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**Direct Effect Media  
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# News Release

## **Direct Effect Media Services Offers Zoom-In Online Opt-In Email List**

**Carlsbad, Ca, August 29, 2008:** Direct Effect Media Services announced today an agreement to manage Zoom-In Online's dedicated opt-in email list. Zoom-In Online is a rapidly growing community of creative professionals interested in film, photography, audio production, and graphic design.

With over 150,000 registered users – and growing rapidly – Zoom-In offers advertisers a technically savvy, creative audience at the forefront of the digital media revolution. It's an audience that has embraced all the newest technologies which have shaken the media landscape and changed not only the ways in which media is consumed, but how it is created and distributed. They use all of the popular creative software tools such as Apple® Final Cut Studio®, Adobe® Premiere®, Adobe After Effects®, Flash®, Avid Xpress and more to create film, video, print and web designs.

This opt-in email list reaches over 150,000 registered users that are interested in receiving information about a wide variety of digital technology products. Users of this list will include advertisers that offer products and services relating to multimedia and creativity software, computer products, hardware, software, educational opportunities,

**-more-**

stock photos and footage, and much more. The base price of this list is \$315/m and has a minimum send order of 10,000. Recognized list brokers receive a 20% commission.

For more information please contact Bernard Ryan at [bryan@directeffectmedia.com](mailto:bryan@directeffectmedia.com) or Ryan Miller at [rmiller@directeffectmedia.com](mailto:rmiller@directeffectmedia.com) .

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**For Immediate Release**