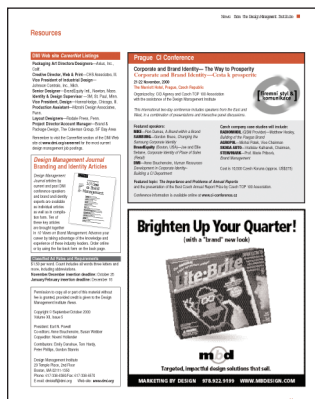


The DMI newsletter is read by over 15,000 design managers, designers, business managers, consultants, and academics who have an interest in design management. Each bimonthly issue contains articles and reports on recent and upcoming happenings in the design world—events and conferences, new books and 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: Bimonthly  
 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)

#### Schedule and deadlines

Summer 2006

Insertion deadline: June 12, 2006

Mailed: July 10, 2006

Fall 2006

Insertion deadline: September 11, 2006

Mailed: October 9, 2006

Winter 2007

Insertion deadline: December 15, 2006

Mailed: January 15, 2007

Spring 2007

Insertion deadline: March 12, 2007

Mailed: April 9, 2007

#### 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.

#### 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.

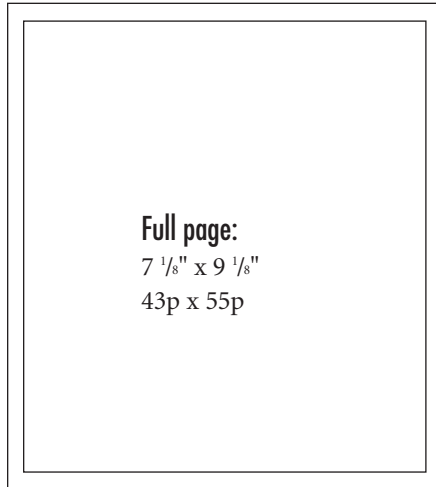
#### Specifications

Digital artwork may be supplied in Quark, Illustrator or PDF 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.

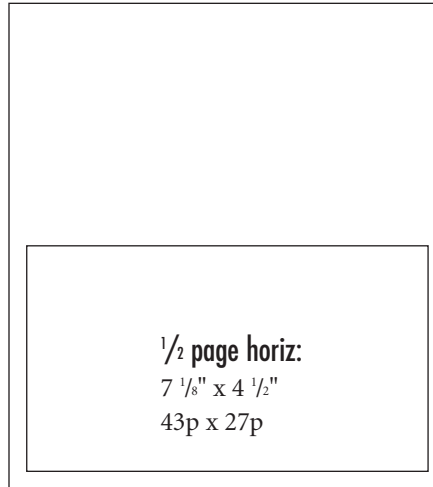
#### Cancellation policy

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.

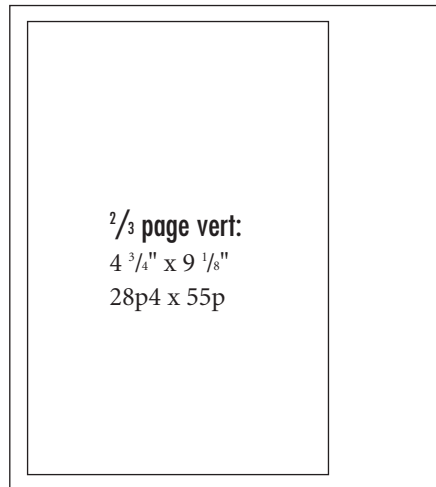
## Newsletter advertisement sizes



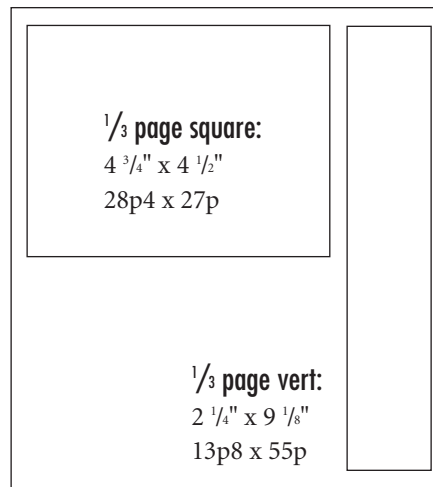
**Full page:**  
7 <sup>1</sup>/<sub>8</sub>" x 9 <sup>1</sup>/<sub>8</sub>"  
43p x 55p



**1/2 page horiz:**  
7 <sup>1</sup>/<sub>8</sub>" x 4 <sup>1</sup>/<sub>2</sub>"  
43p x 27p

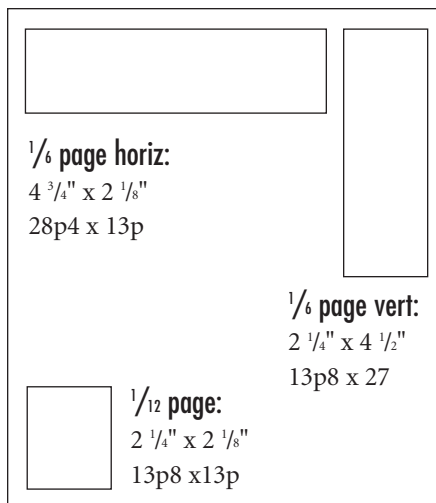


**2/3 page vert:**  
4 <sup>3</sup>/<sub>4</sub>" x 9 <sup>1</sup>/<sub>8</sub>"  
28p4 x 55p



**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