# DIRECTMARKETING PLEASE VISIT WWW.DMN.CA SOUTCEDOOK PUBLISHED ANNUALLY

**NOW AVAILABLE!** *info*CANADA \*\* **DAILY UPDATES ON NEW BUSINESSES** & NEW MOVERS

Be the first to reach these hot new prospects

866-922-2553 infoCANADA.ca

## table of contents

#### MAIN LISTINGS INDEX .....

Alphabetical listings of more than 500 marketing suppliers. Locate specific listings categorized by the primary service or product.

| Associations & Industry Organizations               | 14 |
|---|----|
| Alternative DM Media/DRTV/Mobile/Text/Word of Mouth | 16 |
| Call Centres/Contact Centres/Customer Services      | 19 |
| Canada Post Recognized Mail Prep Software           | 23 |
| Data Management/Entry/Merge-Purge                   |    |
| Coupons/Sampling/Co-op Mailing/Flyers               | 25 |
| CRM or Business Intelligence Software & Systems     |    |
| Data Mining/Segmentation/Analytics                  | 29 |
| Database Marketing/Loyalty Marketing Specialist     | 32 |
| Direct Marketing Agency                             | 35 |
| Distribution & Delivery Services                    |    |
| DM Creative, Copy & Design                          | 44 |
| DM Executive Recruitment, Search, Staffing          |    |
| DM Printing   |    |
| Email Campaign Management & Delivery                |    |
| Enhancing/Appending Data Services                   | 53 |
| Envelopes & Dimensional Mailers                     |    |
| Fund Raising & Not-For-Profit Specialists           | 55 |
| Fulfillment Services                                |    |
| GIS & Geodemographics/Location Intelligence         |    |
| Incentives/Gift Cards/Reward Programs               |    |
| List Manager/Owner/Compiler                         |    |
| List Broker   |    |
| Mail Prep Equipment & Mail Processing Equipment     |    |
| Mailing House/Lettershop/Mail Services              | 65 |
| Management Consultant (Strategy, Privacy, etc)      |    |
| Marketing/Market Research/Surveys/Polls             |    |
| Online Advertising Network                          |    |
| Payment Processing/Credit & Order Management        |    |
| Premiums/Sales Promotion                            |    |
| Search Engine Marketing                             |    |
| Variable Imaging/1 to 1 Printing/Custom Printing    |    |
| Web Analytics/Tracking                              |    |
| Voice Broadcast/Voice-Based Lead Generation         | 80 |
| ADVERTISERS INDEX                                   | 13 |

#### **DIRECT** MARKETING

#### **DM INDUSTRY SOURCEBOOK 2009**

Supplement to Direct Marketing

Direct Marketing is published by Lloydmedia Inc., 302-137 Main St. N Markham ON L3P 1Y2 Canada 800.668.1838 • 905.201.6600 • f: 905.201.6601 e: home@dmn.ca · www.dmn.ca

**PRESIDENT** Steve Lloyd steve@dmn.ca

MedeGroup m.demi@medegroup.com PUBLISHER ACCOUNT MANAGER **Mark Henry** Peter O'Desse

DESIGN/PRODUCTION

peter@dmn.ca

mark@dmn.ca **EDITOR** Pat Atkinson pat@dmn.ca

Direct Marketing is published monthly, 12 times a year, plus the DM Industry Source Book, and may be obtained through paid subscription. Rates are as follows:

Canada: 1 year (12 issues, \$48+GST) 2 years (24 issues, \$70+GST) U.S.: 1 year (12 issues, \$60) 2 years (24 issues, \$100)

Direct Marketing is an independently-produced publication, not affiliated in any way with any association or organized group, nor with any publication produced either in Canada or the U.S.

Member of:

**Direct Marketing Association of Toronto** 

#### POSTMASTER:

Please send all address changes and return all undeliverable copies to:

#### Lloydmedia Inc.

302 - 137 Main Street North, Markham ON L3P 1Y2

Canada Post Canadian Publications Mail Sales Product Agreement No.176583

#### THINKING OF MAILING TO THESE NAMES?

For information about renting the names listed in this guide, as well as a universe of over 20,000 marketing professionals, call Lloydmedia Inc. at 905.201.6600 or 800.668.1838

#### **NOTICE OF COPYRIGHT & LIST RENTAL AGREEMENTS:**

The entire contents of this publication is protected by copyright. It is illegal to reproduce any of the contents without written permission of the publisher. It is also prohibited to enter the data contained in this directory into any form of storage and retrieval system. Violators will be prosecuted in full.

COMPANY CATEGORY PAGE COMPANY CATEGORY PAGE

The following is an alphabetical listing of all organizations and companies contained in this guide. Each listing is categorized by the primary service or product supplied by the company or organization. For cross references, please refer back to the main listing for details, contacts and descriptions. Suppliers from the U.S. have only been listed when the company or organization is a member of a Canadian association, has Canadian offices, is known to supply to the Canadian market, or has specifically requested to be listed.

| 24-7 INTOUCH                         | Customer Service & Contact Centre Services                          | 19  |
|--------------------------------------|---|-----|
|                                      | Email Campaign Management & Delivery                                |     |
| 3M CANADA COMPANY                    | Envelopes & Dimensional Mail Products                               | 54  |
| A                                    |   |     |
| ==                                   | Management Consultant (Strategy/Privacy/Tactics/Etc)                | 70  |
|                                      | Associations & Industry Organizations                               |     |
| ABER GROUP, THE                      | Direct Marketing Agency   | 42  |
| ACCENTURE CANADA                     | Management Consultant (Strategy/Privacy/Tactics/Etc)                | 70  |
| ACHIEVEGLOBAL                        | Customer Service & Contact Centre Services                          | 19  |
|                                      | Data Mining/Analytics/Segmentation/Modelling                        |     |
|                                      | Flyers/Coupons/Coop Mailing/Inserts                                 |     |
|                                      | Mailing House/Lettershop/Full Service                               |     |
|                                      | Alternative DM Media (DRTV/Mobile/Text/Place)                       |     |
|                                      | CRM & BI System & Services  |     |
|                                      | Marketing Research/Polls/Surveys                                    |     |
| ADDRESS-ALL MAILING SERVICES LID     | Fulfillment/Shipping/Processing                                     | اکا |
|                                      | Flyers/Coupons/Coop Mailing/Inserts                                 | 23  |
| ADVANTEX MARKETING                   |   |     |
|                                      | Database Marketing & Loyalty Marketing Services                     |     |
| ADVERTISING STANDARDS CANADA         | Associations & Industry Organizations                               | 14  |
|                                      | Database Marketing & Loyalty Marketing Services                     |     |
|                                      | Associations & Industry Organizations                               |     |
|                                      | DM Creative/Copy/Design   |     |
|                                      | Direct Marketing Agency   |     |
|                                      | Management Consultant (Strategy/Privacy/Tactics/Etc)<br>DM Printing |     |
|                                      | Database Marketing & Loyalty Marketing Services                     |     |
|                                      | Incentives/Rewards/Gift Cards                                       |     |
|                                      | Associations & Industry Organizations                               |     |
|                                      | Envelopes & Dimensional Mail Products                               |     |
|                                      | Direct Marketing Agency   |     |
|                                      | List Manager/Owner/Complier   |     |
|                                      | CRM & BI System & Services  |     |
| ALTERNATIVE INT'L                    | ,   |     |
| MAILING SOLUTIONS INC                | Mailing House/Lettershop/Full Service                               | 65  |
| AMERICAN MARKETING ASSOCIATION       | Associations & Industry Organizations                               | 14  |
|                                      | DM Printing   |     |
| AMERICAN EXPRESS INCENTIVE SERVICES. | Incentives/Rewards/Gift Cards                                       | 58  |
| AMERICAN LIST COUNSEL                | List Manager/Owner/Complier   | 61  |
| AMI                                  | DM Printing   | 48  |
|                                      | Data Management Services & Systems                                  |     |
| ANDREWS MAILING SERVICE              | Mailing House/Lettershop/Full Service                               | 65  |
| ANGOSS SOFTWARE CORPORATION          | Data Mining/Analytics/Segmentation/Modelling                        | 29  |
|                                      | Email Campaign Management & Delivery                                |     |
|                                      | Alternative DM Media (DRTV/Mobile/Text/Place)                       |     |
| APPLECORE INTERACTIVE                | Web Analytics/Tracking/Measurement                                  | /9  |
|                                      | DM Creative/Copy/Design   | 44  |
| AQUENT MARKETING                     | DM Executive Recruitment/Search/Staffing                            | 40  |
|                                      | Direct Marketing Agency   |     |
|                                      |   |     |
|                                      |   |     |
|                                      | Incentives/Rewards/Gift Cards                                       |     |
|                                      | Data Mining/Analytics/Segmentation/Modelling                        |     |
|                                      | Database Marketing & Loyalty Marketing Services                     |     |
|                                      | Direct Marketing Agency   |     |
|                                      | Fundraising & Not-For-Profit Agencies                               |     |
|                                      | Fundraising & Not-For-Profit Agencies                               |     |
|                                      | Search Engine Marketing/Advertising                                 |     |
|                                      | Alternative DM Media (DRTV/Mobile/Text/Place)                       |     |
| ASSETPRINT                           | Customer Service & Contact Centre Services                          | 19  |
| ASSETPRINT                           | Canada Post Recognized Mail Prep Software                           | 23  |
|                                      | Flyers/Coupons/Coop Mailing/Inserts                                 |     |
| ASSETPRINT                           | Database Marketing & Loyalty Marketing Services                     | 32  |

| ASSETPRINT                     | Direct Marketing Agency                              | 3 |
|--------------------------------|--|---|
| ASSETPRINT                     | Distribution & Delivery Services                     | 4 |
| ASSETPRINT                     | DM Executive Recruitment/Search/Staffing             | 4 |
| ASSETPRINT                     | Email Campaign Management & Delivery                 | 5 |
| ASSETPRINT                     | Fulfillment/Shipping/Processing                      | 5 |
| ASSETPRINT                     | Mailing House/Lettershop/Full Service                | 6 |
| ASSETPRINT                     | VDI/VDP/One to One/Customized Print                  | 7 |
| ASSISTUS                       | CRM & BI System & Services                           | 2 |
| ASSOCIATION OF                 |  |   |
| CANADIAN ADVERTISERS           | Associations & Industry Organizations                | 1 |
| ASSOCIATION OF REGISTERED      |  |   |
|                                | Associations & Industry Organizations                |   |
|                                | Customer Service & Contact Centre Services           |   |
|                                | Customer Service & Contact Centre Services           |   |
|                                | Direct Marketing Agency                              |   |
|                                | Payment Processing/Credit/Order Systems              |   |
|                                | Fulfillment/Shipping/Processing                      |   |
|                                | DM Printing  |   |
|                                | Customer Service & Contact Centre Services           |   |
|                                | Database Marketing & Loyalty Marketing Services      |   |
|                                | Database Marketing & Loyalty Marketing Services      |   |
| AZOOGLE NETWORK                | Marketing Research/Polls/Surveys                     | 7 |
|                                |  |   |
| В                              |  |   |
|                                | DM Creative/Copy/Design                              |   |
|                                | Alternative DM Media (DRTV/Mobile/Text/Place)        |   |
|                                | Management Consultant (Strategy/Privacy/Tactics/Etc) |   |
|                                | Direct Marketing Agency                              |   |
|                                | DM Creative/Copy/Design                              |   |
| BANKS & DEAN                   | DM Executive Recruitment/Search/Staffing             | 4 |
| BARBADOS INVESTMENT            |  |   |
|                                | Customer Service & Contact Centre Services           |   |
|                                | DM Creative/Copy/Design                              |   |
| BARNES MARKETING & ASSOC. INC. | Management Consultant (Strategy/Privacy/Tactics/Etc) | 7 |
| BASE CONSULTING                |  |   |
| AND MANAGEMENT INC             | Management Consultant (Strategy/Privacy/Tactics/Etc) | 7 |
| BASSETT DIRECT                 | DM Printing  | 4 |
| BATTLEFIELD GRAPHICS           | DM Printing  | 4 |
|                                | Direct Marketing Agency                              |   |
|                                | . Associations & Industry Organizations              |   |
|                                | Management Consultant (Strategy/Privacy/Tactics/Etc) |   |
|                                | DM Creative/Copy/Design                              |   |
| BEAKBANE MARKETING INC         | DM Creative/Copy/Design                              | 4 |
| BEAUCHEMIN                     |  |   |
|                                | Direct Marketing Agency                              |   |
|                                | Customer Service & Contact Centre Services           |   |
|                                | Associations & Industry Organizations                |   |
| BELL CANADA                    | Customer Service & Contact Centre Services           | 2 |
|                                | Incentives/Rewards/Gift Cards                        |   |
| BEVERLEY HOWELL & ASSOCIATES   | Fundraising & Not–For–Profit Agencies                | 5 |
|                                | Direct Marketing Agency                              |   |
|                                | Associations & Industry Organizations                |   |
| BLACK ROCK MARKETING GROUP     | Direct Marketing Agency                              | 3 |
|                                | Fundraising & Not-For-Profit Agencies                |   |
|                                | Direct Marketing Agency                              |   |
|                                | Direct Marketing Agency                              |   |
| BLITZ DIRECT & DATA            | Database Marketing & Loyalty Marketing Services      | 3 |
| BLITZ PROMOTION DATA DIRECT    | Direct Marketing Agency                              | 3 |
|                                | Incentives/Rewards/Gift Cards                        |   |
| BLUE NORTH STRATEGIES INC      | Database Marketing & Loyalty Marketing Services      | 3 |
| BLUE OCEAN CONTACT CENTRES     | Customer Service & Contact Centre Services           | 2 |
| BLUEPRINT FUNDRAISING          |  |   |
| & COMMUNICATIONS               | Fundraising & Not-For-Profit Agencies                | 5 |
|                                |  |   |
| BLUESTREAM DATABASE            |  |   |
| SOFTWARE CORP                  | CRM & BI System & Services                           |   |

| COMPANY  | CATEGORY  | PAGE |
|--|---|------|
| BMR GROUP  | Database Marketing & Loyalty Marketing Services | 32   |
| BOIRE FILLER GROUP                               |   |      |
| BOS TORONTO                                      |   |      |
| BOWE BELL & HOWELL LTD                           | Mail Prep/Mail Processing Equipment             | 64   |
| BOWNE MARKETING &                                |   |      |
| BUSINESS COMMUNICATIONS                          | 3   |      |
| BOXPILOT, INC.                                   |   |      |
| BRADFORD DIRECT INCBRAND 360° STRATEGIES, INC    | Malling House/Lettersnop/Full Service           |      |
| BRANDEDGE  |   |      |
| BREININGER & ASSOCIATES                          |   |      |
| BRITISH COLUMBIA ASSOCIATION                     | greengreen                                      |      |
| OF INTEGRATED MRKTRS                             | Associations & Industry Organizations           | 14   |
| BROADVIEW NETWORKS                               |   |      |
| BRYAN AND WHITMORE                               |   |      |
| COMMUNICATION INC                                | 3   |      |
| BUILDINGSALESTEAMS.COM                           |   |      |
| BUSINESS GUIDANCE SYSTEMS INC                    | Data Mining/Analytics/Segmentation/Modelling    | 29   |
| BUSINESS INFORMATION                             | E-14  |      |
| GROUP/SCOTT'S DIRECTORIES                        |   |      |
| BUSINESS OBJECTS                                 |   |      |
| BZZAGENT   | инсстивненну луспсу                             | 50   |
| c  |   |      |
| CANADA NEWSWIRE                                  | Alternative DM Media (DRTV/Mobile/Text/Place)   | 16   |
| CANADA POST BORDERFREE                           |   |      |
| CANADA POST CORPORATION                          |   |      |
| CANADADIRECT DATABASE                            | ,   |      |
| MARKETING INC                                    | Customer Service & Contact Centre Services      | 20   |
| CANADADIRECT                                     |   |      |
| DATABASE MARKETING INC                           | Data Management Services & Systems              | 23   |
| CANADADIRECT                                     |   |      |
| DATABASE MARKETING INC                           | Data Mining/Analytics/Segmentation/Modelling    | 29   |
| CANADADIRECT                                     |   |      |
| DATABASE MARKETING INC                           |   |      |
| CANADAPLUS.COMCANADIAN ASSOCIATION               | marketing kesearcn/Polis/Surveys                | /3   |
| OF INTERNET PROVIDERS                            | Accoriations & Inductor Organizations           | 1/   |
| CANADIAN FRANCHISE ASSOCIATION                   | , ,   |      |
| CANADIAN HEALTHCARE ASSOCIATION                  |   |      |
| CANADIAN INTERNET                                |   |      |
| REGISTRATION AUTHORITY                           | Associations & Industry Organizations           | 14   |
| CANADIAN LIST BROKERS                            | List Manager/Owner/Complier                     | 61   |
| CANADIAN MAILING MACHINES                        |   |      |
| CANADIAN MARKETING ASSOCIATION                   |   |      |
| CANADIAN MEDIA NETWORK                           |   |      |
| CANADIAN PRINTING RESOURCES                      |   |      |
| CANADIAN PRINTING RESOURCES                      |   |      |
| CANADIAN STANDARDS ASSN                          | , ,   |      |
| CANADIAN TIRE GIFT CARDSCANADIAN TIRE GIFT CARDS |   |      |
| CANARY DIRECT MARKETING                          |   |      |
| CANLAW   | 9 9 7   |      |
| CANPAGES   |   |      |
| CANPAGES   | ,   |      |
| CANWEST MEDIAWORKS (CANADA.COM)                  |   |      |
| CAPITAL C COMMUNICATIONS                         | ,   |      |
| CAPTIVE INTERACTIVE                              |   |      |
| CARAT CANADA INC                                 |   |      |
| CARLSON MARKETING CANADA                         | Data Mining/Analytics/Segmentation/Modelling    | 30   |
| CARLSON MARKETING CANADA                         |   |      |
| CARLSON MARKETING CANADA                         |   |      |
| CARLSON MARKETING CANADA                         |   |      |
| CAROUSE COMMUNICATIONS                           | ., ,  |      |
| CASALE MEDIA INC                                 |   |      |
| CASCADA MORIJE                                   |   |      |
| CASCADA MOBILE                                   |   |      |
|  |   |      |
| CATEGORY FIVE                                    |   |      |
|  |   |      |

