

DMA Government Affairs Membership — Sustaining Level — \$20,000

Available to enterprise marketing companies that want to support and be kept informed of DMA Government Affairs and Corporate Responsibility initiatives. This membership will ensure that your organization is following best practices while supporting the DMA lobbying activities in all the marketing channels at both the state and federal level.

1. Full access to DMA Corporate Responsibility Resource Center (see www.dmaresponsibility.org)
 - DMA Self-Regulatory & Compliance Tools
 - Includes DMAchoice membership benefits
 - Access to Compliance Webinars at no cost
 - DMA Environmental Resource Center (see www.dmaresponsibility.org/environment)
 - Includes the Green 15 Toolkit & Recycle Please
 - DMA Monthly Triple Bottom Line Bulletin —
 - Monthly newsletter with the latest news and information on ethics/compliance, social responsibility, and environmental matters affecting multi-channel marketers
 - Access to DMA EU Safe Harbor Program at member rates
2. Monitor DMA Advocacy Initiatives
 - Newsletters that keep you informed
 - Direct from Washington — Weekly newsletter on Federal and State Affairs issues impacting the use of direct marketing.
 - Politically Direct — Quarterly newsletter designed to keep DMA members informed and involved in the politics and policies that impact them today — and ahead of the curve on developments that will affect them tomorrow.
 - Issues Brief — Issue Briefs will give you an overview and status of the current issues
 - Participate in DMA's Legislation Action Center — Information on your elected officials: how they voted on key bills. E-mail them directly. In addition, there is a full listing of legislative committees.
 - Participation in "Hill Days" — member visits with key members of congress
 - Webinars that address timely specific issues

DMA Government Affairs Membership — Leadership Level — \$35,000

Available to enterprise marketing companies that want to be fully engaged with DMA Government Affairs and Corporate Responsibility initiatives. This membership provides a seat at the table to have direct input into the formulation of DMA positions and policies.

1. Benefits include all of the "sustaining level" membership plus:
 - Quarterly personal phone call with DMA Government affairs SVP or EVP
 - Free participation in DMA's EU Safe Harbor Program (a \$3,000 credit)
 - Review of marketing materials for compliance with DMA's Commitment to Consumer Choice (CCC), access to DMA's staff help line on compliance matters
 - Participation in Direct Comment, the process for making changes to DMA's ethical guidelines
 - Invitation to DMA's annual Joint Ethics Committee meeting and DMA's Earth Day events
 - Compliance Officer Network participation — Designate a compliance officer who will receive DMA compliance alerts and serve as a point of contact for consumer inquiries/DMA ethics matters.

COMPANY INFORMATION

Company Name:

Address:

City:

State:

Zip:

Phone:

Website:

DMA COMMITMENT TO CONSUMER CHOICE

All members are expected to adhere to DMA's Guidelines for Ethical Business Practice. All membership applications and renewals are subject to review and approval by the DMA Board of Directors.

MEMBER INFORMATION

Name:

Title:

Address:

City:

State:

Zip:

Phone:

Email Address:

PAYMENT INFORMATION

Please indicate payment method: DMA membership is for a one-year period and must be renewed annually.

Amex Visa MasterCard Discover Check Enclosed Bill Me

Card No:

Expiration Date:

Membership Level: Sustaining Leadership

Amount Due:

I certify that I have read and completed all parts of this application and agree to pay the appropriate membership dues.

Member signature

Date:

Please do not email this form if you are providing credit card information.

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