

## **Deliver<sup>®</sup> Top Picks Contest FAQs**

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**Q: What is *Deliver* magazine?**

A: *Deliver* was first launched in February 2005. As the first publication of its kind from the U.S. Postal Service, the objective of this custom publication is to provide valuable information to its key audience – business marketers – and to generate new, positive perceptions about the use of direct mail when used to solve marketing challenges. The magazine is published six times a year. The web site, [www.delivermagazine.com](http://www.delivermagazine.com), launched in February 2007, is updated weekly with a mix of web-exclusive content, online surveys, reader interactivity and community-serving elements.

**Q: What is the *Deliver* Top Picks Contest?**

A: *Deliver* “Top Picks” is an opportunity for marketers in various disciplines to share their professional feats among their peers and earn recognition among the marketing community as a whole.

**Q: Why did *Deliver* create the Top Picks contest?**

A: *Deliver* magazine has served as the first and only magazine that provides strategic insights on the application and value of direct marketing. With a circulation of more than 350,000, *Deliver* continues to garner positive feedback and praise from its readers. The *Deliver* Top Picks contest encourages the magazine's readers and marketers in various disciplines to share their professional achievements with their peers and earn recognition among the marketing community.

**Q: How were entries submitted?**

A: A call for entries was announced in the September 2006 issue of *Deliver* magazine, directing people to visit the magazine's web site for complete rules, information and timelines. Entries were submitted free of charge and open to businesses of all sizes. Companies were limited to three entries in an industry category: technology, auto, financial services, personal services or retail.

**Q: Who judged the contest?**

A: A panel of experts in the field of marketing/direct marketing served as judges for the Top Picks contest. Judges included Steve Hall of AdRants.com, from the marketing blog industry, Larry Kimmel of G2 Direct, from the direct marketing industry and *Deliver's* former editor, Patrick O'Connell. Judges examined creative use of direct mail, relevance to other marketing channels and results achieved.

**Q: What do the winners receive?**

A: The contest has a first-place winner and two runners-up. Winners were featured in the 14th issue of *Deliver* magazine, published in May. There is no monetary award.

**Q: Who is the existing core audience of *Deliver*?**

A: *Deliver's* key readers include C-suite level executives, sales/marketing executives and advertising professionals.

**Q: Who can subscribe to *Deliver*?**

A: Everyone interested in marketing strategies. Marketing professionals should visit [delivermagazine.com](http://delivermagazine.com) and click on "Subscribe" to be added to the subscription list at no cost. Others may purchase hard copies for \$3.95 per issue by sending requests to: *Deliver*, Subscription Center, 30400 Van Dyke Ave., Warren, MI 48093-2316. This cost includes shipping and handling.