| COMPANY   | CATEGORY   | PAGE |
|---|--|------|
| CENTREPOINT                                       | Fundraising & Not-For-Profit Agencies                | 55   |
| CENTTRIC MARKETING SYSTEMS                        | Customer Service & Contact Centre Services           | 20   |
| CERIDIAN CANADA LTD.                              |  |      |
| CF PRODUCTION MANAGEMENT                          | 3 3 7  |      |
| CHAD MANAGEMENT GROUP                             |  |      |
| CHALK MEDIA                                       |  |      |
| CHALKBOARD MARKETINGCHANNEL 500 INC.              | 3 3 7  |      |
| CHANNEL SOUTHC.  CHASE CARD SERVICES              |  |      |
| CHESSIE LISTS INC                                 |  |      |
| CHEXX INC.  |  |      |
| CHILL MEDIA INC.                                  |  |      |
| CINEPLEX MEDIA                                    | Alternative DM Media (DRTV/Mobile/Text/Place)        | 16   |
| CIRCUMFERENCE                                     |  |      |
| CISCO SYSTEMS CANADA CO                           |  |      |
| CITYXPRESS CORP                                   |  |      |
| CLB MEDIACLEAN SHEET COMMUNICATIONS               |  |      |
| CLEANLIST.COM INC.                                |  |      |
| CLICKINSIGHT CORPORATION                          |  |      |
| CLICKSTREAM INTERACTIVE GROUP CORP                |  |      |
| CLIXX DIRECT MARKETING                            |  |      |
| CLOSED LOOP INC                                   | Management Consultant (Strategy/Privacy/Tactics/Etc) | 70   |
| COLOUR  |  |      |
| COLOUR INNOVATIONS INC.                           | J  |      |
| COLOURTIME PRINTING & DIGITAL                     |  |      |
| COMMENCE TELE                                     |  |      |
| COMMERCETEL COMPEREMEDIA                          |  |      |
| COMPLETE MAILING SERVICE                          | ,  |      |
| COMSCORE MEDIA METRIX                             |  |      |
| CONNECTIS GROUP                                   |  |      |
| CONSUMER IMPACT MARKETING                         | Database Marketing & Loyalty Marketing Services      | 33   |
| CONTACT PROFESSIONALS ALLIANCE INC.               |  |      |
| CONTACTNB   |  |      |
| CONVERSYS INC                                     | ,  |      |
| COPYWELL DIGITAL PRINTINGCORBER MARKETING (2008)  |  |      |
| CORNERSTONE GROUP OF COMPANIES                    | ., ,   |      |
| CORPORATE TELECOM SERVICES                        |  |      |
| CORUS CUSTOM NETWORKS                             |  |      |
| COSSETTE HEALTHCARE                               | Direct Marketing Agency                              | 37   |
| COVER-ALL COMPUTER SERVICES CORP                  |  |      |
| COX TARGET MEDIA                                  |  |      |
| CREATIVE MAILING SOLUTIONS INC                    |  |      |
| CRITICAL MASS CALGARY                             |  |      |
| CRM CANADA  | CRM & BI System & Services                           |      |
| CRM MATTERS                                       | ,  |      |
| CRM UNLEASHED/FORCE SOFTWARE                      |  |      |
| CROOK & GRANT                                     | ,  |      |
| LITHOGRAPHERS LIMITED                             |  |      |
| CUNDARI GROUP LIMITED                             | 3 3 ,  |      |
| CUNDARISFP  | 3 3 ,  |      |
| CURRENCY MARKETING                                |  |      |
| CUSTOM DATA IMAGING CORPORATION CUSTOMER CONTACTS |  |      |
| CUSTOMER FORESIGHT GROUP LTD                      |  |      |
| CUSTOMER SERVICE CANADA INC.                      |  |      |
| CUSTOMERWORKS                                     |  |      |
| CUSTOMETRICS, INC.                                | Database Marketing & Loyalty Marketing Services      | 33   |
| CUSTOMETRICS, INC.                                |  |      |
| CUSTOMETRICS, INC.                                |  |      |
| CUSTOMETRICS, INC.                                | Enhancing & Appending Data                           | 53   |
| CUSTOMETRICS, INC.                                |  |      |
| CVM MARKETING INC.                                |  |      |
|   | /  |      |



| COMPANY                           | CATEGORY  | PAGE | COMPANY  | CATEGORY   | PAGE |
|-----------------------------------|---|------|--|--|------|
| D                                 |   | -    | DXP MARKETING  | DM Printing  | 49   |
| D'ORO CREATIONS                   | Incentives/Rewards/Gift Cards                         | 50   |  | Mailing House/Lettershop/Full Service                |      |
| D3 MANAGEMENT                     |   |      | DYM SYSTEMS INC  | Distribution & Delivery Services                     | 43   |
| DAC GROUP.                        |   |      | DYNAMIC FLYER DISTRIBUTION   | Flyers/Coupons/Coop Mailing/Inserts                  | 25   |
| DACS MARKETING & SPONSORSHIP      | 3 3   |      |  |  |      |
| DARE MARKETING INC                |   |      | E  |  |      |
| DATA DIRECT GROUP                 | 9   |      | ECHO MARKETING SOLUTIONS   | Fundraising & Not-For-Profit Agencies                | 55   |
| DATA DIRECT GROUP                 | ,   |      | ECOMCARD CANADA INC  | Incentives/Rewards/Gift Cards                        | 59   |
| DATA DIRECT GROUP                 | ,   |      |  | Alternative DM Media (DRTV/Mobile/Text/Place)        |      |
| DATA DIRECT GROUP                 | 3   |      |  |  |      |
| DATA DIRECT GROUP                 |   |      |  | Email Campaign Management & Delivery                 |      |
| DATA DIRECT GROUP                 |   |      | EMAILBANK.CA   | Email Campaign Management & Delivery                 | 52   |
|                                   | Data Management Services & Systems                    |      | EMARKETING ASSOCIATION   | Associations & Industry Organizations                | 15   |
| DATA FOCUS                        | Mailing House/Lettershop/Full Service                 | 66   | EMBASSY DIGITAL  | DM Printing  | 49   |
| DATA GROUP OF COMPANIES           | Direct Marketing Agency                               | 37   | EMG MARKETING GROUP LTD  | Database Marketing & Loyalty Marketing Services      | 33   |
| DATA MANAGEMENT MARKETING         | DM Printing   | 48   |  | Direct Marketing Agency                              |      |
|                                   | Data Management Services & Systems                    |      |  | DM Creative/Copy/Design                              |      |
| DATACORE MAIL MANAGEMENT LTD      | Mailing House/Lettershop/Full Service                 | 66   | EMG MARKETING GROUP LTD  | Email Campaign Management & Delivery                 | 52   |
| DATALAB USA                       |   |      | EMG MARKETING GROUP LTD  | List Manager/Owner/Complier                          | 61   |
| DATASELECT                        |   |      |  | Mailing House/Lettershop/Full Service                |      |
| DATATECH SMARTSOFT INC.           | 9   |      |  | Marketing Research/Polls/Surveys                     |      |
| DATATEL INC.                      | ,   |      |  |  |      |
| DAVIS & HENDERSON                 | DM Printing   | 48   |  | Marketing Research/Polls/Surveys                     |      |
| DB ADVANTAGE INC                  |   |      |  | Premiums/Sales Promotion Services                    |      |
| DELVINIA INTERACTIVE INC.         |   |      | EMMA WARRILLOW & ASSOCIATES  |  | 71   |
| DEMAND METRIC                     |   |      |  | Premiums/Sales Promotion Services                    |      |
| DENISON CONSULTING                | 3 ' 3, , ,  |      |  | Mailing House/Lettershop/Full Service                |      |
|                                   | Data Mining/Analytics/Segmentation/Modelling          |      | EMPIRIX INC  | Customer Service & Contact Centre Services           | 20   |
| DENTSU CANADA                     | Direct Marketing Agency                               | 37   | ENCORE BUSINESS SOLUTIONS  | CRM & BI System & Services                           | 27   |
| DERHAK IRELAND EXECUTIVE SEARCH   |   |      |  | Data Mining/Analytics/Segmentation/Modelling         |      |
| DESIGNERS INC                     | 3   |      | ENGINE ROOM CREATIVE   | Direct Marketing Agency                              | 37   |
| DEVLIN E-BUSINESS ARCHITECTS      |   |      | ENIXA.TV   | Marketing Research/Polls/Surveys                     | 74   |
| DGN MARKETING SERVICES LTD.       |   |      | ENQUIRO  | VDI/VDP/One to One/Customized Print                  | 78   |
| DIGIGRAPHICS                      | 11 3  |      |  | Data Mining/Analytics/Segmentation/Modelling         |      |
| DIGITAL CEMENT INC                |   |      | ENVISION IT  | Data Mining/Analytics/Segmentation/Modelling         | 30   |
| DIGITAL THEORY MEDIA CONSULTING   |   |      | EPIC MARKETING SOLUTIONS   | Data Management Services & Systems                   | 24   |
| DIMENSIONAL PRODUCTS              | 3, ,  |      | EPSILIST INC.  | List Brokerage                                       | 64   |
| DIRECT ANTIDOTE                   |   |      | EQUIFAX CANADA   | Payment Processing/Credit/Order Systems              | 75   |
| DIRECT IMPACT MARKETING           | 3 , ,   |      | EQUINOX MARKETING SERVICES   | Customer Service & Contact Centre Services           | 20   |
| DIRECT MAIL MARKETING GROUP       |   |      |  | DM Creative/Copy/Design                              |      |
| DIRECT MARKETING ASSOCIATION (US) |   |      |  | Payment Processing/Credit/Order Systems              |      |
| DIRECT MARKETING                  | , 3   |      |  | GIS/Geodemographics/Location Intelligence            |      |
| ASSOCIATION OF TORONTO            | Associations & Industry Organizations                 | 14   |  | Direct Marketing Agency                              |      |
| DIRECT MARKETING MAGAZINE         | List Manager/Owner/Complier                           | 61   |  | GIS/Geodemographics/Location Intelligence            |      |
| DIRECT MEDIA CANADA INC.          | ,   |      |  | CRM & BI System & Services                           |      |
| DIRECT POINT GROUP                |   |      |  | Email Campaign Management & Delivery                 |      |
| DIRECT SALES FORCE INC.           | Customer Service & Contact Centre Services            | 20   |  | Marketing Research/Polls/Surveys                     |      |
| DIRECT TARGET PROMOTIONS          | DM Creative/Copy/Design                               | 44   | EXPERIAN MARKETING SERVICES  |  |      |
| DIRECTIMI                         | Management Consultant (Strategy/Privacy/Tactics/Etc). |      | EXPONENTIA   |  |      |
| DIRECTWEST CORP                   | List Manager/Owner/Complier                           | 61   | EXTEND COMMUNICATIONS INC  | Customer Service & Contact Centre Services           | 20   |
| DISTRIBUTECH INC.                 | Fulfillment/Shipping/Processing                       | 57   | _  |  |      |
| DISTRIBUTION DIRECTE              | Fulfillment/Shipping/Processing                       | 57   | <b>F</b>   |  |      |
| DM GRAPHICS INC.                  | DM Printing   | 49   | FANBOX   |  |      |
| DMTI SPATIAL                      | CRM & BI System & Services                            | 26   | FEDERAL EXPRESS CANADA   | ,  |      |
| DMW & ASSOCIATES, LETTERSHOP      |   |      | FIGURS*  | 3 7 3  |      |
| & FULFILLMENT SRVCS.              | Mailing House/Lettershop/Full Service                 | 66   | FINELINE SOLUTIONS   |  |      |
| DOLLCO PRINTING                   | DM Printing   | 49   | FIRST DATA CANADA  |  |      |
| DOMINION BLUE                     | DM Printing   | 49   |  | List Manager/Owner/Complier                          |      |
| DOMINKNOW LEARNING SYSTEMS        | VDI/VDP/One to One/Customized Print                   | 78   |  | Direct Marketing Agency                              |      |
| DOMINO PRINTING SOLUTIONS INC     | DM Printing   | 49   | The state of the s | Fundraising & Not-For-Profit Agencies                |      |
| DONER CANADA                      | Fundraising & Not-For-Profit Agencies                 | 55   | FLAGSHIP SOFTWARE LTD.   | Canada Post Recognized Mail Prep Software            | 23   |
| DONNEE GROUP, THE                 | Fundraising & Not-For-Profit Agencies                 | 55   | FLYER DISTRIBUTION   |  |      |
| DOTS & PIXELS INC.                | DM Printing   | 49   |  | Associations & Industry Organizations                |      |
|                                   | Direct Marketing Agency                               |      | FORECAST RESPONSE INC.   | 17 3   |      |
| DROPSTOP CANADA                   |   |      | FORECAST RESPONSE INC.   |  |      |
|                                   | Mailing House/Lettershop/Full Service                 |      | FORECAST RESPONSE INC.   |  | 55   |
| DUE NORTH COMMUNICATIONS INC      |   |      | FOREMOST MEDIA ONE   | Mailing House/Lettershop/Full Service                | 66   |
| DUN & BRADSTREET                  | List Manager/Owner/Complier                           |      | FOREST STEWARDSHIP   |  |      |
| DUNHILL INTERNATIONAL LIST CO     | List Manager/Owner/Complier                           |      | COUNCIL CANADA (FSC)   | , ,  |      |
| DUPLIUM                           | Envelopes & Dimensional Mail Products                 |      | FORTSUM BUSINESS SOLUTIONS   |  |      |
| DURHAM CONTACT CENTRE             | Customer Service & Contact Centre Services            | 20   | FOX GROUP TELECOM CONSULTING   | Management Consultant (Strategy/Privacy/Tactics/Etc) | 71   |

| COMPANY                               | CATEGORY   | PAGE | COMPANY                           | CATEGORY   | PAGE |
|---------------------------------------|--|------|-----------------------------------|--|------|
| FPINFORMART.CA/CANWEST INTERACTIVE    | E Marketing Research/Polls/Surveys                 | 74   | 1                                 |  |      |
| FRASER DIRECT                         |  |      | I LOVE REWARDS                    | Incentives/Rewards/Gift Cards  | 59   |
| DISTRIBUTION SERVICES LTD             |  |      | ICOM INFORMATION &                | and the state of t |      |
|                                       | Alternative DM Media (DRTV/Mobile/Text/Place)      |      | COMMUNICATIONS L.P.               | Database Marketing & Loyalty Marketing Services  | 33   |
| FRONTIER DISTRIBUTING                 | 9  |      | ICOM INFORMATION &                | Database Marketing & Edyardy Marketing Services  |      |
| FRONTLINE COMPANY, THE                |  |      | COMMUNICATIONS L.P.               | Data Mining / Analytics / Segmentation / Medalling   | 20   |
|                                       | Customer Service & Contact Centre Services         |      |                                   | Data Mining/Analytics/Segmentation/Modelling   |      |
| FUSE MARKETING GROUPFUTURE SHOP       |  |      | ICOM INFORMATION &                | F. L   |      |
| FUTURE SHOP                           | Incentives/Rewards/Gift Cards                      | 59   | COMMUNICATIONS L.P.               | 3 3  |      |
| G                                     |  |      | ICT CANADA MARKETING INC          |  |      |
| GENERATION 5                          | Data Mining / Analytics / Segmentation / Modelling | 30   | IDG LIST SERVICES                 | ,  |      |
| GENTICITY                             | 3 , 3  |      | IIMA                              |  |      |
| GEOMARKETING SOLUTIONS GROUP          |  |      | IMPACT MOBILE                     | ,  |      |
|                                       | Data Mining/Analytics/Segmentation/Modelling       |      | IMPAGINATION INC                  |  |      |
| GEOMEDIA                              | 3 , 3  |      | IMPARK                            |  |      |
| GEOMEDIA                              |  |      | IN-HOUSE ADVERTISING LTD          | DM Creative/Copy/Design  | 45   |
| GERRY BLACK COPYWRITING               | DM Creative/Copy/Design                            | 45   | IN-HOUSE RECRUITING               | DM Executive Recruitment/Search/Staffing   | 47   |
| GEXEL TELECOM INT'L INC               | Customer Service & Contact Centre Services         | 21   | INBOX MARKETER                    | Email Campaign Management & Delivery   | 52   |
| GEYSER MARKETING GROUP                |  |      | INCISIVE MARKETING INC            | Management Consultant (Strategy/Privacy/Tactics/Etc)   | 71   |
| GILLCOMM SOLUTIONS CENTER LTD.        |  |      | INDICIA INC.                      |  |      |
| GILMORE DOCULINK INTERNATIONAL        | 3  |      | INDUSBLUE INC.                    |  |      |
| GJP ADVERTISING                       | 3 3 7  |      | INFLECTION POINT ANALYTICS        |  |      |
| GLOBAL ADDRESSES INC                  | - · · · · · · · · · · · · · · · · · · ·            |      | INFLUENCE MEDIA                   |  |      |
| GLOBAL MARKET INSITE (GMI)            |  |      | INFOCANADA                        |  |      |
| GLOBE & MAIL                          |  |      | INFOCANADA                        |  |      |
| GLUE INC.                             | 3  |      | INFORMATION BUILDERS CANADA INC   |  |      |
| GLUE INC                              |  |      |                                   | ,  |      |
| GOLDSTEIN GROUP, THE                  |  |      | INFOROUTE INC                     | - · · · · · · · · · · · · · · · · · · ·  |      |
| GOOGLE CANADA                         |  |      | INHOUSE RECRUITING SERVICES       |  |      |
| GRAHAME POTTER MARKETING INC.         |  |      | INNOVAPOST                        |  |      |
| GRANT WRITING SERVICE                 | ., ,   |      | INNOVAPOST                        |  |      |
|                                       | Database Marketing & Loyalty Marketing Services    |      | INNOVATIVE RESPONSE MARKETING INC |  |      |
| GREY DIRECT & INTERACTIVE             | 3 , , , s  |      | INPIX MEDIA                       | 3 3 7  |      |
| GREY WORLDWIDE                        | Direct Marketing Agency                            | 38   | INQUIRY MANAGEMENT SYSTEMS LTD.   |  |      |
| GROUPE PUBLI-SAC                      | Distribution & Delivery Services                   | 43   | INSOURCE CORP                     | Mail Prep/Mail Processing Equipment  | 64   |
| GS1 CANADA                            |  |      | INTEGRATED BUSINESS               |  |      |
| GTA MAILING                           | Mailing House/Lettershop/Full Service              | 66   | INTELLIGENCE CORP                 | · ·  |      |
|                                       |  |      | INTEGRATED MAR.COM CORPORATION    | Direct Marketing Agency  | 38   |
| H                                     | DMD: :   | 40   | INTELLIMARKETING CORP.            | Direct Marketing Agency  | 38   |
| HARMONY PRINTING LTD                  | 9  |      | INTELLIRESPONSE SYSTEMS           | Customer Service & Contact Centre Services   | 21   |
| HARRIS/DECIMA LOYALTY                 | 3 , ,  |      | INTERAC ASSOCIATION               | Associations & Industry Organizations  | 15   |
| HARTE-HANKSHARVEY MCKINNON ASSOCIATES |  |      | INTERACT DIRECT MARKETING INC     | Database Marketing & Loyalty Marketing Services  | 34   |
| HARVEY MCKINNON ASSOCIATES            | Direct Marketing Agency                            |      | INTERACTIVE ADVERTISING           |  |      |
| HARVEY MCKINNON ASSOCIATES            | DM Creative/Copy/Design                            |      | BUREAU OF CANADA                  | Associations & Industry Organizations  | 15   |
| HBC CORPORATE GIFT                    | biri cicarre, cop), besign                         | 13   | INTERACTIVE ONTARIO               | , ,  |      |
|                                       | Incentives/Rewards/Gift Cards                      | 59   | INTERALIA INC.                    | Customer Service & Contact Centre Services   |      |
|                                       | Alternative DM Media (DRTV/Mobile/Text/Place)      |      | INTERLINC DIRECT CORPORATION      | Mailing House/Lettershop/Full Service  |      |
| HEADSPACE MARKETING INC.              | Direct Marketing Agency                            | 38   | INTERNATIONAL CUSTOMER SERVICE    | g 11005c7 certer310p7 t un 3cr 11cc  |      |
| HELICOPTER GROUP, THE                 | Mailing House/Lettershop/Full Service              | 66   | ASSOCIATION TORONTO               | Associations & Industry Organizations  | 15   |
| HENDERSON BAS                         | Direct Marketing Agency                            | 38   | INTERNATIONAL DATA                | /030clutions & industry organizations  | 13   |
| HENDERSON-ROBB GROUP, THE             | Direct Marketing Agency                            | 38   | ENGINEERING INC.                  | Data Management Services & Systems   | 24   |
| HIGH ROAD COMMUNICATIONS              | <i>y</i> , ,                                       |      |                                   | Data Management Services & Systems   | 24   |
| HIGHLAND MARKETING                    | 5 5 7  |      | INTERNATIONAL DIRECT              | Matter the control of the control  |      |
| HILBORN GROUP LTD, THE                | ,  |      | RESPONSE SERVICES                 | Mailing House/Lettershop/Full Service  |      |
| HIP COMMUNICATIONS                    | ,  |      | INTERNATIONAL INTERNET            | A control of the late Oct.   | 4.5  |
| HJ LINNEN ASSOCIATES                  | 3 3 3 3  |      | MARKETING ASSOCIATION             | , 3  |      |
| HOME DEPOT CANADA                     |  |      | INTERPROVINCIAL GROUP, THE        | 9  |      |
| HOSTED DATA TRANSACTION SOLUTIONS     |  |      | INTERWOOD DIRECT                  |  |      |
|                                       | Web Analytics/Tracking/Measurement                 |      | INTUITIVE SOLUTIONS GROUP INC     | ,  |      |
|                                       | Envelopes & Dimensional Mail Products              |      | IPSOS REID LOYALTY                | 3, ,   |      |
|                                       | List Manager/Owner/Complier                        |      | IQ PARTNERS INC.                  | *  |      |
| HUMBER COLLEGE, FUNDRAISING           |  |      | IQMETRIX INTELLIGENT RETAIL       | 3 , 3  |      |
|                                       | Fundraising & Not-For-Profit Agencies              | 55   | IRONSTONE MEDIA                   | DM Printing  | 49   |
|                                       | DM Printing  |      |                                   |  |      |
|                                       |  |      | J                                 |  |      |
|                                       |  |      | JAM DIRECT                        |  |      |
|                                       |  |      | JAMBO MOBILE SOLUTIONS            | Alternative DM Media (DRTV/Mobile/Text/Place)  | 17   |

