

MARKETING SERVICES

Print Advertising

In print and online, DPS offers high-impact media to fuel your marketing message.

DPS offers a unique outlet for integrated marketing campaigns, giving you the most value for your budget. A strategic combination of print, Web, social media, and email places your message in front of buyers. This allows you to customize your reach and maximize impact.

Reach our audience through high-impact mediums. Commit to multiple insertions and earn Vendor Partner status. Vendor Partners receive integrated marketing value-add components at special prices. Call your national account representative for details today.

The power of an integrated marketing campaign is yours when you become an advertiser in DPS magazine. No other publication in our industry offers you more ways to reach your customer.

Maximum visual impact with real-world application stories using the latest tools and technologies in digital imaging.

We can help you utilize **unique, high-impact media** to carry your marketing message.



The Magazine

- Bi-monthly, full-color print vehicle
- Powerful visual impact
- Qualified readership of 17,500
- 94 percent of readers hold decision-making, positions at their company or within their departments¹
- Available in digital format for reading on the go
- Lead generation through editorial mentions and assigned INFO#s to track reader response
- 37 percent of readers pass along their issues to others¹

Maximum Impact Extras

- Insert product catalogs, postcards, product marketing materials, discounts, offers, and samples
- Postal-approved ride-along discounted rates for polybagged items; great for catalogs

Digital Editions

- Your marketing message gains international exposure
- Digital editions receive an average of 1,253 page views per issue¹
- Fully searchable, downloadable, and printable

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Advertorials

- Send your own message in an editorial format to customers
- Editorial and design services available

Showcase

- Reach an audience of more than 17,500 with your Showcase advertisement in DPS magazine
- An affordable way to add additional exposure for your products and services

Buyers Guide

- Published in print semi-annually
- Critical resource used by readers planning future purchases
- Online searchable database at www.dpsmagazine.com
- Enhanced options include logos to maximize value

Classified

- Classified ads work
- Specialty categories

Mailing List Rental

- Rent our list of qualified buyers for your next direct mail campaign
- Proven response record
- Competitive pricing

Target Charts

- Your marketing message alongside a comprehensive resource with shelf-life
- Additional benefit of Web site visibility

Marketplace Spotlight

- Highlight a specific product
- Subtle and effective

¹Source: Publisher's Own Data



MARKETING SERVICES

Web Advertising

Integrate your marketing campaign with Web advertising.

Studies demonstrate that the best strategy for high-impact marketing is a coordinated campaign that makes full use of a range of media, including business-to-business print media, trade shows, directories, the Web, eNewsletters, and direct mail.

Site Channel Sponsorship

- Homepage Nav. Bar Logo
- Landing Page BBU

Leaderboard

Homepage Banners

Run of Site (ROS) Banners

Homepage Big Box Units (BBU)

Homepage Buttons

ROS BBUs

89%
of DPS readers visit
www.dpsmagazine.com¹

DPS Digital Edition

¹2014 Readership Questionnaire

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The Web Site: dpsmagazine.com

- Primary resource for the DPS community
- Web-exclusive editorial
- Posts of the latest industry news and events
- Resource-rich and easily navigable
- Over 80,000 page views per month¹
- Banner, button, and other Web units available
- Site channel sponsorship opportunities

DPS eNewsletter

- Weekly eNewsletter with exclusive editorial and news
- Primary and secondary sponsorship positions available
- Emailed to more than 10,000 opted-in subscribers

Buyers Guide

- Searchable, online database at www.dpsmagazine.com
- Free basic listing
- Stand out with upgrades for nominal fees
- Searchable by product category and company name
- Published semi-annually in print

Dedicated Email Blasts

- Customer e-based marketing message
- Send your questionnaire or message to over 10,000 opted-in email addresses
- Promote regional trade shows/seminars, product announcements, and events

Digital Edition

- Available through a live link on the homepage
- Availability notification is sent to subscribers with the issue's sponsored banner
- Links users directly to DPsmagdirect.com
- Extended shelf life for your message
- Intuitive search options
- Receive 1,253 average page views per issue¹
- Zoom and bookmark tools for a true multimedia experience

DPsmagdirect.com

- Leads sent directly to you
- Track page views and product interest
- Find out which products readers are interested in
- Drive traffic to your Web site

Event Highlights

- Reach subscribers before an upcoming trade show
- Limited availability, act fast for premium positioning
- Reach readers when purchasing is on their mind
- Drive traffic to your booth

Target Charts

- Your marketing message alongside a comprehensive resource offers an extended shelf life.
- Additional benefit of Web site visibility
- Links to Buyers Guide and DPsmagdirect.com

¹ Source: Publisher's own data

