

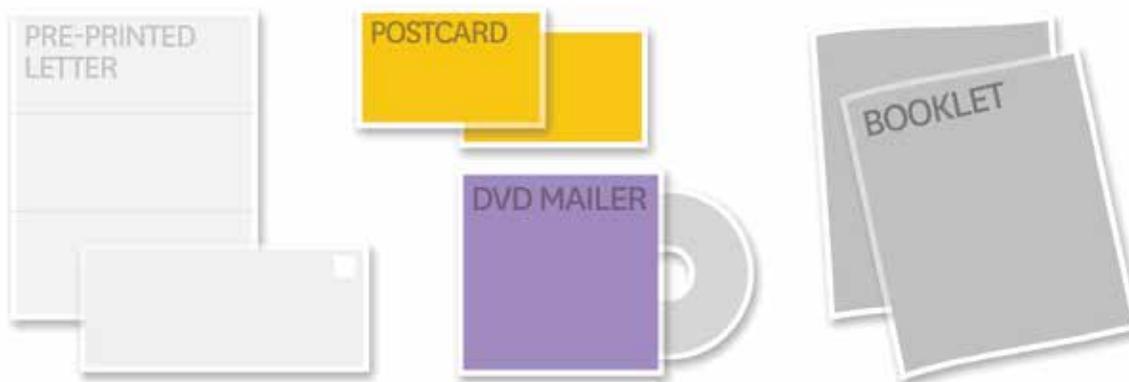
LMGI DIRECT MAIL MARKETING

Mailings to the LMGI Membership

DIRECT MAIL MARKETING

The Direct Mail Marketing Program allows advertisers the ability to reach the entire active membership with your promotional mailer. Best used to notify members of specific, time-sensitive announcements, offers and events, this exclusive access to the membership is the only guaranteed way to have your Direct Mail piece delivered to the homes or offices of every single LMGI member.

BASIC DIRECT MAIL TYPES



PRE-PRINTED LETTER/FLYER | Your pre-printed message enclosed and mailed in a #10 Envelope.

4 X 6 POSTCARD | Your message printed as a 4" x 6" Business Reply Postcard.

DVD MAILER | Your information or demo formatted as a DVD mailer.

BOOKLET OR CATALOG | Your information in a multi-page format.

RATES

Direct Mail prices are calculated using the following three elements:

- 1) Access Fee
 - 2) Handling Fee: For address labeling and any special printing/packaging/processing fees
 - 3) Postage: Based on current USPS rates
- All Direct Mail is sent through a third-party mailing house. Member addresses are not released to the advertiser. Prices are quoted on a case-by-case basis and will vary based on the physical properties (weight and shape) of the piece.
 - All ad messages and content must be first approved by the Guild.
 - Awards-related EBlasts are for Screening Calendars and Screening Invitations only. For Your Consideration messages are allowed in the organization's Print publications and Web advertising opportunities.



LMGI PUBLICATION INSERTS

LMGI Compass & LMGI Membership Directory

INSERT MARKETING

Publication Inserts allow advertisers to use the official member publications of the LMGI to carry and deliver their promotional materials to the membership. This method can have more impact than a regular direct mailing, as it benefits by arriving in a vehicle that has the pre-qualified interest of this exclusive membership, and is more likely to be noticed.

BASIC INSERT TYPES



BLOWN-IN | A pre-printed, single card or flyer loosely inserted between the pages of the issue.

STITCHED-IN OR BOUND-IN | Attached in the binding of the publication (either by staple or glue), this can be a card, single-page or multi-page gatefold advertisement.

DVD OR BOOKLET | Items that cannot be Blown-in or Stitched-in/Bound-in must accompany the publication via a polybag or plastic wrap around the publication.

ART PRODUCTION

If you do not have a pre-printed Insert piece, we can provide production and printing services for you. All artwork production and printing is quoted on a case-by-case basis. Please contact us to discuss your needs.

PUBLICATION INSERT RATES | are assessed pre-project, based on the following three factors.

- A flat access fee equivalent to the 1x Back Cover rate of the publication.
- The cost for physically inserting the promotional piece.
- Any additional postage costs created by including the piece.

Please contact our office to discuss your Insert needs and obtain a specific quote.



LMGI ANNUAL PARTNERSHIPS

Corporate Partner Opportunities with the LMGI

ANNUAL PARTNERSHIPS

BECOME AN ANNUAL CORPORATE PARTNER OF THE LOCATION MANAGERS GUILD INTERNATIONAL: Corporate Partners enjoy the greatest level of visibility and the deepest association with the LMGI and its membership. A customized annual Corporate Partnership typically includes a mix of LMGI print, digital and event properties, while providing top tier branding and advertising opportunities throughout the year with the LMGI membership.

Revenue from our LMGI Corporate Partners provides critical support and fundraising for the organization's overall efforts. This allows LMGI to provide benefits to members via LMGI screenings, educational workshops, awards shows, publications and website, while increasing its industry profile and influence.

LMGI CORPORATE PARTNERSHIPS CAN INCLUDE COMBINATIONS OF SPONSORSHIP, BRANDING AND ADVERTISING OF THE FOLLOWING:

PRINT:

- LMGI Compass*
- LMGI Membership Directory*
- LMGI Awards Tribute Book*

DIGITAL:

- www.locationsmanager.org banner ads
- LMGI Compass* digital/tablet version
- Eblast to LMGI membership

EVENTS:

- LMGI Awards Show
- LMGI Member Events & Screenings

ADDITIONAL MARKETING:

- Direct Mail to LMGI membership
- Inserts in *LMGI Compass* or *LMGI Membership Directory*

Please contact us to discuss your objectives for a customized partnership proposal.