| COMPANY                                  | CATEGORY  | PAGE | COMPANY                                      | CATEGORY   | PAGE |
|--|---|------|--|--|------|
| JAN KELLEY MARKETING                     | DM Executive Recruitment/Search/Staffing  | 47   | LUXOR CRM                                    | CRM & BI System & Services                           | 27   |
| JAZ INTEGRATED ADVERTISING               | DM Printing   | 49   | LYRIS TECHNOLOGIES                           | ,  |      |
|  | Management Consultant (Strategy/Privacy/Tactics/Etc)  |      |  | , ,  |      |
| JM INBOUND GROUP LTD                     | Customer Service & Contact Centre Services  | 21   | M  |  |      |
| JOHN WILEY & SONS CANADA LTD.            | DM Creative/Copy/Design   | 45   | M & M MEAT SHOP LTD.                         | Incentives/Rewards/Gift Cards                        | 59   |
| JONCAS POSTEXPERTS, INC.                 | Mailing House/Lettershop/Full Service   | 67   | M GROUP, THE                                 | Fulfillment/Shipping/Processing                      | 57   |
| JR DIRECT RESPONSE INT'L                 | List Manager/Owner/Complier   | 62   | MACLAREN MCCANN                              |  |      |
| JS DIRECT ADDRESS LTD                    | List Manager/Owner/Complier   | 62   |  | Direct Marketing Agency                              |      |
| JSEM                                     |   |      |  | List Manager/Owner/Complier                          |      |
| JSI DATA SYSTEMS LIMITED                 | Data Management Services & Systems  | 24   |  | DM Creative/Copy/Design                              |      |
| JUMP REWARDS                             | Incentives/Rewards/Gift Cards   | 59   |  | Mail Prep/Mail Processing Equipment                  |      |
| JUNCTION SOLUTIONS                       |   |      |  | Mail Prep/Mail Processing Equipment                  |      |
| JUSTASON                                 | Marketing Research/Polls/Surveys  | 73   |  | Mailing House/Lettershop/Full Service                |      |
| W  |   |      |  | Envelopes & Dimensional Mail Products                |      |
| K  |   |      |  | Mailing House/Lettershop/Full Service                |      |
| K-IT                                     | Data Management Services & Systems  | 24   |  | Mail Prep/Mail Processing Equipment                  |      |
| KALEIDOSCOPE MARKETING                   |   |      |  | Mailing House/Lettershop/Full Service                |      |
|  | Direct Marketing Agency   |      |  | Management Consultant (Strategy/Privacy/Tactics/Etc) |      |
| KELCOM CRADUICS COOLD                    |   |      | MAMBO INTERACTIVE                            | Alternative DM Media (DRTV/Mobile/Text/Place)        | 1/   |
| KEMPENFELT GRAPHICS GROUP                | J   |      | MANDRAKE MANAGEMENT                          | DM Formation Deam 11 and 16 and 16 and               |      |
|  | Fundraising & Not-For-Profit Agencies   |      |  | DM Executive Recruitment/Search/Staffing             |      |
|  | Direct Marketing Agency   |      |  | Data Mining/Analytics/Segmentation/Modelling         | 1    |
|  |   |      | MANITOBA CUSTOMER                            | A  | 15   |
|  | Fundraising & Not-For-Profit Agencies<br>Distribution & Delivery Services                               |      |  | Associations & Industry Organizations                |      |
| KEYCONTACT                               | ,   |      |  | DM Executive Recruitment/Search/Staffing             |      |
| KEYS DIRECT MARKETING                    | Fulfillment/Shipping/Processing   |      |  | DM Printing  |      |
|  | Direct Marketing Agency   | 38   |  | Search Engine Marketing/Advertising                  |      |
| KINETIX MEDIA COMMUNICATIONS             | Email Campaign Management & Delivery  |      |  | DM Creative/Copy/Design                              |      |
| KINETIX MEDIA COMMUNICATIONS             | DM Printing   |      |  | Management Consultant (Strategy/Privacy/Tactics/Etc) |      |
| KIRK INTEGRATED MARKETING                | Mailing House/Lettershop/Full Service   |      |  | Premiums/Sales Promotion Services                    |      |
| KISP SALES & MARKETING SOLUTIONS         | ,   |      |  | Alternative DM Media (DRTV/Mobile/Text/Place)        |      |
| KLIENTEL                                 | Marketing Research/Polls/Surveys  |      |  | Database Marketing & Loyalty Marketing Services      |      |
| KLIX.CA                                  | Marketing Research/Polls/Surveys  |      |  | Incentives/Rewards/Gift Cards                        |      |
| KLIX.CA                                  | Search Engine Marketing/Advertising   |      |  | Marketing Research/Polls/Surveys                     |      |
| KMR GROUP, THE                           |   |      |  | Database Marketing & Loyalty Marketing Services      |      |
| KNEEBONE                                 | 17 3  |      | MARKET INTELLIGENCE LADDER                   |  |      |
| KNOWLEDGE4YOU                            |   |      | MARKETEL/MCCANN ERICKSON                     |  |      |
| KNOWLEDGEBASE MARKETING INC              | CRM & BI System & Services  | 27   | MARKETING BREAKTHROUGHS                      | Direct Marketing Agency                              |      |
| KOMUNIK                                  | CRM & BI System & Services  | 27   | MARKETING RESEARCH &                         | 3  |      |
| KOMUNIK KONVERSATION                     | Email Campaign Management & Delivery  | 52   | INTELLIGENCE ASSOCIATION                     | Associations & Industry Organizations                | 15   |
| KOPEL                                    | Mailing House/Lettershop/Full Service   | 67   | MARKETING STORE, THE                         | Direct Marketing Agency                              | 39   |
|  |   |      | MARKETLOGIX                                  | Data Mining/Analytics/Segmentation/Modelling         | 31   |
| L  |   |      | MARKETRY INC.                                | List Brokerage                                       | 64   |
|  | Mailing House/Lettershop/Full Service   |      | MARQUI CANADA                                | Email Campaign Management & Delivery                 | 52   |
|  | Direct Marketing Agency   |      | MARQUIS BOOK PRINTING INC                    | 3  |      |
| LEADMASTER INC                           | ,   |      | MARSHALL FENN COMMUNICATIONS                 | Direct Marketing Agency                              | 39   |
| LEAFNODE SYSTEMS INC                     | ,   |      | MARY LYNNE STEWART & ASSOCIATES              | , ,  |      |
|  | Direct Marketing Agency   |      | MASTERCARD CANADA                            | Payment Processing/Credit/Order Systems              |      |
| LEON HENRY INC                           | ,   |      | MASTERWORDSCOMMUNICATIONS                    | DM Creative/Copy/Design                              |      |
| LEXISNEXIS CANADA INC                    | ···· , ··· ,  |      | MATRIX MARKETING CONCEPTS INC                | Envelopes & Dimensional Mail Products                |      |
| LIFT AGENCY                              | 3 3 /   |      | MAXIMIZER SOFTWARE INC.                      | CRM & BI System & Services                           |      |
|  | Management Consultant (Strategy/Privacy/Tactics/Etc)  |      | MAXIMUM RESPONSE MARKETING                   | Fundraising & Not-For-Profit Agencies                | 55   |
|  | List Manager/Owner/Complier   |      | MCDONNELL HAYNES INTEGRATED                  | Provided Large A                                     |      |
| LITHO WEB INCLIVE SPACES EVENT MARKETING | ,   |      | COMMUNICATIONS PARTNER                       | Direct Marketing Agency                              |      |
| LIVEXCHANGE                              | ,   |      | MCKINNON MANAGEMENT GROUP                    | DM Executive Recruitment/Search/Staffing             |      |
|  | Customer Service & Contact Centre Services<br>Management Consultant (Strategy/Privacy/Tactics/Etc)      |      | MEDIA CONTACTS                               | Email Campaign Management & Delivery                 |      |
| LOWE MARTIN GROUP                        | DM Printing   |      | MEDIA SERVICES CROUD/CIRCWORKS               | Direct Marketing Agency                              |      |
| LOWE ROCHE ADVERTISING                   | Direct Marketing Agency   |      |  | Canada Post Recognized Mail Prep Software            |      |
| LOWE-MARTIN GROUP, THE                   | , ,   |      | MEDIACOM CANADA                              | , , , ,  |      |
| LOYALTYMATCH                             | Database Marketing & Loyalty Marketing Services   |      | MEDIACOM CANADA MEDIAIR DIRECT MAIL SERVICES | Direct Marketing Agency                              |      |
| LOYALTYONE                               | Database Marketing & Loyalty Marketing Services   |      |  | Mailing House/Lettershop/Full Service                |      |
| LSM CONSULTING                           | Database Marketing & Loyarty Marketing Services<br>Management Consultant (Strategy/Privacy/Tactics/Etc) |      |  | ,  |      |
| LOM CONJULING                            |   | / 1  | METACA CORP.                                 | Incentives/Rewards/Gift Cards                        | 59   |

| COMPANY  | CATEGORY                                      | PAGE           | COMPANY                            | CATEGORY   | PAGE     |
|--|---|----------------|------------------------------------|--|----------|
| METASOFT SYSTEMS INC   | Fundraising & Not-For-Profit Agencies         | 55             | NUCLEUS                            | Management Consultant (Strategy/Privacy/Tactics/Etc)                                   | 71       |
| METRO LABEL GROUP INC.   | DM Printing                                   | 49             | NURUN                              | Direct Marketing Agency  | 39       |
| METROLAND PRINTING   | Flyers/Coupons/Coop Mailing/Inserts           |                |                                    | Management Consultant (Strategy/Privacy/Tactics/Etc)                                   |          |
| METROPOLITAN PRINTERS  | DM Printing                                   | 49             |                                    |  |          |
| MHZ DESIGN COMMUNICATIONS INC                                      | Direct Marketing Agency                       | 39             | 0                                  |  |          |
| MHZ DESIGN COMMUNICATIONS INC                                      | DM Creative/Copy/Design                       | 45             | OCTOPZ                             | DM Creative/Copy/Design  | 45       |
| MHZ DESIGN COMMUNICATIONS INC                                      | Email Campaign Management & Delivery          |                | OCTOTHORPE SOFTWARE CORP           | Data Mining/Analytics/Segmentation/Modelling   | 32       |
| MICROSOFT CANADA   | CRM & BI System & Services                    | 27             | ODDITIE INC                        | Management Consultant (Strategy/Privacy/Tactics/Etc)                                   | 72       |
| MICROSOFT DYNAMICS   | CRM & BI System & Services                    |                | OGILVYONE WORLDWIDE                | Direct Marketing Agency  | 39       |
| MICROZIP DATA CORP.  | Data Management Services & Systems            | 24             | OKD MARKETING COMMUNICATIONS       | Database Marketing & Loyalty Marketing Services  | 34       |
| MIGHTY DIGITAL, DIRECT & DESIGN                                    |   |                | OKD MARKETING COMMUNICATIONS       | DM Creative/Copy/Design  | 45       |
| MIJO CORPORATION   | DM Printing                                   |                | OKD MARKETING COMMUNICATIONS       | Email Campaign Management & Delivery   |          |
| MILLARD GROUP INC  | List Manager/Owner/Complier                   |                | OLIVE CANADA NETWORK               | Alternative DM Media (DRTV/Mobile/Text/Place)  |          |
| MINDBLOSSOM INC.   | Search Engine Marketing/Advertising           |                | OLS (ON-LINE SUPPORT)              | Customer Service & Contact Centre Services   | 21       |
| MLS DATA MANAGEMENT SOLUTIONS                                      | Data Management Services & Systems            |                | OMEGA DIRECT RESPONSE              | Distribution & Delivery Services   | 43       |
| MLS DATA MANAGEMENT SOLUTIONS                                      | Data Mining/Analytics/Segmentation/Modelling  |                | ON PATH BUSINESS SOLUTIONS         | CRM & BI System & Services   | 27       |
| MOBILE GENERATION AMERICAS   | Alternative DM Media (DRTV/Mobile/Text/Place) |                |                                    | DM Executive Recruitment/Search/Staffing   |          |
| MOKRYNSKI & ASSOCIATES INC   | List Manager/Owner/Complier                   |                | ONE TO ONE MAILING INC             | · ·  |          |
|  | CRM & BI System & Services                    |                | ONLINE SUPPORT INC.                | Customer Service & Contact Centre Services   |          |
| MONERIS SOLUTIONS  | Incentives/Rewards/Gift Cards                 |                | OPTIMA COMMUNICATIONS CANADA INC.  |  |          |
| MONSTER.CA   | DM Executive Recruitment/Search/Staffing      |                | OPTIMAL MARKETING DECISIONS        | Data Mining/Analytics/Segmentation/Modelling   |          |
| MONTE-BROOKS PRODUCTIONS   | ,   |                | OPTIMAL PAYMENTS.                  | Premiums/Sales Promotion Services  |          |
| MOSAIC EXPERIENTIAL MARKETING                                      | · · · · · · · · · · · · · · · · · · ·         |                | OPTINET SYSTEMS                    | Data Management Services & Systems   |          |
|  | , ,   |                | ORACLE COMMUNICATIONS              |  |          |
| MOSAIC STUDIOS   | , ,   |                | ORACLE COMMUNICATIONS              | , , , , , , , , , , , , , , , , , , ,  |          |
|  | Direct Marketing Agency                       |                | ORGANIC                            | Direct Marketing Agency  |          |
| MYRIAD MARKETING INC   |   |                | ORIGO DIRECT MARKETING             |  |          |
| MYRON SMARTER BUSINESS GITS  |   |                | COMMUNICATIONS CORP                | Mailing House // attershop /Full Convice   | 60       |
|  | CRM & BI System & Services                    |                |                                    | Direct Marketing Agency  |          |
| MYSPACE CANADA   |   |                |                                    | 3 3 .  |          |
|  | DM Creative/Copy/Design                       |                | OSL MARKETING INC.                 | Direct Marketing Agency  |          |
| MYTHUM INTERACTIVE INC.  | Alternative DM Media (DRTV/Mobile/Text/Place) | 1/             | OSPREY MEDIA GROUP INC.            | Flyers/Coupons/Coop Mailing/Inserts  | 25       |
| NI   |   |                | OTTAWA REGION                      |  |          |
| N  |   |                | CALL CENTRE ASSOCIATION            | , ,  |          |
| NAMEBANK INTERNATIONAL   |   |                | OWEN MEDIA PARTNERS INC.           | List Manager/Owner/Complier  | 62       |
| NAMES AND ADDRESSES INC  | · ·   |                |                                    |  |          |
| NATIONAL DATA CENTRE INC.  | ,   |                | P                                  |  |          |
| NB DISTRIBUTORS  | Distribution & Delivery Services              |                |                                    | Direct Marketing Agency  |          |
| NCM SOFTWARE DEVELOPMENT INC                                       | List Manager/Owner/Complier                   | 62             | PACNET SERVICES LTD                |  |          |
|  | Mail Prep/Mail Processing Equipment           |                |                                    | Direct Marketing Agency  |          |
| NEPTUNE INNOVATIONS  | Email Campaign Management & Delivery          | 52             |                                    | Incentives/Rewards/Gift Cards  |          |
| NETIQ CANADA   | Web Analytics/Tracking/Measurement            | 79             | PARADIVISION                       | 3 3 .  |          |
| NETMEDIA DISTRIBUTION  | Flyers/Coupons/Coop Mailing/Inserts           | 25             | PARETO CORP                        | Premiums/Sales Promotion Services  | 76       |
| NETSETGO MARKETING   | VDI/VDP/One to One/Customized Print           | 78             | PARETO CORPORATION                 |  |          |
| NETSUITE   | Web Analytics/Tracking/Measurement            | 79             | PARETO FUNDRAISING                 | Fundraising & Not-For-Profit Agencies  | 56       |
| NEWS MARKETING CANADA  | Flyers/Coupons/Coop Mailing/Inserts           | 25             | PDL CONTACT CENTRES                | Customer Service & Contact Centre Services   | 21       |
| NEWSPAPERDIRECT  | Alternative DM Media (DRTV/Mobile/Text/Place) | 17             | PDO ASSOCIATES                     | CRM & BI System & Services   | 28       |
| NEXJ SYSTEMS   | CRM & BI System & Services                    | 27             | PDQ POST GROUP/PDQ PRINT SOLUTIONS | DM Printing  | 50       |
| NIELSEN CANADA   | ,   |                | PDQ POST GROUP/PDQ PRINT SOLUTIONS | Mailing House/Lettershop/Full Service  | 68       |
| NORDIA INC.  | ,   |                | PDQ POST GROUP/PDQ PRINT SOLUTIONS | VDI/VDP/One to One/Customized Print  | 78       |
| NORPRINT INC   | -   |                | PEGASUS DIRECT MAIL WORX INC       |  |          |
| NORTH SHORE AGENCY INC.  | 3   |                | PENNY LANE COMMUNICATIONS          | -  |          |
| NORTHEAST PRINTING &   | ,   |                | PENTAGON GRAPHICS                  | ,  |          |
| DISTRIBUTION CO. INC.  | Fulfillment/Shipping/Processing               | 57             | PEOPLE BANK, THE                   |  |          |
| NORTHERN COMMUNICATIONS  |   |                | PERFORMANCE ENVELOPE               | ,  |          |
|  | Customer Service & Contact Centre Services    | 21             | PETER MOSLEY & ASSOCIATES          |  |          |
| NORTHERN LIGHTS DIRECT RESPONSE TV                                 |   |                | PGE MARKETING SERVICES             |  |          |
| NORTHERN RESPONSE (INT'L) LTD                                      |   |                |                                    | Database Marketing & Loyalty Marketing Services  |          |
|  |   |                | PHARMACOMMUNICATIONS               |  |          |
| NORTHERN RESPONSE (INT'L) LTD                                      | 3 3   |                |                                    | Direct Marketing Agency  | ,40      |
| MODITHED MIDECRONICE (INT'I VITO                                   |   |                | DIRECT MARKETING                   | , ,  |          |
| NORTHERN RESPONSE (INT'L) LTD                                      |   | 57             | PHILIX TECHNOLOGIES INC            |  |          |
| NORTHLAND FULFILLMENT INC  |   |                | DIMEDIA                            |  |          |
| NORTHLAND FULFILLMENT INCNOVA MARKETING GROUP                      | Canada Post Recognized Mail Prep Software     | 23             | PI MEDIA                           |  |          |
| NORTHLAND FULFILLMENT INC  NOVA MARKETING GROUP  NOVO TECHNOLOGIES | Canada Post Recognized Mail Prep Software     | 23             | PI MEDIA/ST. JOSEPH CONTENT        | Alternative DM Media (DRTV/Mobile/Text/Place)  | 17       |
| NORTHLAND FULFILLMENT INCNOVA MARKETING GROUP                      | CRM & BI System & Services                    | 23<br>27<br>73 |                                    | Alternative DM Media (DRTV/Mobile/Text/Place)<br>Mailing House/Lettershop/Full Service | 17<br>68 |

