into tomorrow	Travel and Hospitality Council: Direct and database marketing for airlines, cruise operators, hotels, timeshares, and gaming
Financial Services Council: Direct response marketing of insurance and financial products and services	

Other Services

Our **Directory of Members & Yellow Pages** is the direct marketing community's best address book for networking. This membership reference makes it easy to find companies and individuals. A printed directory is sent each year to all Voting Members, and is also available online at www.the-dma.org/directory.

Use our **Direct Marketing Vendor Search** to find the right vendor or supplier from our directory of DMA member companies who provide product or service solutions for direct marketers. www.thedirectmarketingsearch.com.

Find the perfect candidate or find the perfect job using our **Job Bank**. This highly popular service attracts thousands of direct marketing professionals who are both offering and seeking employment. It allows you to post a job, post a resume, search positions, and search for candidates or interns. www.the-dma.org/jobbank



Research

DMA membership gives you access to a wealth of information to help you make better marketing decisions and stay abreast of direct marketing news. Visit the members-only area of our website at www.the-dma.org/cgi/ffirstime.

PowerLINK:

An online compilation of three databases, containing over 159 million records, that allows members to search for specific brands, markets, companies, and terms.

It includes a custom-search form that makes it easy to pinpoint exactly what you're looking for. Search by Company, Industry, Demographic Group, and more.

www.the-dma.org/powerlink

DirectLINK:

Take advantage of the vast research materials in the DMA database, including magazine articles, white papers, statistical graphs and charts, executive research summaries, speeches, case studies, and more. www.the-dma.org/directlink

White Papers:

An excellent source of topical information from marketing experts. Browse through our most popular selections or run a keyword search from our archives.

www.the-dma.org/whitepapers

DMA Bookstore:

The DMA Bookstore serves our members — *and the entire marketing community* — by providing a range of current research and resources relating to every aspect of direct marketing. From our own proprietary research to carefully selected partner publications, you'll find dozens of titles to inform your decisions and improve your strategy.

Included among titles are:

- *DMA Statistical Fact Book*
- *Response Rate Trends*
- *Multichannel Marketing in the Catalog Industry*
- *DMA Quarterly Business Review*

Your membership entitles you to a significant discount off the list price.

Publications



3D — DMA Daily Digest:

This digital summary of the day's relevant stories has been praised throughout the marketing community as a valuable and timesaving service. www.the-dma.org/3d

DMA Press Releases:

Communication about DMA developments, trends, and events in local, national, and international media. www.the-dma.org/announcements

Currents and Crossroads:

DMA's monthly email newsletter provides in-depth direct marketing news and developments from non-US markets around the globe.

www.the-dma.org/international/currentsandcrossroads

MyDMA:

Your personalized webpage and e-newsletter highlighting DMA events, news, research and other direct marketing information most relevant to you. www.the-dma.org/myDMA

Politically Direct:

Published quarterly in both print and digital versions, this newsletter's mission is simple: To keep DMA members informed and involved in the politics and policies that impact them today and ahead of the curve on developments that will affect them tomorrow.

www.the-dma.org/government/politicallydirect/

DMA's Corporate Responsibility Network:

This e-newsletter provides regular updates of current ethics, consumer protection, and environmental issues. Such notices include the Report on Ethics Committee Findings, updated ethics guidelines, new laws, notification of Federal Trade Commission workshops, and other materials of interest. www.the-dma.org/guidelines/DMACorporateResponsibilityNetwork

Direct from Washington:

This communication is intended for direct marketing professionals actively engaged in the political process. Published every Friday that Congress is in session, it provides an informative summary of the very latest legislative and regulatory public policy issues impacting the direct marketing community on the state and federal levels of government. To receive these updates, please email Timothy Donovan at tjdonovan@the-dma.org.



Marketing Opportunities

Use the resources of DMA to help build brand awareness, generate leads, strengthen relationships, and acquire new clients:

Exhibit at DMA Conferences: There is no better place to meet qualified decision-makers clients, and prospects involved in all aspects of the marketing process than at DMA Conferences.

Event Sponsorship Opportunities: With tens of thousands of attendees each year, DMA events offer an ideal venue for you to strengthen your brand, increase your traffic, and establish your position through sponsorship.

E-Newsletter Sponsorships: Sponsor DMA's *MyDMA* or *3D Newsletter*.

Banner Advertising: Use banner advertising on DMA's website to reach your target market both in the US and abroad.

Print Advertising: Place an ad in DMA publications to be seen by thousands of professionals.

DMA's List Rental: Use this service of prime prospects for a variety of goods and services.

Direct Marketing Vendor Search: This service is a valuable resource and company search tool for the direct marketing community worldwide. This buyer's guide is available by visiting www.thedirectmarketingsearch.com.

DMA Directory of Members & Yellow Pages: Members may list their company's services for free in DMA's Directory of Members & Yellow Pages online yellow pages. Enhanced listings, as well as ads in the print version, are available for purchase.

Research Sponsorships: Help enable DMA to consistently produce thought-provoking, timely information that speaks directly to the challenges and issues facing marketers of every kind, on every level as a research sponsor.

Council Sponsorships: This special program was established to help you share knowledge, be represented in front of your segment, and support your segment for one year.

Many additional marketing opportunities exist. Visit www.the-dma.org/ratecards.

Key Contacts



Headquarters:

1120 Avenue of the Americas, New York, NY 10036-6700	212.768.7277	f: 212.302.6714
1615 L St. NW, Suite 1100, Washington, DC 20036	202.955.5030	f: 202.955.0085
Customer Service	212.790.1500	customerservice@the-dma.org

Important Numbers:

Advertising — Print & Website	212.768.7277, ext. 1155	membership@the-dma.org
Awards — ECHO	212.768.7277, ext. 1397	echo@the-dma.org
DMA Bookstore	212.768.7277, ext. 1469	alamouchi@the-dma.org
Chapters	212.768.7277, ext. 1155	chapters@the-dma.org
Councils	212.768.7277, ext. 1651	councils@the-dma.org
DirectLINK/PowerLINK	212.768.7277, ext. 1504	gknc@the-dma.org
Direct Marketing Educational Foundation	212.768.7277, ext. 1817	dmeff@the-dma.org
3D e-Newsletter	212.768.7277, ext. 1541	3d@the-dma.org
Events — Registration & Information	212.768.7277, ext. 1500	customerservice@the-dma.org
Events — Conference Programming	212.768.7277, ext. 1419	conference@the-dma.org
Gov't Affairs — Corporate Responsibility	212.768.7277, ext. 2408	privacy@the-dma.org
Gov't Affairs — Regulatory	212.768.7277, ext. 2405	government@the-dma.org
Human Resources	212.768.7277, ext. 1338	hr@the-dma.org
International	212.768.7277, ext. 1821	internat@the-dma.org
Job Bank	212.768.7277, ext. 1500	customerservice@the-dma.org
Global Knowledge Network Center	212.768.7277, ext. 1504	gknc@the-dma.org
Membership	212.768.7277, ext. 1155	membership@the-dma.org
President's Office	212.768.7277, ext. 1604	presiden@the-dma.org
Press Contact	212.768.7277, ext. 1486	pr@the-dma.org
DMA Member Directory	212.768.7277, ext. 1155	membership@the-dma.org
Website (Passwords)	212.768.7277, ext. 1500	customerservice@the-dma.org
Nonprofit Federation	202.628.4380	nonprofitfederation@the-dma.org



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