

MARKETPLACE

Audience Development's Marketplace Directory is a supplier reference that offers over 15,000 circulation executives quick, easy access to products and services—including classifieds. This "yellow pages" runs in 9 issues and is the most cost-effective way to reach key customers and prospects anytime they need your services.

ANNUAL RATES (PRICES INCLUDE PLACEMENT IN ALL 9 ISSUES)

HIGH IMPACT DISPLAY AD*

CDS Global www.cds-global.com 866-897-7987

- Consumer and Business-to-Business Subscription Services
- Marketing Database and Statistical Services
- Data Capture and Lockbox Processing
- Lettershop and Direct Mail
- Digital Media Solutions
- Product Fulfillment

CDS Global
A Hearst Company

Contact Tammy Hayward at 515.247.7584
or send e-mail to thayward@cds-global.com.

- Includes logo, key features and complete contact information
- 1", 2" or 3" ads, B&W or 4-color options available

Total Cost for 9 issues	
1"	\$3,690
2"	\$6,840
3"	\$8,491

*Price of Display Ad includes one line of Basic Listing above ad

BASIC LISTING (1 LINE)

CDS Global www.cds-global.com 866-897-7987

- Includes company name, Web site and phone number
- Bold face, approximately 60 characters per line

First Line \$540

ADDITIONAL LINES

CDS Global www.cds-global.com 866-897-7987
Solutions for the future with innovative products ←

- Includes address, email and additional company information
- Approximately 70 characters per line
- Additional lines may be used for both High Impact Display Ads and Basic Listings

Additional Lines (Regular Face) \$378 per line

CONTACT US TODAY

LAURA S. BUDD,
DIRECTORY SALES ASSOCIATE
(203) 899-8498
lbudd@red7media.com

CATEGORIES:

- Application Service Providers
- Auditing Services
- Canadian Distributors
- Circulation: Consultants
- Circulation: Outsourcing
- Circulation Software
- Collection Services
- Database Marketing Services
- Database Processing

- Digital Publishing
- Direct Mail Marketing
- Direct Mail Creative
- Distributors: International
- Distribution: National
- Email Marketing Services
- E-Prints
- Email Services Broadcast
- Fulfillment: Circulation

- Fulfillment: Consultants
- Fulfillment: In-House
- Systems
- Fulfillment: Service Bureaus
- Internet Marketing
- List Brokers
- List Managers/Owners
- Mail Monitor Services
- Mailing List Compilers

- Media Packaging
- Merge/Purge Services
- Newsstand Consultants
- Newsstand Distributors
- Partnership Marketing Services
- Reader Services
- Reprints
- Search Engine Optimization
- Social Networking Providers

- Subscription Agencies
- Sweepstakes
- Telephone Marketing Services
- Telephone Marketing Services: Outbound
- Telephone Number Lookup
- Services
- Other: _____

SUPERBOOK

BUYER'S GUIDE

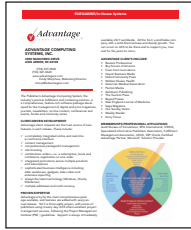
The #1 Resource for Audience Development professionals in print and online.

Make your Brand's profile accessible to audience development executives 24/7/365.

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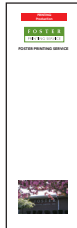
PRINT OPTIONS



FULL-PAGE.....\$3,550

INCLUDES:

- 500 words
- 2 images
- logo
- full contact information
- 1 year FEATURED online listing



FULL COLUMN.....\$2,150

INCLUDES:

- 150 words
- 1 image
- logo
- full contact information
- 1 year FEATURED online listing



1/2 COLUMN.....\$1,350

MAJOR AWARENESS:

- 65 words
- logo
- full contact information
- 1 year FEATURED online listing

ONLINE OPTIONS

FEATURED LISTING\$995

Prime Placement in the Audience Development Online Directory

- **Appear highlighted below Spotlight listings** but above basic listings in category and search result listings with your company's logo.
- **Rotate with other Featured listings** on the bottom of the Audience Development directory gateway page.
- **A full company profile page**, optimized for site search and web search engines, manageable by your company year-round.
- **Up to 2,000 characters** describing your company, its mission, products, services and more.
- Post up to **5 videos and 10 photo galleries** (25 photos each) in your profile.

SPOTLIGHT LISTING.....\$1,995

Top Placement in the Audience Development Online Directory

- Spotlight Listings will be sold on a first-come basis by category
- Appear among the **top of category and search result listings** with your company's logo. Get in front of your customers with top placement.
- **Rotate with other Spotlight listing companies** at the top of the Audience Development directory gateway page.
- **A full company profile page**, optimized for site search and web search engines, manageable by your company year-round.
- **Up to 3,500 characters** describing your company, its mission, products, services and more.
- Post up to **10 videos and 25 photo galleries** (50 photos each) in your profile.