| COMPANY                   | CATEGORY   | PAGE | COMPANY                                       | CATEGORY   | PAGE |
|---------------------------|--|------|---|--|------|
| PINNACLE DIRECT           | Fundraising & Not-For-Profit Agencies                  | 56   | RADIALPOINT                                   | Data Mining/Analytics/Segmentation/Modelling         | 31   |
| PINPOINT CONSULTING       | ,  |      | RAISER SHARPE                                 |  |      |
| PITNEY BOWES              | Mail Prep/Mail Processing Equipment                    | 64   | RAPP CANADA                                   |  |      |
| PITNEY BOWES BUSINESS     |  |      | RAY & BERNDTSON CANADA                        |  |      |
| INSIGHT (MAPINFO)         | GIS/Geodemographics/Location Intelligence              | 58   | RAYBEC COMMUNICATIONS INC                     |  |      |
| PITNEY BOWES BUSINESS     |  |      | RDM CORPORATION/MINDFLIGHT                    | Premiums/Sales Promotion Services                    | 76   |
| INSIGHT (MAPINFO)         | Canada Post Recognized Mail Prep Software              | 23   | RDP FULFILLMENT                               | Fulfillment/Shipping/Processing                      | 57   |
| PITNEY BOWES BUSINESS     |  |      | RED THE AGENCY                                | Direct Marketing Agency                              | 40   |
| INSIGHT (MAPINFO)         | CRM & BI System & Services                             | 28   | REDWOOD CUSTOM                                |  |      |
| PITNEY BOWES BUSINESS     |  |      | COMMUNICATIONS INC.                           | Database Marketing & Loyalty Marketing Services      | 34   |
| INSIGHT (MAPINFO)         | Enhancing & Appending Data                             | 53   | RELEVENTION MARKETING INC.                    | Management Consultant (Strategy/Privacy/Tactics/Etc) | 72   |
| PITNEY BOWES BUSINESS     |  |      | RELIANCE DIRECT MARKETING                     | DM Creative/Copy/Design                              | 46   |
| INSIGHT (MAPINFO)         | Data Mining/Analytics/Segmentation/Modelling           | 31   | REMARK CANADA INC.                            | Fundraising & Not-For-Profit Agencies                | 56   |
| PITNEY BOWES OF CANADA    | Mail Prep/Mail Processing Equipment                    | 65   | 1   | Fundraising & Not-For-Profit Agencies                |      |
| PIVOTAL CORPORATION       | CRM & BI System & Services                             | 28   | 1   | Marketing Research/Polls/Surveys                     | 73   |
| PIVOTAL SOFTWARE INC.     | CRM & BI System & Services                             | 28   | RESOLVE CORPORATION                           | List Brokerage                                       | 64   |
|                           | Direct Marketing Agency                                |      | 1   | List Manager/Owner/Complier                          |      |
|                           | DM Printing  |      | I .   | List Brokerage                                       | 64   |
|                           | Distribution & Delivery Services                       |      | RESPONSE GENERATORS INC                       | 5 5 /  |      |
|                           | Web Analytics/Tracking/Measurement                     |      | 1   | Direct Marketing Agency                              |      |
|                           | DM Printing  |      | RESPONSETEK                                   | •  |      |
|                           | Direct Marketing Agency                                |      | RESPONSIVE MARKETING GROUP                    | ,  |      |
|                           | Marketing Research/Polls/Surveys                       |      | RETAIL MERCHANTS ASSOCIATION                  | , 3  |      |
|                           | Management Consultant (Strategy/Privacy/Tactics/Etc)   |      | RETENTION MARKETING SYSTEMS                   | 3 / / 3  |      |
|                           | Fulfillment/Shipping/Processing                        |      | RETHINK                                       | 3 , , ,  |      |
|                           | Mailing House/Lettershop/Full Service                  |      | REWARDS CANADA                                | 5 , , ,  |      |
|                           | Mail Prep/Mail Processing Equipment                    |      | REWARDSTREAM                                  | . , , ,  |      |
|                           | Mailing House/Lettershop/Full Service                  |      | RGD ONTARIO                                   | / /  |      |
|                           | Search Engine Marketing/Advertising                    |      | I .   | Mailing House/Lettershop/Full Service                |      |
|                           | Envelopes & Dimensional Mail Products                  |      | RIVET   | , ,  |      |
|                           | Incentives/Rewards/Gift Cards                          |      | RMG CONNECT                                   | 5 5 /  |      |
|                           | Envelopes & Dimensional Mail Products                  |      | 1   | DM Executive Recruitment/Search/Staffing             |      |
|                           | DM Executive Recruitment/Search/Staffing               | 4/   | RP GRAPHICS GROUP                             | Envelopes & Dimensional Mail Products                |      |
| PRINT + POST DIGITAL      | DM Printing  | EO.  | RR DONNELLEY                                  | ř  |      |
|                           | DM Printing  |      | 1   | Marketing Research/Polls/Surveys                     |      |
|                           | DM Printing  |      | RUSS REID COMPANY                             |  |      |
|                           | Canada Post Recognized Mail Prep Software              |      | I .   | Data Mining/Analytics/Segmentation/Modelling         |      |
|                           | Distribution & Delivery Services                       |      | RYAN PARTNERSHIP DIRECT                       |  |      |
|                           | DM Printing  |      | TITAL TANK TANK TANK TANK TANK TANK TANK TANK | brice: marketing rigericy                            |      |
|                           | List Manager/Owner/Complier                            |      | S   |  |      |
|                           | Direct Marketing Agency                                |      | SALES PROMOTION SERVICES INC                  | Direct Marketing Agency                              | 41   |
| PROMOTIONAL PRODUCTS      |  |      | SALESBOOM INC.                                | CRM & BI System & Services                           | 28   |
|                           | Associations & Industry Organizations                  | 15   | SALESFORCE.COM                                |  | 28   |
|                           | Distribution & Delivery Services                       |      | SALESGENIE.COM                                | List Manager/Owner/Complier                          | 63   |
| PROSPECTS INFLUENTIAL INC | List Manager/Owner/Complier                            |      | SALESPLACE CRM                                | CRM & BI System & Services                           | 28   |
| PROTOCOL, INTEGRATED      |  |      | SALESPROM MARKETING                           | Premiums/Sales Promotion Services                    | 76   |
|                           | Direct Marketing Agency                                |      | SALESSOURCE INTERNATIONAL                     | Management Consultant (Strategy/Privacy/Tactics/Etc) | 72   |
|                           | Direct Marketing Agency                                |      | SALESTREE                                     | Data Management Services & Systems                   | 25   |
|                           | List Manager/Owner/Complier<br>Direct Marketing Agency |      | SAP CANADA INC                                | CRM & BI System & Services                           | 28   |
|                           | Marketing Research/Polls/Surveys                       |      | SAPIENT CANADA                                | 3 , , ,  |      |
|                           | Incentives/Rewards/Gift Cards                          |      | SAS CANADA                                    | Data Mining/Analytics/Segmentation/Modelling         | 31   |
|                           | Distribution & Delivery Services                       |      | SAS CANADA                                    | CRM & BI System & Services                           | 28   |
|                           |  |      | SAS CANADA                                    |  |      |
| Q                         |  |      | SB GLOBAL                                     |  |      |
| Q&I COMPUTER SYSTEMS INC. | CRM & BI System & Services                             | 28   | SCANTEL SYSTEMS LIMITED                       |  |      |
|                           | Flyers/Coupons/Coop Mailing/Inserts                    |      | SCENE LP                                      | ,  |      |
| QUADRANT MARKETING LTD    | Direct Marketing Agency                                | 40   | SCOTT'S DIRECTORIES                           | ,  |      |
|                           | Direct Marketing Agency                                |      | SCRATCH MARKETING & PROMOTIONS                |  |      |
|                           | DM Printing  |      | SEAMAR DIRECT MARKETING                       | , , , , ,  |      |
| QUESTBACK CANADA          | Management Consultant (Strategy/Privacy/Tactics/Etc)   | 72   | SEARCHCOUNSEL                                 |  |      |
| n                         |  |      | SEARS BUSINESS SOLUTIONS                      |  |      |
| R                         | D. H   |      | SEARS CANADA INC                              |  |      |
| KACE DATA 2007 INC        | Data Management Services & Systems                     | 24   | SEARS CORPORATE INCENTIVES                    | Incentives/Rewards/Gift Cards                        | bU   |

| COMPANY                 | CATEGORY   | PAGE |
|-------------------------|--|------|
|                         | Mail Prep/Mail Processing Equipment  |      |
|                         | Customer Service & Contact Centre Services   |      |
|                         | Direct Marketing Agency<br>Fundraising & Not-For-Profit Agencies                                   |      |
|                         | Fundraising & Not-For-Pront Agencies<br>Database Marketing & Loyalty Marketing Services            |      |
|                         | Direct Marketing Agency  |      |
|                         | Incentives/Rewards/Gift Cards  |      |
|                         | List Manager/Owner/Complier  |      |
|                         | CRM & BI System & Services   |      |
| ILVERBACK CRM           | Alternative DM Media (DRTV/Mobile/Text/Place)  | 12   |
| ILVERBACK CRM           | Flyers/Coupons/Coop Mailing/Inserts  | 25   |
|                         | Data Mining/Analytics/Segmentation/Modelling   |      |
|                         | Database Marketing & Loyalty Marketing Services  |      |
|                         | Direct Marketing Agency  |      |
|                         | DM Creative/Copy/Design  |      |
|                         | Email Campaign Management & Delivery   |      |
|                         | Management Consultant (Strategy/Privacy/Tactics/Etc)   |      |
|                         | Payment Processing/Credit/Order Systems<br>Premiums/Sales Promotion Services                       |      |
|                         | Customer Service & Contact Centre Services   |      |
|                         | Customer Service & Contact Centre Services<br>Management Consultant (Strategy/Privacy/Tactics/Etc) |      |
|                         | Data Mining/Analytics/Segmentation/Modelling   |      |
|                         | Canada Post Recognized Mail Prep Software  |      |
|                         | Mailing House/Lettershop/Full Service  |      |
|                         | Direct Marketing Agency  |      |
|                         | Alternative DM Media (DRTV/Mobile/Text/Place)  |      |
| MARTFLYER.CA            | Flyers/Coupons/Coop Mailing/Inserts  | 20   |
| MS SIMPLIFIED           | Alternative DM Media (DRTV/Mobile/Text/Place)  | 17   |
| MT DIRECT MARKETING INC | Customer Service & Contact Centre Services   | 2    |
| NAP PROMOTIONS          | Premiums/Sales Promotion Services  | 76   |
|                         | Search Engine Marketing/Advertising  |      |
|                         | CRM & BI System & Services   |      |
|                         | Envelopes & Dimensional Mail Products  |      |
|                         | Alternative DM Media (DRTV/Mobile/Text/Place)  |      |
|                         | Customer Service & Contact Centre Services   |      |
|                         | Data Management Services & Systems   |      |
|                         | Management Consultant (Strategy/Privacy/Tactics/Etc)<br>Incentives/Rewards/Gift Cards              |      |
|                         | DM Printing  |      |
|                         | DM Executive Recruitment/Search/Staffing   |      |
|                         | Database Marketing & Loyalty Marketing Services  |      |
|                         | Alternative DM Media (DRTV/Mobile/Text/Place)  |      |
|                         | DM Executive Recruitment/Search/Staffing   |      |
|                         | Alternative DM Media (DRTV/Mobile/Text/Place)  |      |
|                         | Mailing House/Lettershop/Full Service  |      |
|                         | Flyers/Coupons/Coop Mailing/Inserts  |      |
| QM GROUP                | Customer Service & Contact Centre Services   | 2    |
| T. JOSEPH PRINT         | DM Printing  | 50   |
| TART MARKETING INC      | Direct Marketing Agency  | 4    |
|                         | CRM & BI System & Services   |      |
|                         | Fundraising & Not-For-Profit Agencies  |      |
|                         | Management Consultant (Strategy/Privacy/Tactics/Etc)   |      |
|                         | DM Creative/Copy/Design  |      |
|                         | Data Management Services & Systems   |      |
|                         | Alternative DM Media (DRTV/Mobile/Text/Place)  |      |
|                         | Direct Marketing Agency  |      |
|                         | Fundraising & Not-For-Profit Agencies  |      |
|                         | Database Marketing & Loyalty Marketing Services<br>Direct Marketing Agency                         |      |
|                         | DM Creative/Copy/Design  |      |
|                         | Email Campaign Management & Delivery   |      |
|                         | Incentives/Rewards/Gift Cards  |      |
|                         | Marketing Research/Polls/Surveys   |      |
|                         | Marketing Research/Polls/Surveys   |      |
|                         | Web Analytics/Tracking/Measurement   |      |
|                         | Direct Marketing Agency  |      |
|                         | Management Consultant (Strategy/Privacy/Tactics/Etc)   |      |
|                         | Email Campaign Management & Delivery   |      |
|                         | Data Management Services & Systems   |      |
|                         | •  |      |
| TUDENTREWARDS INC       | Alternative DM Media (DRTV/Mobile/Text/Place)  | 18   |

