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**Direct Effect Media  
Services, Inc.**

# News Release

## **Direct Effect Media Services to represent Dynamic Zones International web properties**

Representation agreement includes all online ad inventory as well as opt-in email lists reaching website and applications programmers.

**San Diego, CA, January 7, 2006:** Direct Effect Media Services, Inc. today announced it had signed an agreement with Dynamic Zones International BV, to represent the advertising inventory of five websites owned by The Netherlands-based web publisher. The agreement has Direct Effect Media Services representing site ad inventory offering over 2 million ad impressions per month as well as e-newsletter and e-magazine advertising inventory and dedicated opt-in email lists to over 145,000 subscribers.

“These properties are a perfect fit for us,” Bernie Ryan, president of Direct Effect Media Services, said. “Our specialty as media buyers and list brokers has for years been tech, particularly in targeting software developers and IT professionals,” Ryan said. “We’re a boutique firm and these are boutique properties.”

The main website, DMXzone.com has over 300,000 registered members and receives on average 30,000 unique visitors daily. The site provides web programmers and software developers building rich-media applications and websites with a community where they can interact with other developers, download extensions and tutorials, purchase books, learn new programming techniques, and much more. Companion sites, or portals, target developers working with specific development tools such as Flash, Fireworks, ASP.Net, and Cold Fusion. Total network membership exceeds 550,000 worldwide.

“The Monthly e-magazine is subscription-based and currently goes to about 10,000 readers worldwide,” said Ryan. “It’s a true magazine in electronic format, typically 70-plus pages per issue,”

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according to Ryan, but with the kinds of advertising formats only electronic can offer: “Advertisers can get really creative in terms of format,” he said. “Interactive ads, animations, and even Quick Time movie advertising is available,”

The dedicated email opportunities will be available once per week and are offered on a CPM basis with a minimum send of 10,000 emails. “Pricing will be volume-based,” Ryan said. “Advertisers renting the entire volume of 145,000 emails will be paying about 15 cents per email.”

Site inventory and newsletter sponsorship banners are also priced on a CPM-basis. The DMX Zone monthly e-magazine ads are priced as print advertising is priced: per page or fractional page. Frequency discounts are available.

For information, rates, and availability contact Bernie Ryan at [bryan@directeffectmedia.com](mailto:bryan@directeffectmedia.com) or call 760-943-9103.

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