

DMI News & Views is read by over 15,000 design managers, designers, business managers, consultants, and academics who have an interest in design management. Each issue contains articles and reports on recent and upcoming happenings in the design world- events and conferences, new books and publications, and DMI conferences and research programs.

The newsletter is published by the Design Management Institute (DMI), the leading organization dedicated to improving the management and utilization of design. Founded in 1975, DMI is the oldest international organization serving design managers, business managers, and educators.

Frequency: Quarterly  
 Circulation: 15,000 managers & designers  
 Color: Black and Pantone 180  
 Size: 12-16 pages

Sample advertisement page



## Contact

For more information, or to place an ad, please contact DMI's advertising manager at 617-338-6380, fax 617-338-6570 or e-mail [dmistaff@dmii.org](mailto:dmistaff@dmii.org) (attention Advertising Manager)

## 2005 schedule and deadlines

### Winter 2005

Insertion deadline: January 2

Materials due: January 16

Mailed: February 15

### Spring 2005

Insertion deadline: March 1

Materials due: March 15

Mailed: April 15

### Summer 2005

Insertion deadline: May 14

Materials due: May 28

Mailed: June 18

### Fall 2005

Insertion deadline: July 20

Materials due: August 4

Mailed: August 20

## 2005 advertising rates

Frequency: 1x      2x-6x

Full page:    \$990    \$900

$\frac{2}{3}$  page:      \$700    \$630

$\frac{1}{2}$  page:      \$550    \$500

$\frac{1}{3}$  page:      \$385    \$350

$\frac{1}{6}$  page:      \$220    \$200

$\frac{1}{12}$  page:     \$165    \$150

Members of the Design Management Institute are entitled to the appropriate member discount on these rates.

## Sizes

Full page:      7  $\frac{1}{8}$ " x 9  $\frac{1}{8}$ " (43p x 55p)

$\frac{2}{3}$  page vert:    4  $\frac{3}{4}$ " x 9  $\frac{1}{8}$ " (28p4 x 55p)

$\frac{1}{2}$  page horiz:   7  $\frac{1}{8}$ " x 4  $\frac{1}{2}$ " (43p x 27p)

$\frac{1}{3}$  page vert:     2  $\frac{1}{4}$ " x 9  $\frac{1}{8}$ " (13p8 x 55p)

$\frac{1}{3}$  page square: 4  $\frac{3}{4}$ " x 4  $\frac{1}{2}$ " (28p4 x 27p)

$\frac{1}{6}$  page vert:     2  $\frac{1}{4}$ " x 4  $\frac{1}{2}$ " (13p8 x 27)

$\frac{1}{6}$  page horiz:   4  $\frac{3}{4}$ " x 2  $\frac{1}{8}$ " (28p4 x 13p)

$\frac{1}{12}$  page:         2  $\frac{1}{4}$ " x 2  $\frac{1}{8}$ " (13p8 x 13p)

## Classified advertisements

The rate is \$1.50 per word for classified advertisements with a minimum charge of \$20. The maximum is 150 words of copy.

## Typesetting

Prices include simple typesetting if camera-ready art is not available.

## Payment terms

A fully completed DMI insertion order must accompany all advertisements. Payment is due within 30 days of receipt of invoice. A service charge of 5% per month is incurred on all balances not paid within 30 days of the invoice date. Advertisements and inserts must run within a 12-month period to earn frequency rates.

## Specifications

Digital artwork may be supplied in Quark or Illustrator format accompanied by all printer and screen fonts and graphics used in the file. Trim size of publication: 8 $\frac{1}{2}$ " x 11". No bleeds. All copy is subject to approval by editor. Colors are black and Pantone 180.

## Cancellation policy

There is no penalty for cancellations made prior to the insertion deadline for that issue. Cancellations are not accepted after the insertion deadline. Cancelled ads will not count toward fulfillment of the frequency rate.

## Newsletter advertisement sizes

**Full page:**

7 <sup>1</sup>/<sub>8</sub>" x 9 <sup>1</sup>/<sub>8</sub>"  
43p x 55p

**1/2 page horiz:**

7 <sup>1</sup>/<sub>8</sub>" x 4 <sup>1</sup>/<sub>2</sub>"  
43p x 27p

**2/3 page vert:**

4 <sup>3</sup>/<sub>4</sub>" x 9 <sup>1</sup>/<sub>8</sub>"  
28p4 x 55p

**1/3 page square:**

4 <sup>3</sup>/<sub>4</sub>" x 4 <sup>1</sup>/<sub>2</sub>"  
28p4 x 27p

**1/3 page vert:**

2 <sup>1</sup>/<sub>4</sub>" x 9 <sup>1</sup>/<sub>8</sub>"  
13p8 x 55p

**1/6 page horiz:**

4 <sup>3</sup>/<sub>4</sub>" x 2 <sup>1</sup>/<sub>8</sub>"  
28p4 x 13p

**1/6 page vert:**

2 <sup>1</sup>/<sub>4</sub>" x 4 <sup>1</sup>/<sub>2</sub>"  
13p8 x 27

**1/12 page:**

2 <sup>1</sup>/<sub>4</sub>" x 2 <sup>1</sup>/<sub>8</sub>"  
13p8 x 13p