| COMPANY                       | CATEGORY  | PAGE |
|-------------------------------|---|------|
| STUDENTREWARDS INC            | Email Campaign Management & Delivery  | 53   |
|                               | Incentives/Rewards/Gift Cards   |      |
| STUDENTREWARDS INC            | Marketing Research/Polls/Surveys  | 74   |
|                               | Marketing Research/Polls/Surveys  |      |
|                               | Canada Post Recognized Mail Prep Software   |      |
|                               | Distribution & Delivery Services  |      |
|                               | Envelopes & Dimensional Mail Products   |      |
|                               | Customer Service & Contact Centre Services  |      |
|                               | Payment Processing/Credit/Order Systems   |      |
|                               | Alternative DM Media (DRTV/Mobile/Text/Place)   |      |
|                               | CRM & BI System & Services  |      |
| т                             | ,   |      |
| =                             | Database Marketing & Loyalty Marketing Services   | 35   |
|                               | Direct Marketing Agency   |      |
|                               | Customer Service & Contact Centre Services  |      |
| TACTIK E ASTUS                |   |      |
|                               | Alternative DM Media (DRTV/Mobile/Text/Place)   |      |
|                               | Premiums/Sales Promotion Services   |      |
|                               | CRM & BI System & Services  | 29   |
| TARGET MARKETING &            | DMC   |      |
|                               | DM Creative/Copy/Design   |      |
|                               | DM Printing Direct Marketing Agency   |      |
|                               | Direct Marketing Agency   |      |
|                               | Customer Service & Contact Centre Services  |      |
| •                             | Mailing House/Lettershop/Full Service   |      |
|                               | Envelopes & Dimensional Mail Products   |      |
|                               | Mailing House/Lettershop/Full Service   |      |
| TBWA TORONTO                  | Direct Marketing Agency   | 42   |
| TC DIRECT INC                 | Flyers/Coupons/Coop Mailing/Inserts   | 26   |
|                               | Direct Marketing Agency   |      |
|                               | Mailing House/Lettershop/Full Service   |      |
|                               | DM Executive Recruitment/Search/Staffing  | 47   |
| TEL PRO BUSINESS              | Customer Service & Contact Centre Services  | 22   |
|                               | Customer Service & Contact Centre Services  |      |
|                               | DM Executive Recruitment/Search/Staffing  |      |
|                               | Database Marketing & Loyalty Marketing Services   |      |
|                               | Customer Service & Contact Centre Services  |      |
| TELEPERFORMANCE CANADA        | Customer Service & Contact Centre Services  | 22   |
| TELESOLUTIONS INTERNATIONAL   | Customer Service & Contact Centre Services  | 22   |
| TELMETRICS INC                | Data Mining/Analytics/Segmentation/Modelling  | 32   |
|                               | Customer Service & Contact Centre Services  |      |
|                               | Management Consultant (Strategy/Privacy/Tactics/Etc)  |      |
|                               | Data Mining/Analytics/Segmentation/Modelling  |      |
|                               | DM Executive Recruitment/Search/Staffing  |      |
|                               | GIS/Geodemographics/Location Intelligence   |      |
|                               | Direct Marketing Agency   |      |
|                               | DM Printing   |      |
| THE AUTUMN GROUP              |   |      |
|                               | Direct Marketing Agency   | 42   |
|                               | Incentives/Rewards/Gift Cards   |      |
|                               | Management Consultant (Strategy/Privacy/Tactics/Etc)  |      |
|                               | Customer Service & Contact Centre Services  |      |
|                               | DM Printing   |      |
|                               | Fundraising & Not-For-Profit Agencies   |      |
|                               | Database Marketing & Loyalty Marketing Services   |      |
|                               | Direct Marketing Agency   |      |
|                               | Database Marketing & Loyalty Marketing Services<br>Management Consultant (Strategy/Privacy/Tactics/Etc) |      |
|                               | Direct Marketing Agency   |      |
| THE WEATHER NETWORK &         | Direct maintaing rigerity   | +2   |
|                               | Alternative DM Media (DRTV/Mobile/Text/Place)   | 18   |
| THEREBATECOMPANY THEHUNTGROUP |   |      |
| THEGIFTCARDGROUP              | Mailing House/Lettershop/Full Service   | 69   |
|                               |   |      |
| THEREBATECOMPANY THEHUNTGROUP | Alternative DM Media (DRTV/Mobile/Text/Place)   |      |

DM Industry Sourcebook 2009 | DIRECT MARKETING

| COMPANY  | CATEGORY  | PAGE                   |
|--|---|------------------------|
| THEREBATECOMPANY THEHUNTGROUP  |   |                        |
|  | Distribution & Delivery Services  | 43                     |
| THEREBATECOMPANY THEHUNTGROUP  | Facil Conscient Management & Daliner  | -                      |
| THEREBATECOMPANY THEHUNTGROUP  | Email Campaign Management & Delivery  | 53                     |
|  | Fulfillment/Shipping/Processing   | 57                     |
| THEREBATECOMPANY THEHUNTGROUP  |   |                        |
| THEGIFTCARDGROUP   | Incentives/Rewards/Gift Cards   | 60                     |
| THEREBATECOMPANY THEHUNTGROUP  |   |                        |
|  | Premiums/Sales Promotion Services   |                        |
|  | Email Campaign Management & Delivery<br>Database Marketing & Loyalty Marketing Services |                        |
|  | Data Management Services & Systems  |                        |
|  | Alternative DM Media (DRTV/Mobile/Text/Place)   |                        |
| TIER1CRM   | CRM & BI System & Services  | 29                     |
|  | Customer Service & Contact Centre Services  |                        |
| TMG INTERNATIONAL INC.   | Management Consultant (Strategy/Privacy/Tactics/Etc)                                    | 72                     |
| TNS MEDIA  |   |                        |
| INTELLIGENCE/EVALIANT SERVICES                                       | Web Analytics/Tracking/Measurement  | 80                     |
|  | List Manager/Owner/Complier   |                        |
|  | Alternative DM Media (DRTV/Mobile/Text/Place)   |                        |
|  | CRM & BI System & Services  |                        |
|  | Database Marketing & Loyalty Marketing Services   |                        |
| TOUCHLOGIC CORPORATION   | CRM & BI System & Services  | 29                     |
| TOUCHWORKS COMMUNICATIONS  | Fundraising & Not-For-Profit Agencies   | 56                     |
|  | Direct Marketing Agency   |                        |
|  | DM Creative/Copy/Design   |                        |
|  | Alternative DM Media (DRTV/Mobile/Text/Place)   |                        |
|  | Payment Processing/Credit/Order Systems   |                        |
|  | Payment Processing/Credit/Order Systems   |                        |
|  | Distribution & Delivery Services  | 44                     |
| TRANSCONTINENTAL DATABASE MARKET                                     |   |                        |
| DM Executive Recruitment/Search/Staffing TRANSCONTINENTAL MEDIA      | 48  |                        |
| Data Mining/Analytics/Segmentation/Modelling                         | 32  |                        |
| TRANSCONTINENTAL MEDIA   |   |                        |
| Alternative DM Media (DRTV/Mobile/Text/Place)                        | 18  | отс 9                  |
| TRANSCONTINENTAL PRINTING  |   | OIC.                   |
| DM Printing  | 51  | 1                      |
| TRANSCONTINENTAL PRINTING INC.                                       | 51  | /                      |
| DM Printing<br>TRAPEZE   |   | STATE OF               |
| Direct Marketing Agency  | 47  | ا م∔                   |
| TRI-GRAPHIC PRINTING   |   | Let                    |
| DM Printing  | 51  | VOI                    |
| TRILLIUM SOFTWARE DIV. HARTE HANKS                                   |   | you                    |
| CRM & BI System & Services   | 29  | hig                    |
| TROI MAILING SERVICES INC  |   | _                      |
| Mailing House/Lettershop/Full Service                                | 70  | the                    |
| TRUE NORTH LIST MARKETING List Manager/Owner/Complier                | 62  |                        |
| TWIST IMAGE  | 05  | tec                    |
| Alternative DM Media (DRTV/Mobile/Text/Place)                        | 18  | امما                   |
| TWIST MARKETING  |   | sol                    |
| Search Engine Marketing/Advertising                                  | 78  |                        |
|  |   | • Cro                  |
| U  |   | • Pers                 |
| UNI MARKETING  | 25  |                        |
| Database Marketing & Loyalty Marketing Services<br>UNICA CORPORATION | 35  | • HTN                  |
| CRM & BI System & Services   | 79  | <ul><li>Targ</li></ul> |
| UNILYTICS CORPORATION  |   | lma                    |
| Web Analytics/Tracking/Measurement                                   | 80  | anii                   |
| UNISOURCE CANADA   |   | o Full                 |
| Mail Prep/Mail Processing Equipment                                  | 65  |                        |
| UNITED PARCEL SERVICE  |   | Ma                     |
| Distribution & Delivery Services                                     | 44  | • Dat                  |
| UNIVERSAL MUSIC PUBLISHING GROUP                                     |   |                        |
| Incentives/Rewards/Gift Cards  | b1  |                        |

| COMPANY                        | CATEGORY   | PAGE |
|--------------------------------|--|------|
| UNXVISION                      | CRM & BI System & Services                           | 29   |
| UPSHIFT MARKETING GROUP        | Database Marketing & Loyalty Marketing Services      | 35   |
| UPSIDE CONSULTING GROUP        | DM Creative/Copy/Design                              | 46   |
|                                | Direct Marketing Agency                              |      |
| UPSTREAM WORKS SOFTWARE LTD    | Customer Service & Contact Centre Services           | 22   |
| UTHINK                         | List Manager/Owner/Complier                          | 63   |
| V                              |  |      |
| VALASSIS CANADA                | Flyers/Coupons/Coop Mailing/Inserts                  | 26   |
| VAULT SOLUTIONS INC            | CRM & BI System & Services                           | 29   |
| VENNGO                         | Marketing Research/Polls/Surveys                     | 75   |
| VENTRILOQUIST VOICE            |  |      |
| SOLUTIONS INTERNATIONAL INC    | Voice Broadcast Services/Lead Generation             | 80   |
| VEREQUEST                      | Management Consultant (Strategy/Privacy/Tactics/Etc) | 72   |
| VEREQUEST                      | Customer Service & Contact Centre Services           | 22   |
| VEREQUEST                      | Marketing Research/Polls/Surveys                     | 74   |
| VIDEOJET CANADA LTD            | Mail Prep/Mail Processing Equipment                  | 65   |
| VIIGO                          | Alternative DM Media (DRTV/Mobile/Text/Place)        | 18   |
| VINCENT ASSOCIATES INC.        | Data Management Services & Systems                   | 25   |
| VIRTUAL IMPACT MARKETING INC   | Premiums/Sales Promotion Services                    | 77   |
| VIRUS MARKETING                | Alternative DM Media (DRTV/Mobile/Text/Place)        | 18   |
|                                | Payment Processing/Credit/Order Systems              |      |
|                                | CRM & BI System & Services                           |      |
| VITAL INSIGHT GROUP CANADA INC | CRM & BI System & Services                           | 29   |
| VOICELOGIC                     | Customer Service & Contact Centre Services           | 22   |
| VONAGE CANADA                  |  |      |
|                                | Email Campaign Management & Delivery                 |      |
|                                | Alternative DM Media (DRTV/Mobile/Text/Place)        |      |
|                                | Alternative DM Media (DRTV/Mobile/Text/Place)        |      |
| VSP PRINTING                   | DM Printing  | 51   |





Website www.otcsystems.com Phone 888.438.1682 Email contact@otcsystems.com

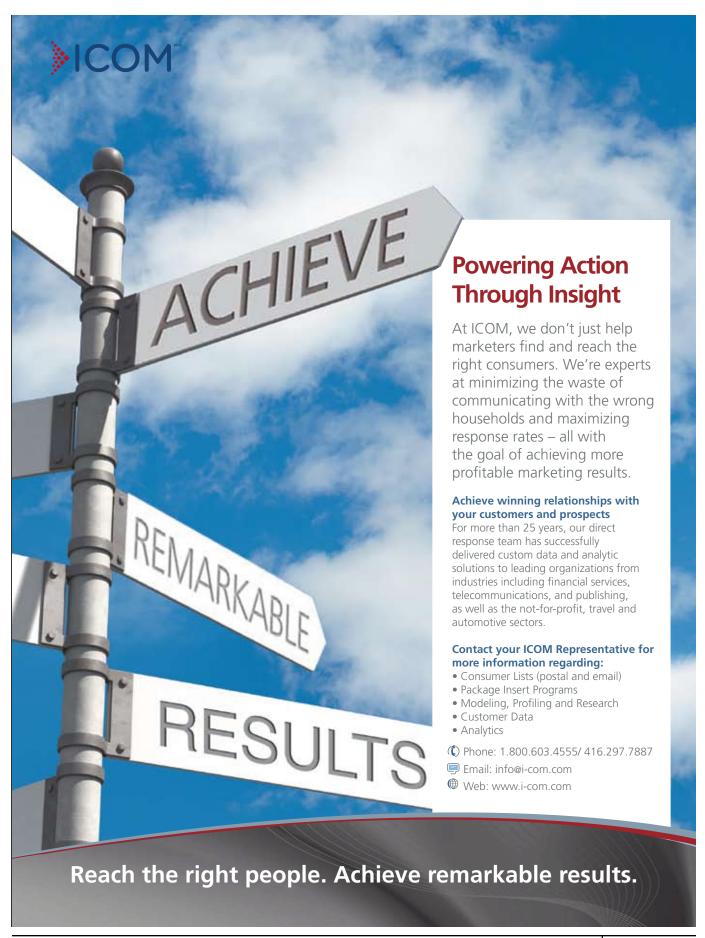




Let OTC Systems' expertise drive your direct mail campaign to a higher level. We fully understand the latest in print and web technologies, and can customize a solution to meet your requirements.

- Cross-Media Campaigns
- Personal Web Sites
- HTML Email Integration
- Targeted Imagery/Direct Smile Image creation – static and animated
- Full Campaign Tracking and Management
- Data Management

- Custom CRM Solutions
- Managed Print Automation for Printers/Agencies and CRM Providers
- Online Video hosting
- On-Demand **Digital Printing**
- DM and Web Design services
- CISSP Security Level



2 DM Industry Sourcebook 2009 | DIRECT MARKETING

| COMPANY                          | CATEGORY                                      | PAGE |
|----------------------------------|---|------|
| W                                |   |      |
| WAITING ROOM SAMPLING PROGRAM    | Distribution & Delivery Services              | 44   |
| WAM INTERACTIVE INFORMATION INC  | VDI/VDP/One to One/Customized Print           | 79   |
| WANNAWIN, DIV. SKOOZ CANADA      | Search Engine Marketing/Advertising           | 78   |
| WARNER MUSIC CANADA              |   |      |
| WARRENS WATERLESS PRINTING       | DM Printing                                   | 51   |
| WASSERMAN & PARTNERS             |   |      |
| ADVERTISING                      | Direct Marketing Agency                       | 42   |
| WATERMARK ADVERTISING            |   |      |
| DESIGN LIMITED                   | Direct Marketing Agency                       | 42   |
| WATT SOLUTIONS INC               | Mailing House/Lettershop/Full Service         | 70   |
| WATT SOLUTIONS INC               | DM Printing                                   | 51   |
| WATT SOLUTIONS INC               | VDI/VDP/One to One/Customized Print           | 79   |
| WEBCOM INC                       | DM Printing                                   | 51   |
| WEBCOM SUPPLY                    | Customer Service & Contact Centre Services    | 22   |
| WEBMUSKETEER.COM                 | Data Mining/Analytics/Segmentation/Modelling  | 32   |
| WEBTROPOLIS INC.                 | Web Analytics/Tracking/Measurement            | 80   |
| WELCOME WAGON LTD                | Alternative DM Media (DRTV/Mobile/Text/Place) | 19   |
| WESTKEY GRAPHICS                 | DM Printing                                   | 51   |
| WESTMINSTER INTERNATIONAL INC    |   |      |
| WHITSED INFORMATION SERVICES INC | List Manager/Owner/Complier                   | 6    |
| WIDERFUNNEL MARKETING INC        | Data Mining/Analytics/Segmentation/Modelling  | 32   |
| WIEST & ASSOCIATES INC.          |   |      |
| - THE CUSTOMER ACQUISITION       |   |      |
| WILEY CANADA                     | Alternative DM Media (DRTV/Mobile/Text/Place) | 19   |
| WILLIAM EXLINE INC               | Incentives/Rewards/Gift Cards                 | 61   |
| WINK RESEARCH                    |   |      |
| WLC MEDIA                        |   |      |
| WMODE                            |   |      |
| WONDER COMMUNICATIONS            |   |      |
| WOOD & ASSOCIATES DIRECT         | Mailing House/Lettershop/Full Service         | 70   |
| WORDS'WORTH                      |   |      |
| COMMUNICATION CONSULTING         |   |      |
| WOW MOBILE MEDIA INC             |   |      |
| WRIGHT IDEAS INC                 |   |      |
| WRITE MARKETING                  | ., ,  |      |
| WUNDERMAN                        | 3 3 ,   |      |
| WYERS DIRECT INC.                | Fundraising & Not-For-Profit Agencies         | 56   |

| COMPANY                    | CATEGORY  | PAGE |
|----------------------------|---|------|
| X                          |   |      |
| XENTEL DM INC.             | Fundraising & Not-For-Profit Agencies           | 56   |
| XENTRAX CONTACT            | , ,   |      |
| CENTRE SOLUTIONS INC.      | Customer Service & Contact Centre Services      | 22   |
| XEROX CANADA LTD           | Incentives/Rewards/Gift Cards                   | 61   |
| XEROX CANADA LTD           | DM Printing                                     | 51   |
| XPANDOMEDIA                | Envelopes & Dimensional Mail Products           | 54   |
|                            | Associations & Industry Organizations           |      |
| Υ                          |   |      |
| Y DIRECT MARKETING         |   |      |
| & COMMUNICATIONS           | Direct Marketing Agency                         | 42   |
| YAHOO! CANADA              | Search Engine Marketing/Advertising             | 78   |
| YELLOW PAGES GROUP         | Marketing Research/Polls/Surveys                | 75   |
| YELLOW PAGES GROUP         | Alternative DM Media (DRTV/Mobile/Text/Place)   | 19   |
| YESTEXT                    | Alternative DM Media (DRTV/Mobile/Text/Place)   | 19   |
| YEW & BAMBOO               | Email Campaign Management & Delivery            | 53   |
| YIELD                      | Direct Marketing Agency                         | 42   |
| YORK UNIVERSITY, EXECUTIVE | 3 3 ,   |      |
| EDUCATION CENTRE           |   | 72   |
|                            | Direct Marketing Agency                         |      |
|                            | VDI/VDP/One to One/Customized Print             |      |
| z                          |   |      |
| Z CARD CANADA              |   | 19   |
| ZENDATA MARKETING INC      | Email Campaign Management & Delivery            | 53   |
|                            | DM Creative/Copy/Design                         |      |
|                            | CRM & BI System & Services                      |      |
|                            |   |      |
| ZONE MARKETING GROUP       | Database Marketing & Loyalty Marketing Services |      |

