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# DIRECT SELLING NEWS<sup>®</sup>

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2019 MEDIA KIT



**D**IRECT SELLING NEWS is the oldest and most respected publication devoted exclusively to serving executives and decision-makers of direct selling and network marketing companies. We believe deeply in the entrepreneurial opportunities direct selling offers to millions of people from all walks of life, and we strive to serve as a professional voice in support of that mission.

We also believe in the value that supplier companies bring to the channel. Throughout our history, *Direct Selling News* has promoted the business benefits of building partnerships between direct selling organizations and supplier companies. Advertising with *DSN* is the most effective way for supplier companies to build name and brand recognition within the channel, and we are proud to have several advertisers who have been with us since day one.

When you advertise in Direct Selling News, you get:

- **Visibility to decision-makers** in hundreds of direct selling companies leading to further business opportunities.
- **Association with positive, relevant content** that enhances trust—the foundation of all successful relationships.
- **Opportunity to align your brand** as a trusted partner rather than simply another supplier.

DIRECT SELLING NEWS 2019 RATE CARD

**W**E CAN provide a custom, integrated advertising package that meets your budget. To get started, email [advertising@directsellingnews.com](mailto:advertising@directsellingnews.com) or call **972-402-5133**.

AD TYPE	DIMENSIONS	RATE
WEB HALF PAGE	300 x 600	\$30 CPM
WEB SUPER LEADERBOARD	970 X 90	\$25 CPM
WEB LEADERBOARD	728 x 90	\$20 CPM
WEB RECTANGLE	300 x 250	\$20 CPM
WEB TEXT LINES	100 Characters	\$10 CPM
E-NEWSLETTER (monthly)	564 x 69	\$750
E-NEWSLETTER (weekly)	564 x 69	\$600 / \$400 / \$300

*NOTE: Creative for digital can include gif/jpg/png.*

PRINT

SPACE UNIT	OPEN RATE	3X	6X	12X	NON BLEED [W"xH"]	TRIM DIMENSION [W"xH"]	BLEED DIMENSION [W"xH"]
BACK COVER	\$7,500	\$6,800	\$6,000	\$5,300	7.5 x 10	8.125 x 10.625	8.375 x 10.875
PREMIUM [2-page spread]	\$6,900	\$6,200	\$5,500	\$4,800	15.625 x 10	16.25 x 10.625	16.5 x 10.875
INSIDE FRONT COVER	\$5,100	\$4,600	\$4,100	\$3,600	7.5 x 10	8.125 x 10.625	8.375 x 10.875
INSIDE BACK COVER	\$4,300	\$3,900	\$3,400	\$3,000	7.5 x 10	8.125 x 10.625	8.375 x 10.875
PREMIUM PAGE AD	\$4,300	\$3,900	\$3,400	\$3,000	7.5 x 10	8.125 x 10.625	8.375 x 10.875
FULL PAGE SUPER SIZED	\$3,900	\$3,500	\$3,100	\$2,700	See Full Page + 1/3	See Full Page + 1/3	See Full Page + 1/3
FULL PAGE	\$3,300	\$3,000	\$2,600	\$2,300	7.5 x 10	8.125 x 10.625	8.375 x 10.875
1/2 PAGE HORIZONTAL	\$1,900	\$1,700	\$1,500	\$1,300	7.5 x 5	N/A	N/A
1/2 PAGE VERTICAL	\$1,900	\$1,700	\$1,500	\$1,300	3.375 x 10	3.75 x 10.625	3.875 x 10.875
1/3 PAGE	\$1,400	\$1,300	\$1,200	\$1,100	2.875 x 9.625	N/A	N/A
1/4 PAGE	\$1,100	\$1,000	\$900	\$800	3.75 x 5	N/A	N/A
<b>SUPPLIER GUIDE</b> (spread)	\$2,750				13.5 x 9	14.5 x 10	14.75 x 10.25

SPECIALTY

VENDOR DIRECTORY	\$3,000 / 12 months
ADVERTORIAL INSERT [2-pg.]	\$3,800
ADVERTORIAL INSERT [4-pg.]	\$5,000
POLY-BAG INSERT	\$6,500
SIGNATURE SPONSORSHIP	\$7,500

SUPPLIER GUIDE MONTHLY CALENDAR\*

**January** / Branding, Printing & Packaging  
**February** / Legal & Tax  
**March** / Manufacturing & Ingredient  
**April** / Commission Payments Services  
**May** / Software & Technology Solutions  
**June** / Destinations  
**July** / Distribution, Fulfillment & Logistics  
**August** / Credit Card & Payment Processing  
**September** / Event Production  
**October** / Incentives & Recognition  
**November** / Apps & Social Media Services  
**December** / Speakers & Trainers

*NOTE: Supply ad materials in PDF-X1a format. No spot colors, CMYK only. 300 dpi image size preferred. Keep live matter 3/16" (.1875") from trim edge. Include .125" bleed on all sides with crop marks outside the bleed.*

\*Subject to change