

**Contact: Bernard Ryan**  
Direct Effect Media Services, Inc.  
Phone 760.943.9103  
Fax 760.943.9179  
E: bryan@directeffectmedia.com

1042B N El Camino Real 329  
Encinitas, Ca 92024  
www.directeffectmedia.com

**Direct Effect Media  
Services, Inc.**

# News Release

## **Direct Effect Media Services Offers Animation World Network Opt-in Email**

**Carlsbad, CA, October 26, 2006:** Direct Effect Media Services, Inc. today announced an agreement with AWN, Inc. to manage its dedicated opt-in email program.

Animation World Network is the largest animation-related publishing group on the Internet, providing readers relevant, helpful information pertaining to all aspects of animation – from the art and craft of animation to visual effects, 3D, gaming and computer graphics, as well as production, distribution, technologies, and licensing.

The opt-in email list of nearly 100,000 reaches animators, visual effects artists, interactive content developers, graphic designers, as well as motion picture, TV and production studio executives and management. Over 72% are directly involved in producing animation. The list is derived from registrations at AWN as well as subscribers AWN e-mail newsletters – *Animation Flash*, *AWN Spotlight*, and *VFX Newswire*.

Usage of the list will be limited to advertisers offering products and services related to the interests of this niche audience: Computer hardware and software for use in creating digital animation; festival and trade show producers; and production/post-production services are examples. Base price of the list is \$200/M net with a minimum send of 15,000.

Other opt in email programs managed by Direct Effect Media Services include JavaLobby-EclipseZone, DMXZone, and Sales Training Camp.

For more information contact Allison Tahara ([atahara@directeffectmedia.com](mailto:atahara@directeffectmedia.com)) or Bernie Ryan ([bryan@directeffectmedia.com](mailto:bryan@directeffectmedia.com)). The phone number is 760.943.9103.

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**For Immediate Release**