#### **ADVERTISERS INDEX**

| <b>Address All</b>                              |  |  |  |
|---|--|--|--|
| <b>Business Information Group / Scotts</b> . 63 |  |  |  |
| Canada Post Back Cover                          |  |  |  |
| <b>Complete Mailing Services</b> 68             |  |  |  |
| Environics                                      |  |  |  |
| <b>Extend Communications</b> 19                 |  |  |  |
| <b>FSA</b>                                      |  |  |  |
| <b>ICOM</b>                                     |  |  |  |
| InfoCanada                                      |  |  |  |
| <b>Kelcom</b>                                   |  |  |  |
| Mailmarketing 69                                |  |  |  |
| <b>Origo</b>                                    |  |  |  |
| <b>OTC Systems</b>                              |  |  |  |
| Pitney Bowes                                    |  |  |  |
| <b>Business Insight</b> Inside Back Cover       |  |  |  |
| <b>RDP</b>                                      |  |  |  |
| MLS Data Management                             |  |  |  |
| <b>Solutions</b> Inside Front Cover             |  |  |  |
| <b>Smart DM</b>                                 |  |  |  |



# 40 YEARS 1969-2009

- Plays recorded voice or Text to Speech
- ► TTS inserts specific information into each call
- ▶ Callers Press 0 to connect to your salespeople or our 24/7 inbound center
- **▶** Lead Generation
- ▶ Direct Mail Followup
- ▶ Event Reminder And Registration
- **▶** Collection Calls
- **▶** Satisfaction Surveys
- ➤ Appointment Reminders
  To Hear sample calls dial
  1-888-3G0-ROB0
  (1-888-346-7626) Costs as little
  as 25 cents/call (or less)

We'll help you through DO NOT CALL compliance

1.888.371.6662

#### **Associations & Industry Organizations**

#### **AARM**

252-4261 Highway 7 Markham, ON L3R 9W6 p: 905-948-9687 f: 905-305-1489 e: robertstacey@aarm.org

www.aarm.org

Contact: Robert Stacey, President

#### **ADVERTISING STANDARDS CANADA**

1801-175 Bloor St E Toronto, ON M4W 3R8 p: 416-961-6311 f: 416-961-7904 e: info@adstandards.com

Contact: Linda Nagel, President and CEO

#### **AFP OTTAWA CHAPTER**

6026 Vinevard Dr Ottawa, ON K1C 2M5 p: 613-590-1412 f: 613-590-1413 e: iothurlbck@rogers.com Contact: Joanne Thurlbeck, President

#### ALBERTA CALL CENTRE ASSOCIATION

200, #6 Crowfoot Circle NW Calgary, ABT3G 2T3 p: 403-541-0911 f: 403-541-0915 www.abcallcentre.com Contact: Greg McPherson

#### **AMERICAN MARKETING ASSOCIATION -TORONTO CHAPTER**

c/o Managing Matters 720 Spadina Ave., Suite 202 Toronto, Ontario M5S 2T9 p: 416-944-9529

#### **ASSOCIATION OF CANADIAN ADVERTISERS**

95 St. Clair Avenue W, #1103 Toronto, ON M4V 1N6 p: 416-964-3805 f: 416-964-0771 Contact: Bob Reaume, VP, Media & Research

#### **ASSOCIATION OF REGISTERED GRAPHIC DESIGNERS OF**

503-96 Spadina Ave Toronto, ON M5V 2J6 p: 416-367-8819 f: 416-367-9150 e: hilary@rgdontario.com Contact: Hilary Ashworth, Director of Communications

#### BC TECHNOLOGY INDUSTRY **ASSOCIATION**

900-1188 West Georgia St Vancouver, BC V6E 4A2 p: 604-683-6159 f: 604-683-3879 e: info@bctia.org www.bctia.org

Contact: Pascal Spothelfer, President & CEO

#### **BELL BROADCAST** & NEW MEDIA FUND

1709-2 Carlton St Toronto, ON M5B 1J3 p: 416-977-8154 f: 416-977-0694 e: bellfund@ipf.ca

Contact: Rita Carbone Fleury, Marketing &

**Business Development** 

#### **BIZBASH TORONTO**

110-1 Thorncliffe Park Dr Toronto, ON M4H 1G9 p: 416-425-6380 e: equaltieri@bizbash.com Contact: Eileen Gualtieri, Online Sales Specialist

#### **BRITISH COLUMBIA ASSOCIATION OF INTEGRATED MRKTRS**

102-211 Columbia St Vancouver, BC V6A 2R5 p: 604-633-0033 f: 604-681-4545 e: ssu@telus.net

Contact: Donna Denham, Principal

#### **CANADIAN ASSOCIATION OF INTERNET PROVIDERS**

388 Albert St, 2nd Floor Ottawa, ON K1R 5B2 p: 613-232-2247 f: 613-236-8189 e: john.lacalamita@ca.mci.com www.caip.ca

Contact: John LaCalamita, Vice Chairman

#### **CANADIAN FRANCHISE ASSOCIATION**

116-5399 Eglinton Avenue West Toronto, ON M9C 5K6 p: 800-665-4232 f: 416-695-1950 e: ssanford@cfa.ca www.cfa.ca Contact: Suz Sanford, Manager, Communication & Marketing

#### **CANADIAN INTERNET REGISTRATION AUTHORITY**

350 Sparks St, 1110 Ottawa, ON K1R 7S8 Contact: David Hicks

#### **CANADIAN MARKETING ASSOCIATION**

607-1 Concorde Gate Don Mills, ON M3C 3N6 p: 416-391-2362 f: 416-441-4062 Contact: Alan Flint, VP, Membership

**Marketing & Services** 

#### **CANADIAN STANDARDS ASSN**

178 Rexdale Blvd Etobicoke, ON M9W 1R3 p: 416-747-4127 e: antonace@csa.ca www.csa.ca Contact: Elizabeth Antonacci, Marketing

Manager

#### **CASCADA MOBILE**

506-4711 Yonge Street Toronto, ON M2N 6K8 p: 416-204-0177 f: 416-488-1988 e: jconti@cascadamobile.com www.cascadamobile.com Contact: Jim Conti, VP, Business Development

#### **CONTACT PROFESSIONALS ALLIANCE INC.**

100-2 Bloor St. West Toronto, ON M4W 3E2 p: 416-410-4663 f: 416-229-9187 e: eliz@cpacan.com www.cpacan.com

Contact: Elizabeth Winter, President

#### **CONTACTNB** PO Box 162

Saint John, NB E2L 3X8 p: 506-672-2727 f: 506-672-2729 e: mike.bacon@contactnb.ca www.contactnb.ca Contact: Mike Bacon, Executive Director

#### **DIRECT MARKETING ASSOCIATION (US)**

1120 Avenue of the Americas New York, NY 10036-6700 p: 212-768-7277 f: 212-302-6714 e: info@the-dma.org http://www.the-dma.org **Contact: Membership Services** The largest DM association in the world

#### **DIRECT MARKETING ASSOCIATION OF TORONTO**

2850 Lakeshore Blvd. W, Box 80002 Toronto, ON M8V 4A1

#### **Associations & Industry Organizations**

p: 416-502-0433 www.dmat.ca Contact: President

#### **EMARKETING ASSOCIATION**

243 Post Rd. Suite 129 Westerly, RI 02891 p: 401-315-2194 f: 408-884-2461 e: admin@emarketingassociation.com www.emarketingassociation.com Contact: Robert Fleming, President



FLYER DISTRIBUTION STANDARDS ASSOCIATION

#### **FLYER DISTRIBUTION STANDARDS** ASSOCIATION

800-1255 Bay St Toronto, ON M5R 2A9 p: 416-922-0553 f: 416-922-8011 e: info@fdsa-canada.org www.fdsa-canada.org Contact: Tom Andrew, Chairman Representing a billion dollar industry, the FDSA addresses issues shared by retailers. distributors, printers, binderies, transport companies and media agencies. Its mandate is to establish standards for the retail flyer industry, from technical specifications to processes and terminology, to increase efficiency for the entire industry.

#### **FOREST STEWARDSHIP COUNCIL** CANADA (FSC)

400-70 The Esplanade Toronto, ON M5E 1R2 p: 877-571-1133 Contact: Maia Becker, Manager, Communications & Client Services

#### **GS1 CANADA**

800-1500 Don Mills Road Toronto, ON M3B 3L1 Contact: Nancy Carey, Senior Director, Marketing, Communications & Corpo

#### IIMA

349 West Georgia St Vancouver, BC V6B 3Z4 p: 866-281-4462 e: president@iimaonline.org www.iimaonline.org Contact: President International Internet Marketing Association.

#### INTERAC ASSOCIATION

1905-121 King St W Toronto, ON M5H 3T9 p: 416-869-5070 f: 416-362-0590 Contact: Judith Wolfson, Director, Marketing

#### **INTERACTIVE ADVERTISING BUREAU OF CANADA**

3-159 Ouebec Avenue Toronto, ON M6P 2T9 p: 416-620-405 f: 208-693-9726 e: information@iabcanada.com www.iabcanada.com Contact: Paula Gignac, President

#### INTERACTIVE ONTARIO

411-99 Atlantic Dr Toronto, ON M6K 3J8 p: 416-516-0077 e: roma@interactiveontario.com Contact: Roma Ebrahim, Director, Marketing & Parterships

#### INTERNATIONAL CUSTOMER SERVICE **ASSOCIATION TORONTO**

25 Royal Crest Ct. #5 Markham, ON L3R 9X4 p: 905-477-5544 / f: 905-940-1278 e: dolly@icsa.on.ca www.icsa.on.ca Contact: Dolly Konzelmann, President

#### INTERNATIONAL INTERNET MARKETING ASSOCIATION

349 West Georgia St Vancouver, BC V3B 3Z4 e: president@iimaonline.org www.iimaonline.org Contact: Paula Skaper, President

#### MANITOBA CUSTOMER CONTACT **ASSOCIATION**

1000 Waverley St Winnipeg, MB R3G 2W1 p: 204-975-6464

f: 204-975-6460 e: cheryl@mcca.mb.ca Contact: Cheryl Barsalou, CEO & Executive Director

#### **MARKETING RESEARCH & INTELLIGENCE ASSOCIATION**

2600 Skymark Ave, Bld 4, Unit 104 Mississauga, ON L4W 5B2 p: 905-602-6854 / f: 905-602-6855 e: cathieb@taylorenterprises.com www.mria-arim.ca Contact: Cathie Breton, Membership Coordinator

#### **OTTAWA REGION CALL CENTRE ASSOCIATION**

p: 613-247-9691 Contact: John Scott, Chair

#### **PROMOTIONAL PRODUCTS ASSOCIATION OF CANADA INC**

6700 Cote de Liesse, Suite 100 Saint-Laurent, QC H4T 2B5 p: 514-489-5359 / f: 514-489-7760 e: info@promocan.com Contact: Susan Beauchamp, Marketing Manager

#### RETAIL MERCHANTS ASSOCIATION

1595 16th Ave, #103 Richmond Hill, ON L4B 3N9 p: 905-764-0893 Contact: Krishna Datt, Coupon Department

#### **RGD ONTARIO**

503-96 Spadina Ave. Toronto, ON M5V 2J6 Contact: Heidi Mulzer, Membership Coordinator

#### **XPLOR CANADA ASSOCIATION**

64 Thornridge Cres Kitchener, ON N2M 4W1 p: 519-578-4370 / f: 519-578-1089 e: dave@xplorcanada.org Contact: Dave MacMillan, Executive Director



## YOUR RDP FULFILLMENT CHECKLIST

- Provision: Post Office Boxes & daily clearance
- Real time online Web site inventory order system
- Co-Packing & packing of all types
- Computer services to build & maintain a valuable database
- Online facilities: speedy & efficient customer service Security warehousing with computerized inventory
- Picking, packing & assembly of materials at competitive prices
- Full management reporting & dedicated program coordination

## RDP FULFILLMENT CORPORATION

1725 McPherson Court Pickering, Ontario L1W 3H9 1-800-563-1227 T: (905) 837-9394 F: (905) 837-9657 E: robert\_pinheiro@RDP1.com www.RDP1.com

SERVICES: Literature & P.O.S. Distribution ■ Cheque/Cash Refund Offers ■ Kit

Assembly ■ Catalogue Fulfillment ■ Premium Offers

#### ADAPT MEDIA INC

306-2906 West Broadway Vancouver, BC V6K 2G8 p: 416-897-6134 e: sales@adaptmedia.com

Contact: Jamie Thompson, Managing

Director

#### **AOL CANADA INC**

55 St Clair Ave W. 7th Fl Toronto, ON M4V 2Y7 p: 416-960-6500 f: 416-960-6502 e: kathyasnow@aol.com www.aol.com

Contact: Kathy Snow, Director Direct Mktg

#### **AOL CANADA INC.**

55 St Clair Ave W. 7th Fl Toronto, ON M4V 2Y7 p: 416-960-6583 f: 416-960-6571

Contact: Joseph Arcuri, General Manager



#### **ASSETPRINT**

200-1111 St-Urbain Montral, QC H2Z 1Y6 p: 514-847-5361 e: fgill@assetprint.ca www.assetprint.ca Contact: Felix Gill, CEO Canada's most cutting edge peronalized printing and fulfillment services. Grab and retain your customers' attention to greatly improve conversion. Great quality, high security and on demand digital print facility with the best prices out there! Located in downtown Montreal, Call 1-866-PRINT-38 or upload your files to www.assetprint.ca

#### **B5MEDIA INC**

302-174 Spadina Ave Toronto, ON M5T 2C2 p: 866-652-7189 f: 416-849-0347

Contact: Jeremy Wright, President, CEO

#### **CANADA NEWSWIRE**

1500-20 Bay St Toronto, ON M5J 2N8 p: 416-863-9350 f: 416-863-4829 Contact: Elisa Schupp, Vice President, Central Canada

#### **CANPAGES**

2700 Production Way, #500, Innovation Pl Burnaby, BC V5A 0C2 p: 604-421-8202

f: 604-421-0362 www.canpages.ca

Contact: Mike Anderson, VP, Sales

#### **CHALK MEDIA**

1071 Mainland St. 2nd Fl Vancouver, BC V6B5P9 p: 604-684-9399 f: 604-684-0326 e: info@chalk.com www.chalk.com Contact: Kris Sutherland, Director and

**Executive VP** 

#### **CHANNEL 500 INC.**

147 Liberty St. Toronto, ON M6K3G3 p: 416-703-2151 f: 416-703-2118 e: influence@channel500.com www.channel500.com Contact: Rod Bell, President

#### **CINEPLEX MEDIA**

102 Atlantic Ave, #100 Toronto, ON M6K 1X9 p: 416-539-8800 f: 416-539-8511 e: sales@cineplex.com Contact: Robert Brown, Sales Manager

#### CITYXPRESS CORP

200-1727 West Broadway Vancouver, BC V6J 4W6 p: 604-638-3800 www.cityxpress.com Contact: Mike Togyi, VP, Business Development

#### COMMERCETEL

216 Walmer Rd Toronto, ON M5R 3R7 p: 416-925-0172 Contact: Gary Anstey, VP, Corporate Development

#### **CORUS CUSTOM NETWORKS**

501, 630 - 3rd Ave. SW Calgary, ABT2P 4L4 p: 403-444-4243 www.coruscustomnetworks.ca Contact: Angela Joyce, Marketing Manager

#### **ECOMEDIA DIRECT INC**

1-24 The East Mall Toronto, ON M8W 4W5 p: 416-259-3200 f: 416-259-1252 Contact: Erich Genseberger, President

#### **EXPONENTIA**

610-425 Carrall St Vancouver, BC V6B 6E3 p: 604-738-9462 f: 604-738-0059 Contact: Andrew Gregory

#### FREEFONE INC.

60 Adelaide Street E, 6th Fl Toronto, ON M5C 3E4 p: 866-888-6687 e: info@freefone.com www.freefone.com

Contact: Ezio D'Onofrio, President & COO

#### **GLOBE & MAIL**

444 Front St W Toronto, ON M5V 2S9 p: 416-585-5056 e: nprior@globeandmail.com Contact: Natalie Prior, Category Manager, Marketing Solutions Group

#### **HD MEDIA CREATIONS**

142 Mill Street South Brampton, ON L6Y1T6 p: 416-488-9400 f: 905-457-3698 e: bruno@hdmedia.ca www.hdmedia.ca

Contact: Bruno Marsala, Director of Sales

#### **HIP COMMUNICATIONS**

302-156 Front St W Toronto, ON M5J 2L6 p: 416-637-3466 e: info@hip.ca

Contact: Michael Garbe, President

#### **IMPACT MOBILE**

700-460 Richmond St W Toronto, ON M5V 1Y1 p: 416-368-8400 f: 416-368-2157 Contact: Gary Schwartz, CEO

#### **IMPARK**

300-601 West Cordova St Vancouver, BC V6B 1G1 p: 604-681-7311 f: 604-681-4098 e: jjones@impark.com Contact: Julian Jones, VP, Business Development

#### **INFLUENCE MEDIA**

300-1062 Homer St Vancouver, BC V6B 2W9 p: 604-539-0775 f: 604-539-0773 e: info@influencemedia.ca Contact: Mark Tute, President

#### INTERWOOD DIRECT

604-4110 Yonge St Toronto, ON M2P 2B7 p: 416-250-1665 f: 416-250-1443 e: robw@interwood.com

www.interwood.com

Contact: Robert Woodrooffe, President

#### JAMBO MOBILE SOLUTIONS

500-150 Ferrand Toronto, ON M3C 3E5 p: 416-621-6711 f: 416-621-7715 e: derek.colfer@jambomobile.com Contact: Derek Colfer, VP, Strategy

#### LIVE SPACES EVENT MARKETING

412-338 Richmond St W Toronto, ON M5V 3P1 p: 416-203-6400

Contact: Jennifer Mason Murkowich

#### **MAMBO INTERACTIVE**

201-2973 Lake Shore Blvd W Toronto, ON M8V 1J5 p: 416-414-3014 f: 416-536-0620 Contact: Pablo Viola, President

#### MARITZ CANADA INC

6900 Maritz Drive Mississauga, ON L5W 1L8 p: 905-696-9400 f: 905-696-9921 e: contactuscanada@maritz.com www.maritzcanada.com Contact: Paul Gallant, Director, Loyalty Maritz Canada designs and delivers solutions that promote loyalty among consumers and channels. We offer additional services that focus on the human dimension of performance relating to learning, performance incentives, event and experiential marketing and research.

