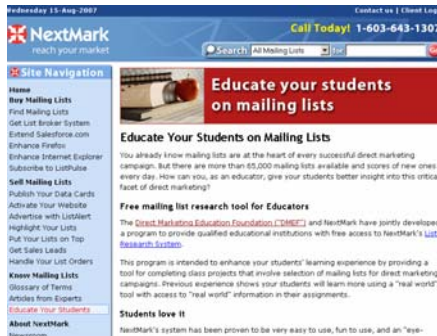


RESOURCES

- ad labs: <http://adlab.msn.com>
- adCenter: <https://adcenter.microsoft.com/>
- Interactive Advertising Bureau: www.iab.net
- Comscore/Hitwise (may be available through your school's library)
- Emarketer/Forester research (may be available through your school's library)
- adExcellence: <http://advertising.microsoft.com/adExcellence>
 - (watching these videos is highly recommended. The Certification Exam is optional.)

The NextMark Mailing Lists Research System – The DMEF's List Research Tool

DMEF and NextMark have jointly developed a program to provide educational institutions participating in the Collegiate ECHO challenge with free access to NextMark's List Research system. This program is intended to enhance the student's learning experience by providing a tool for completing class projects that involve list selection.



To **sign up for your access**, faculty advisors (if applicable) and team leaders (of teams working without a faculty advisor) may submit the "Sign-up Sheet" at <http://www.nextmark.com/education>. A representative will contact you. In addition to receiving free access to the system, the faculty advisors and team leaders will have the option to attend training webinars. (Under "Educator Sign Up Sheet," Team Leaders should indicate "Team Leader" under "Your Teaching Position.")

About the System

The NextMark list research system enables you to quickly find responsive lists. Its database of thousands of data cards represents virtually all lists on the market including postal, email, telephone, and insert media. The database is updated continually every day so you always have access to the most current information. You access this database through a powerful and easy-to-use web interface. Its search engine provides relevance-ranked results and many advanced options to pinpoint the lists that will produce the best results.

Recommended Direct/Interactive Marketing Texts, Useful Websites, And Resources

Free subscriptions:

DM News

Considered by many to be the paper of record of the direct/interactive marketing industry, for an array of their DM News' free email newsletters, visit: <http://www.dmnews.com/Newsletters>

Target Marketing

This magazine is an authoritative source direct/interactive marketers turn to for hands-on, how-to information. Visit: www.targetmarketingmag.com

Marketing Sherpa

Marketing Sherpa provides a good weekly summary of how-to articles on direct/interactive marketing. Visit: www.marketingsherpa.com.



Additional resources:

- If your campaign will be using direct mail, check out www.usps.com/directmail.
- For a direct/interactive marketing bibliography, visit the DMEF <http://www.directworks.org> . Many of these books are available in business libraries.
- These websites also provide useful news and best practices articles:
 - Direct magazine: www.directmag.com
 - Multichannel Merchant magazine: www.multichannelmerchant.com

ROI (RETURN ON INVESTMENT) BIBLIOGRAPHY

Recommended Texts for Learning to Measure ROI (Return on Investment) and Other Financial Information

1. Brealey Myers-Principles of Corporate Finance 7th Edition
2. Bodie, Kane and Marcus-Investments Sixth Edition ISBN: 0-07-286178

For further information, visit the DMA Bookstore (<http://www.the-dma.org/bookstore>). Many of these books are available in business libraries.