#### **MEDIACITY**

304-69 Yorkville Ave Toronto, ON M5R 1B8 p: 416-966-6900 e: sdeluca@medalt.com Contact: Sylvio Deluca

#### **MOBILE GENERATION AMERICAS**

110-192 Spadina Ave Toronto, ON M5T 2C2 p: 416-849-3340 e: ca@tmg-global.com www.tmg-global.com Contact: Kristina Gloge, Senior Account Manager

#### MONTE-BROOKS PRODUCTIONS

50 Oakdale Ct Kitchener, ON N2P 2S9 p: 519-896-5219 f: 519-896-5250 e: linda@montemedia.tv www.montemedia.tv Contact: Linda Brooks, Director, DRTV Operations

#### MOSAIC EXPERIENTIAL MARKETING

2700 Matheson Blvd E, 2nd Fl, WT Mississauga, ON L4W 4V9 p: 905-238-8422 f: 905-238-1998 e: aidan@mosaicxm.com www.mosaicxm.com Contact: Aidan Tracey, President

#### **MYSPACE CANADA**

489 King St W Toronto, ON M5V 1K4 p: 416-205-0100

Contact: Dave Stevens, General Manager

#### MYTHUM INTERACTIVE INC.

355 King Street W, #400 Toronto, ON M5V1J6 p: 416-258-2123 f: 416-969-2618 e: mcarter@mythum.com www.mythum.com Contact: Michael Carter, President

#### **NEWSPAPERDIRECT**

200-13111 Vanier Place Richmond, BC V6V 2J1 p: 604-278-4604 f: 604-278-4684 Contact: Richard Miller, VP, Sales & Marketing

#### **NORTHERN LIGHTS DIRECT RESPONSE TV**

500-119 Spadina Ave Toronto, ON M5V 2L1 p: 416-593-6104 f: 416-593-7258 e: twilmarth@nldrtv.com www.nldrtv.com Contact: Tom Wilmarth, Director, Business Development

#### NORTHERN RESPONSE (INT'L) LTD

18 Skagway Ave Toronto, ON M1M 3V1 p: 416-261-6699 f: 416-261-4159 e: david@nresponse.com www.shopnorthern.com Contact: David Baldassi, New Business Development

#### **OLIVE CANADA NETWORK**

400-590 King St W Toronto, ON M5V 1M3 p: 416-687-5700

Contact: Kristie Painting, Director of Sales

#### PI MEDIA/ST. JOSEPH CONTENT

236 Lesmill Road Toronto, ON M3B 2T5 p: 416-449-9333 f: 416-425-1335 e: jcarter@pimedia.com www.pimedia.com Contact: Jan Carter, Marketing Manager

#### **SCENE LP**

1303 Yonge St Toronto, ON M4T 2Y9 p: 416-323-6670 f: 416-323-6683 www.scene.ca

Contact: Scott Ray, Managing Director

#### SILVERBACK CRM 606-130 Spadina Ave

Toronto, ON M5V 2L4

p: 416-363-0060 f: 416-617-2836 e: mjeffery@silverback-media.com www.silverback-media.com Contact: Martin Jeffery, EVP, Client Service Our objective is to develop and implement effective 1-to-1 initiatives that build customer relationships and profitability for our clients. BTi offers integrated solutions and professional services emanating from the principles of CRM: strategic consulting and program design, data analytics, segmentation and profiling, results tracking, superior creative, production and lettershop management. We specialize in both on- and off-line communications tools including our most recent technology, the Living Brochure that brings your

#### SMART TECHNOLOGIES INC.

1207 - 11 Avenue SW, Suite 300 Calgary, ABT3C0M5 p: 403-245-0333 f: 403-228-2500 e: info@smarttech.com www.smarttech.com

Contact: Tom Hodson, VP, Marketing

#### **SMS SIMPLIFIED**

e-brochure to life!

12 Hemmingwood Way Nepean, ON K2G 5Z2 p: 613-686-5749 Contact: Josh Larocque

#### **SOTI INC**

29-5155 Spectrum Way Mississauga, ON L4W 5A1 p: 905-624-9828 f: 905-624-3242

Contact: Ron Hassanwalla, Director, Sales &

Marketing

#### **SPLICE SOFTWARE**

204, 4702 1st ST SW Calgary, AB T2Z 3G3 p: 403-720-8326 f: 403-720-5718

Contact: Don Thompson, Executive VP

#### SPP MARKETING SERVICES INC.

2345 Yonge St, #808 Toronto, ON M4P 2E5 Contact: Liz Fernandes, Vice President, Operations & Client Services

#### STONEHENGE MEDIA GROUP

210-468 Queen St E Toronto, ON M5A 1T7 p: 416-537-2100 f: 416-537-8969 e: lynda@stonehenge.ca Contact: Lynda Rinkenbach, President

#### STUDENTREWARDS INC

603-110 Ealinton Ave E Toronto, ON M4P 2Y1 p: 416-332-3210 f: 416-322-3209 e: suzanne@studentrewards.com www.studentrewards.com Contact: Suzanne Tyson, President Studentrewards.com has the largest database of youth in Canada. With 1.6 million members registered since 1998 and over 600,000 permission youth today, we can help companies reach the elusive 17-29 year old Canadian demographic. We reach our members through e-marketing, web advertising and strategic scholarship and awards programs.

#### **SWEET CAESAR**

409-291 Avenue Rd Toronto, ON M4V 2G9 p: 416-901-5394 f: 647-723-7514 www.sweetcaeser.com Contact: Clyde Wagner, Market Development

#### SYMPATICO/MSN

207 Queens Quay W. Suite 600 Toronto, ON M5J1A7 p: 416-353-0440 f: 416-703-2818 www.sympatico.msn.ca Contact: Stephanie Wilson Chapin, Associate Director, Direct Marketing

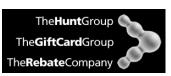
# TACTIK E ASTUS COMMUNICATIONS MARKETING

170, boul. St-Joseph Gatineau, QC J8Y 3W9 p: 819-771-1414 f: 819-770-6868

Contact: Sylvain Perron, President

# THE WEATHER NETWORK & METEOMEDIA ONLINE

2655 Bristol Circle
Oakville, ON L6H7W1
p: 905-829-1159
f: 905-566-9370
e: temerson@on.pelmorex.com
www.meteomedia.com
Contact: Taylor Emerson, VP & GM,
Interactive Services



# THEREBATECOMPANY THEHUNTGROUP THEGIFTCARDGROUP

5875 Whittle Road Mississauga, ON L4Z 2H4 p: 800-365-4844 f: 905-890-7844 e: mdmckelvie@therebatecompany.com www.therebatecompany.com Contact: Michael McKelvie, VP, Marketing & Communications Everything we do is based on Best Practice processes and is driven by our passion to create an exceptional customer experience while offering clients a complete consumer reward solution. We provide expert mail-in or online reward validation and management, creative & print, web, lettershop and customized reward cards. We distribute gift cards from the leading retailers and can engage your customers via direct or bulk mail, text messaging and publishing directly to BlackBerry and iPhone smart phones. Your consumer reward funds are protected by our SecureFund process, which includes an executed Trust Agreement, transparent promotion account balances and transactions, plus your company will be named on our comprehensive corporate insurance policies, with a Certification of Insurance that is renewed annually. Full protection at no additional cost. No Risk.

Just Rewards, Call us now."

#### TICKETMASTER CANADA

3900-1 Blue Jays Way
Toronto, ON M5V1J3
p: 416-345-9200x5205
f: 416-341-8711
e: brian.himel@ticketmaster.com
www.ticketmaster.com
Contact: Brian Himel, VP, Advertising &
Sponsorship Sales

#### TORONTO STAR TELEVISION

1 Yonge St, 9th Fl Toronto, ON M5E 1E6 p: 416-869-4700 f: 416-869-4566 e: info@tmgtv.ca

Contact: Merlynn Erasmus, Director Sales

#### **TRAFFIKGROUP**

500-489 College St Toronto, ON M6G 1A5 p: 416-535-4131 f: 416-535-8390 Contact: Mark Ferrier, Founding Partner

#### TRANSCONTINENTAL MEDIA

25 Sheppard Ave W, #100
Toronto, ON M2N 6S7
p: 416-227-8289
e: cornerc@transcontinental.ca
Contact: Connie Corner, Director,
Integrated Marketing Solutions

#### **TWIST IMAGE**

304-3530 Saint-Laurent Montreal, QC H2X 2V1 p: 514-987-9992 f: 514-987-2229 e: studio@twistimage.com www.twistimage.com Contact: Mitch Joel, President

#### VIIGO

400-87 Front St E Toronto, ON M5E 1B8 p: 416-646-6490 f: 416-703-9062 Contact: Robert Belliveau, VP, Business Development

#### **VIRUS MARKETING**

4710, rue St-Ambroise, bur. 224A Montreal, QC H4C 2C7 p: 514-938-6520 f: 514-938-0870 Contact: Sebatien Leblanc, President

#### **VORTEX MOBILE**

411 Richmond Street E, #308 Toronto, ON M5A 3S5 Contact: Brady Murphy, Managing Partner

#### **VOXDATA SOLUTIONS INC**

1860-1155 rue Metcalfe Montreal, QC H3B 2V6 p: 800-861-9599 f: 514-871-2605 e: fcouture@voxdata.com www.voxdata.com Contact: France Couture, Presidente

#### **WELCOME WAGON LTD**

10-3761 Victoria Park Ave Toronto, ON M1W 3S3 p: 416-497-8688 f: 416-497-3474 e: pneuman@welcomewagon.ca www.welcomewagon.ca Contact: Pat Neuman, President

#### **WILEY CANADA**

23 Pine Ave S
Mississauga, ON L5H 2P5
p: 647-290-8573
f: 416-236-4448
e: ccote@wiley.com
Contact: Christiane Cote, Manager, Custom
Publishing

#### WMODE

Sales

3553, 31 Street NW
Calgary, AB T2L 2K7
p: 403-260-8690
f: 403-210-3663
e: tom.beaman@wmode.com
www.wmode.com
Contact: Tom Beaman, VP, Marketing &

#### WOW MOBILE MEDIA INC.

480 Briar Hill Avenue Toronto, ON M5N 1M7 f: f41-648-56604 Contact: Lyle Goodis, President

#### YELLOW PAGES GROUP

325 Milner Ave., 7th Fl Toronto, ON M1B5S8 p: 416-412-5247 f: 416-412-5798 www.ypg.ca Contact: Patty DeMarco, Senior Manager, Business Development

#### **YESTEXT**

Box 53133
Edmonton, AB T5N 4A8
p: 866-225-2744
f: 780-483-4017
e: sales@yestext.com
www.yestext.com
Contact: Ross Gordon, Marketing Director

#### Z CARD CANADA

101-16 Mossbank Dr Brampton, ON L6W 3Z3 p: 905-451-8800 f: 905-450-9037 e: zcarnac@rogers.com www.zcardna.com

Contact: Joan Nordemann, President & CEO

#### **ZIPLOCAL**

197 Spadina Ave, 2nd FL Toronto, ON M5T 2C8 p: 416-987-2152 e: ccohen@ziplocal.com Contact: Cherie Cohen, Director, Marketing

#### Call Centres/Contact Centres/Customer Services

#### 24-7 INTOUCH

335 Maxwell Crescent Regina, SK S4N 5X9 p: 416-516-1710 f: 866-516-4184 e: sales@24-7intouch.com www.24-7intouch.com Contact: Maya Kotecha, Marketing Manager

#### **ACHIEVEGLOBAL**

1300-150 York St Toronto, ON M5H 3S5 p: 416-214-2022 f: 416-214-2023 www.achieveglobal.com Contact: Michelle Bonterre, VP, Marketing



#### **ASSETPRINT**

200-1111 St-Urbain
Montral, QC H2Z 1Y6
p: 514-847-5361
e: fgill@assetprint.ca
www.assetprint.ca
Contact: Felix Gill, CEO
Canada's most cutting edge personalized
printing and fulfillment services. Grab and
retain your customers' attention to greatly
improve conversion. Great quality, high

security and on demand digital print facility with the best prices out there! Located in downtown Montreal. Call 1-866-PRINT-38 or upload your files to www.assetprint.ca

#### **ASSURANT SOLUTIONS**

500-5160 Yonge St Toronto, ON M2N 6T7 p: 416-733-3360 f: 416-733-7826 e: john\_forsyth@assurant.com www.assurant.com Contact: John Forsyth, Manager, Direct Marketing

#### ATELKA INC.

500-1000 St-Antoine Street West Montreal, QC H3C 3R7 p: 514-448-4905 f: 514-448-4906 e: dominique.trudel@atelka.com



# A LEADING NORTH AMERICAN CALL CENTRE

- PRODUCT SALES
- PAYMENT PROCESSING
- 3RD PARTY VERIFICATION
- STORE LOCATOR
- CUSTOMER SERVICE AND SUPPORT TECHNOLOGY
- RESERVATIONS/REGISTRATIONS
- LITERATURE FULFILLMENT
- ORDER TAKING
- LOTTERIES
- OVERFLOW AND AFTER-HOURS AVAILABLE



7/24/365

# 24 HOURS A DAY INBOUND MARKETING RESPONSE

www.extendcomm.com Contact: Scott Lyons Tel: (800) 265-9975 Fa E-mail: info@extendcomm.com

Fax: (800) 948-1248

#### **Call Centres/Contact Centres/Customer Services**

www.atelka.com Contact: Dominique Trudel, VP, Sales and Marketing

#### **AVAYA CANADA CORP**

300-1380 Rodick Rd Markham, ON L3R 4G5 p: 905-474-6969 e: lekiert@avaya.com www.avaya.com Contact: Larry Ekiert, Marketing Communications

# BARBADOS INVESTMENT & DEVELOPMENT CORP

1010-105 Adelaide Street W. Toronto, ON M5H 1P9 p: 416-214-9919 f: 416-214-9815 e: barinves@interlog.com www.investbarbados.org Contact: Kenneth Campbell Barbados provides the world-class company with a low risk, competitive base from which to operate an international Call Centre. This well respected location provides a high quality productive work force, excellent telecom accommodation & a range of attractive tax incentives. Companies can reduce operating cost, while maintaining the highest level of quality to their customers. Contact the BIDC to get more details on how Barbados can help your company find new markets.

#### **BEAUTYROCK INC**

41 2nd St W
Cornwall, ON K6J 1G3
p: 613-932-2525
f: 613-932-6673
e: stan-body@beautyrock.ca
www.beautyrock.com
Contact: Stan Body, Chairman

#### **BELL CANADA**

483 Bay St, Floor 7th, N
Toronto, ON M5G 2C9
p: 416-215-4499
f: 416-593-1057
e: erika.vannoort@bceelix.com
Contact: Erika Van Noort, Director, Contact
Centre Management

#### **BLUE OCEAN CONTACT CENTRES**

400-7051 Bayers Rd Halifax, BC B3L 4V2 p: 604-605-8400 f: 604-605-8401 e: aobrien@blueocean.ca www.blueocean.ca Contact: Andrew O'Brien, Senior Vice President, Development

# CANADADIRECT DATABASE MARKETING INC

743 Renaud Ave
Dorval, QC H9P 2N1
p: 514-422-8585
f: 514-422-8835
e: ttaylor@canadadirect.ca
www.canadadirect.ca
Contact: Tom Taylor, Managing Director

#### **CENTTRIC MARKETING SYSTEMS**

5-480 Hood Rd
Markham, ON L3R 9Z3
p: 905-513-1414
f: 905-513-1416
e: sgilpin@centtric.com
www.centtric.com
Contact: Steve Gilpin, President

#### **CIRCUMFERENCE**

210-3710 Richmond Road Ottawa, ON K2H 5B8 p: 613-688-2400 f: 613-688-2414 Contact: John Peacock, CEO

#### **CORPORATE TELECOM SERVICES**

1-2333 Wyecroft Road Oakville, ON L6L 6L4 p: 905-827-7200 f: 905-827-4514

Contact: Kathy Angelow, Director of Sales

#### **CUSTOMER SERVICE CANADA INC.**

246 Waterloo Street
London, ON N6B 2N4
p: 519-659-9300
f: 519-659-8164
e: tmedzon@csci.org
www.customerservicecanada.ca
Contact: Ted Medzon, President
Business to business & consumer
marketing & communication services both
inbound & outbound; lead generation;
first appointment booking; surveys; direct
sales; list development; database creation &
management; office management support.

#### **DIRECT IMPACT MARKETING**

202-41 Britain St S Toronto, ON M5A 1R7 p: 416-504-7144 f: 647-439-1416 e: rlesser@directimpactnow.com www.ondemandinsidesales.com Contact: Robert Lesser, President

#### **DIRECT SALES FORCE INC.**

302-41 Britain St Toronto, ON M5A 1R7 Contact: Neil Spivak, CEO

#### **DURHAM CONTACT CENTRE**

199 Wentworth Street East Oshawa, ON L1H 3V6 p: 905-743-4601 f: 905-576-6180 e: sandrakazmirchuk@durhamcontact.com

Contact: Sandra Kazmirchuk

#### **EMPIRIX INC**

20 Crosby Dr Bedford, MA 01730 p: 781-266-3573 www.empirix.com Contact: Susan Anderson

#### **EQUINOX MARKETING SERVICES**

104-9045 cote-de-Liesse Montreal, QC H9Y 2P8 p: 514-636-2229 f: 514-636-9941 e: selfassi@equinoxtm.com www.equinoxtm.com Contact: Sammy El Fassi, General Manager



#### **EXTEND COMMUNICATIONS INC**

49 Charlotte St Brantford, ON N3T 2W4 p: 519-759-6820 f: 519-754-1994 e: info@extendcomm.com www.extendcomm.com Contact: Scott Lyons, President

#### **FINELINE SOLUTIONS**

290 Garry St

Winnipeg, MB R3C 1H3 p: 204-942-4242 f: 204-943-6462 e: drattray@fineline.ca www.fineline.ca Contact: David Rattray, Vice President, Sales & Marketing

#### **FSA GROUP, THE**

1351 Rodick Rd
Markham, ON L3R 5K4
p: 905-513-6031
f: 905-513-6035
e: rvv@thefsagroup.com
www.thefsagroup.com
Contact: Rob van Velzen, President
The FSA Group offers a full range of
Contact Centre services. Our inbound
services include customized service and
support, help desk and concierge service,
order taking and order entry as well as
web-based e-mail and live chat services.
Outbound services include product recall
and availability, appointment generation

#### **Call Centres/Contact Centres/Customer Services**

and verification, customer satisfaction surveys and audits. All of these services are backed up by our full range of direct marketing and fulfillment services.

#### **GEXEL TELECOM INT'L INC**

507 Place d'Armes, 18th Fl Montreal, QC H2Y 2w8 p: 514-816-8828 f: 514-935-5318 e: cbeaton@gexel.com www.gexel.com Contact: Corinne Beaton, Business Development

#### **GILLCOMM SOLUTIONS CENTER LTD.**

229 B Victoria Avenue
Regina, SK S4N 0P6
p: 888-546-2855
f: 306-546-2851
e: verna@gillcommsolutions.ca
www.predictivedialers.com
Contact: Verna Alonzo Lantigua, Contact
Center Manager

#### **HOSTED COMMUNICATIONS LTD**

160 Woodbend Wynd Edmonton, AB T6M 2N6 p: 780-444-5808 f: 647-722-9064 e: lana@hostedcommunications.ca Contact: Lana Minoque, Director of Sales

#### **ICT CANADA MARKETING INC**

720 Coverdale Rd Riverview, NB E1B 3L8 p: 506-387-9050 f: 506-382-1851 e: malpern@ictgroup.com www.ictgroup.com Contact: Mark Alpern

#### INTELLIRESPONSE SYSTEMS

900-20 Toronto Street Toronto, ON M5C 2B2 p: 416-214-9337x241 e: mdufton@intelliresponse.com Contact: Mike Dufton, President & CEO

#### INTERALIA INC.

4110 79 St N.W.
Calgary, AB T3B 5C2
p: 403-288-2706
f: 403-288-5935
e: mgrace@interalia.ca
www.interalia.ca
Contact: Martin Grace, Corporate Sales
Manager

#### JM INBOUND GROUP LTD

BOX 40 Apsley, ON KOL 1A0 p: 866-249-0441 f: 705-656-5151 Contact: J J Marchand, President

#### **KELCOM**

1172 Goyeau St
Windsor, ON N9A 1J1
p: 519-977-8979
f: 519-254-4101
e: kpaul@kelcom.com
www.kelcomcallcenter.com
Contact: Kerry Paul, Account Manager
24/7 Inbound Call Center--Order taking,
website contact buttons, appointmentmaking, absentee call in lines, emergency
response, remote receptionist and PRI
backup location. 2007 Canadian Call
Management Award of Excellence Winner.

#### LIVEXCHANGE

292 McCaffrey Rd #1B Newmarket, ON L3X 1J4 p: 905-953-8939 f: 905-657-8053 e: brianpritchard@rogers.com Contact: Brian Pritchard, CEO

# NORTHERN COMMUNICATIONS SERVICES INC

230 Alder St Sudbury, ON P3C 4J2 p: 705-673-6888 f: 705-669-2773 e: mshantz@northerncom.com www.northerncom.com Contact: Mike Shantz, District Manger

#### **OLS (ON-LINE SUPPORT)**

82 Hillstrom Ave Charlottetown, PE C1E 2C6 f: 902-629-1329 e: info\_ols@onlinesupport.com www.onlinesupport.com Contact: John Hooper, VP, Business Development

#### **ONLINE SUPPORT INC.**

250 Brownlow Avenue, Suite 11 Dartmouth, NS B3B 1W9 Contact: Ross Beattie, President & CEO

# OPTIMA COMMUNICATIONS CANADA INC

200-144 Front St W
Toronto, ON M5J 2L7
p: 416-581-1236
f: 416-581-8878
e: info@optima.net
www.optima.net
Contact: Don Macleod, President

#### PDL CONTACT CENTRES

2420 42 Ave NE
Calgary, AB T2E 7T6
p: 403-291-5400
f: 403-291-5505
e: desiree@pdlmobility.com
www.pdlmobility.com
Contact: Desiree Bombenon

#### **SEARS BUSINESS SOLUTIONS**

222 Jarvis St, Floor LM Toronto, ON M5B 2C1 p: 416-899-7961 e: marla@searssolutions.ca www.searssolutions.ca Contact: Marla Kravice, Vice President

#### SENECA COLLEGE

1750 Finch Ave E
Toronto, ON M2J 2X5
p: 416-724-4107
e: terry.pruner@senecac.on.ca
www.senecac.on.ca/cfs
Contact: Terry Pruner, Director, Contact
Centre Industry



Simplifying Business Process

# **SIMPRO SOLUTIONS** 200-905 King St W

Toronto, ON M6K 3G9 p: 866-324-3883 f: 866-277-2195 e: matts@simprosolutions.com www.simprosolutions.com Contact: Tony Nadra, President Simpro Solutions is a worldwide solutionsbased business process outsourcer (BPO) providing Call Centre and Back-Office services including; 7/24 Inbound Customer Care, Outbound Telemarketing, Inbound Sales and Marketing, Data Entry & Help Desk Support. Simpro is a privately held company headquartered out of Toronto with over 2000 seats spanning across 8 centers in 5 countries including Mexico,India,Costa Rica, Ecuador & Poland. Using ISO and COPC compliant framework, Simpro serves a diverse portfolio of Fortune 500 customers with a focus on the telecommunications, financial services and retail industries.

#### **SMT DIRECT MARKETING INC**

1400-5255 Yonge St Toronto, ON M2N 6P4 p: 416-485-6500 f: 416-485-5635

#### **Call Centres/Contact Centres/Customer Services**

www.smtdirect.com Contact: Clinton Kersey, President, SMT Direct Solutions International

#### **SOUNDNOTES TECHNOLOGY**

154 Fifth St Toronto, ON M8V 2Z7 p: 416-255-2244 e: john.hussein@soundnotes.com www.soundnotes.com Contact: John Hussein, Director, Enterprise Solutions

#### **SQM GROUP**

101, 4609 23rd St Vernon, BC V1T 4K7 p: 800-446-2095 e: inform@sqmgroup.com www.sqmgroup.com Contact: Mike Desmarais, President

#### **SYKES ASSISTANCE SERVICES**

248 Pall Mall St London, ON N6A 4T4 p: 519-434-3456 f: 519-434-9420 e: rfulkers@sykescanada.com Contact: Robyn Fulkerson, Director, Product Development

#### **TACTICAL SALES SOLUTIONS INC**

516-30 Greenfield Ave
Toronto, ON M2N 6N3
p: 416-229-2442
f: 416-229-9798
e: martina.vrban@tacticalsales.com
www.tacticalsales.com
Contact: Martina Vrban,
Director, Client Services
B2B Sales lead generation specializing in
the IT industry. Also offer a web based
solution for lead management and
marketing databases.

#### **TAYLOR REACH GROUP, THE**

302-19 Mercer St
Toronto, ON M5Y 1H2
p: 416-979-8692
f: 416-977-8817
e: ctaylor@thetaylorreachgroup.com
www.thetaylorreachgroup.com
Contact: Colin Taylor, Chairman & CEO
Strategic call and contact centre
consulting. Offices in Toronto, Atlanta
and Sydney, Australia. Award-winning
services, more than 14,000 agent positions
globally operate under TRG-designed
models. Consulting project based, pay for
performance or
managed services.

# TEL PRO BUSINESS DEVELOPMENT SPECIALISTS

Toronto, ON M4P 1G8
p: 416-481-3665
f: 416-481-7711
e: areeves.telpro@bellnet.ca
Contact: Anne Reeves. Pres & CEO

806-55 Eglinton Avenue E

#### **TELACQUIRE MARKETING GROUP INC**

101-1001 W. Broadway Unit 125 Vancouver, BC V6H 4E4 p: 604-677-7780 f: 801-382-1690 e: edwards@telacquire.com www.telacquire.com Contact: Edward Soorany, President

#### TELEPARTNERS CALL CENTRE

5429 Dundas ST W, 2nd FL
Toronto, ON M9B 1B5
p: 866-303-8330 / f: 416-236-0311
e: info@telepartners.com
www.telepartners.com
Contact: Gillian Tenneson, Marketing
Executive

#### **TELEPERFORMANCE CANADA**

200-300 The East Mall Toronto, ON M9B 6B7 p: 416-922-3519 / f: 416-622-2948 e: info.canada@teleperformance.ca www.teleperformance.ca Contact: Patrick Magnien, VP, Sales & Marketing

#### **TELESOLUTIONS INTERNATIONAL**

1760 Main St.
Winnipeg, MB R2V 1Z7
p: 204-982-0095
f: 204-982-0098
e: braiden@telesolutionsintl.com
Contact: Braiden Harvey, Sales Manager

#### **TELUS**

119 MacEwan Park Circle NW Calgary, AB T3K 4A3 p: 403-530-3353 e: william.nicoll@telus.com www.telus.com Contact: Conn Nicoll, Contact Centre Specialist

#### **THE CUMIS GROUP**

151 North Service Rd, Box 5065 Burlington, ON L7R 4C2 Contact: Dean McNeill, Relationship Manager, Marketing and Communications

#### TIGERTEL/UTR

308-2800 Skymark Ave Mississauga, ON L4W 5A6 p: 905-629-7190 f: 905-629-2150 e: rwaine@tigertel.com www.tigertelutr.com Contact: Ron Waine, Vice President

#### **UPSTREAM WORKS SOFTWARE LTD.**

8000 Jane St, 2nd Fl, East T Vaughan, ON L4K 5B8 p: 905-660-0969 f: 905-660-8769 e: sales@upstreamworks.com www.upstreamworks.com Contact: Rob McDougall, President and Co-Founder

#### **VEREOUEST**

302-401 Queen's Quay West
Toronto, ON M5V 2Y2
p: 416-362-6777
e: soatway@verequest.com
www.verequest.com
Contact: Sharon Oatway, President & CEO
VereQuest helps companies refine the
customer experience via telephone, email,
webchat, or face-to-face. Our multidisciplined, multi-channel approach helps
you listen to the clues customers leave with
every interaction. Our secure proprietary
technology enables us to deliver specific,
unbiased and actionable insight to drive a
superior experience.

#### **VOICELOGIC**

205-662 King St W
Toronto, ON M5V 1M7
p: 416-203-9371
e: sales@voicelogic.com
www.voicelogic.com
Contact: Cesar Correia, President

#### **WEBCOM SUPPLY**

29 Evergreen Lane SW
Calgary, AB T2Y 3T9
p: 403-554-7795
f: 403-770-8500
e: johnb@webcomsupply.com
www.webcomsupply.com
Contact: John Baril, Managing Director

# XENTRAX CONTACT CENTRE SOLUTIONS INC.

6777 Invader Cres.
Mississauga, ON L5T 2B6
p: 905-362-2229x302
f: 905-565-1181
e: lisal@xentrax.com
Contact: Jose Fernandez, Contact Centre
Management

#### Canada Post Recognized Mail Prep Software



200-1111 St-Urbain
Montral, QC H2Z 1Y6
p: 514-847-5361
e: fgill@assetprint.ca
www.assetprint.ca
Contact: Felix Gill, CEO
Canada's most cutting edge personalized
printing and fulfillment services. Grab and
retain your customers' attention to greatly
improve conversion. Great quality, high
security and on demand digital print facility
with the best prices out there! Located in
downtown Montreal. Call 1-866-PRINT-38
or upload your files to www.assetprint.ca

#### **BUSINESS OBJECTS**

**ASSETPRINT** 

910 Mainland
Vancouver, BC V6B 1A9
f: 604-681-2934
e: michelle.bergevin@businessobjects.com
www.businessobjects.com
Contact: Michelle Bergevin, Regional
Marketing Manager

#### **COMDATA SERVICES LTD.**

6451 Telford Ave Burnaby, BC V5H 2Y8 p: 604-438-8176 / f: 604-437-4769 e: admin@pclookup.com www.pclookup.com Contact: Peter Bryce, Dir. Technical Support

#### **COVER-ALL COMPUTER SERVICES CORP**

75 Clegg Rd
Markham, ON L6G 1B9
p: 905-940-1919 / f: 905-940-2107
e: mcoverdale@cover-all.ca
www.cover-all.ca
Contact: Michael Coverdale, President
Cover-All, specializes in complex data
analysis and segmentation, high volume,
high quality variable image printing, and
superior mailing and fulfillment services.

#### FLAGSHIP SOFTWARE LTD.

100 Fern Valley Crescent Richmond Hill, ON L4E 2J4 p: 905-773-7739 f: 905-773-7791 e: kkanitz@activation.net www.iaddress.ca Contact: Kristi Kanitz, General Manager

#### **INFOROUTE INC**

307-99 Bronte Rd
Oakville, ON L6L 3B7
p: 905-338-0375
f: 905-338-0414
e: galderson@inforouteinc.com
www.inforouteinc.com
Contact: George Alderson, Managing
Partner

#### MEDIA SERVICES GROUP/CIRCWORKS

260-60 Renfrew Dr Markham, ON L3R 0E1 p: 905-475-4145 f: 905-940-3606 e: lwulf@msgl.com www.msgl.com Contact: Louis Wulf, Executive VP & Director

#### **NOVA MARKETING GROUP**

4278 Greybrook Cres Mississauga, ON L4W 3G7 p: 416-878-0734 f: 416-878-0737 e: zelko@novamg.com www.novamg.com Contact: Zelko Odorcic, President



500-26 Wellington Street East

# PITNEY BOWES BUSINESS INSIGHT (MAPINFO)

Toronto, ON M5E 1S2 p: 416-594-5200 / f: 416-594-5201 e: canada.sales@mapinfo.com www.mapinfo.com Contact: Carolyn Kinzie, Director, Marketing Pitney Bowes Business Insight is the combination of two world-class software providers: Group 1 Software and MapInfo.

Offering an arsenal of location intelligence, data quality and communication management capabilities, Pitney Bowes Business Insight increase the accuracy and effectiveness of customer information delivery and drives better business decisions. Thousands of organizations worldwide, in both the private and public sectors, rely on our renowned offerings and value-added expertise to provide the insight that is critical to identifying and acting on new opportunities that enable you to better understand, connect and communicate with customers.

#### **PRISM DATA SERVICES**

200-1599 Hurontario St Mississauga, ON L5G 4S1 p: 905-278-5556 f: 905-278-6603 e: davequinn@prism-data.com www.prism-data.com Contact: David Quinn, Manager, Software Systems

#### SCANTEL SYSTEMS LIMITED

300-1370 Don Mills Rd Don Mills, ON M3B 3N7 p: 416-449-9252 e: alan@scantelsystems.com www.scantelsystems.com Contact: Alan Truesdell, President

#### **SM RESEARCH TECHNOLOGIES**

302-327 Renfrew Dr Markham, ON L3R 9S8 p: 905-474-5271 f: 905-474-5293 e: contact@smres.com www.smres.com

Contact: John Smart, Owner/President

#### **SUN MEDIA CORP**

1-333 King St E
Toronto, ON M5A 3X5
p: 416-947-3176
f: 416-947-2439
e: sales@streetperfect.com
www.streetperfect.com
Contact: Ken Kantorowitz, StreetPerfect
Product Manager

#### Data Management/Entry/Merge-Purge

#### **ANCHOR COMPUTER**

1900 New Highway
Farmingdale, NY 11735
p: 954-428-2270 / f: 954-428-2122
e: placey@anchorcomputer.com
www.anchorcomputer.com
Contact: Paul Lacey, Vice President,
Marketing & E-Business

# CANADADIRECT DATABASE MARKETING INC

743 Renaud Ave Dorval, QC H9P 2N1 p: 514-422-8585 f: 514-422-8835 e: ttaylor@canadadirect.ca www.canadadirect.ca Contact: Tom Taylor, Managing Director

#### CLEANLIST.COM INC.

787 Industrial Rd. London, ON N5V 4J4 p: 519-438-6894

#### Data Management/Entry/Merge-Purge

f: 866-805-9761 e: support@cleanlist.com www.cleanlist.com Contact: Jeff Bisset, President

#### **DATA DIRECT GROUP**

75 Superior Blvd Mississauga, ON L5T 1H4 p: 905-564-0150 / f: 905-564-7246 www.datadirect.ca Contact: Debbie Major, Director New **Business Development** Canada's largest processing company, offering data processing, laser/inkjet printing, personalization, print on demand, lettershop finishing, poly-wrappging, print management, fulillment & distribution.

#### **DATA FIX**

600-8 King St E Toronto, ON M5C 1B5 p: 416-363-8170x5 / f: 416-363-8603 e: info@datafix.com www.datafix.com Contact: Hans Wobbe, President

#### **DATA SERVICES INTL**

31516 Winterplace Parkway Salisbury, MD 21804 p: 410-546-2206 / f: 410-546-2274 www.dataservicesinc.com Contact: Gerald Messer, President

#### **DATALAB USA**

20261 Goldenrod Lane Germantown, MD 20876 Contact: Alex Aigner, CFO

#### **DATATECH SMARTSOFT INC.**

5290 Overpass Road, Ste. 132 Santa Barbara, CA 93111-2048 p: 805-964-3934 / f: 805-683-3744 e: sales@datatech.ca www.smartsoftcanada.com Contact: Brianne Terry, Sales Correcting North America's addresses for over a decade! Datatech Smartsoft's products include some of the most trusted names in teh direct marketing industry, including the Master Delivery Series, AccuMail Gold and SmartAddresser2020. Blue chip corporations, direct mail houses, online retailers and more all rely on data integrity products from Datatech Smartsoft. So whether your needs are based upon postal address correction, duplicate address detection, or postal presorting, we have the answer. Visit our website for more information and to request your free product demos. Datatech Smartsoft has offices in Santa Barbara, Philadelphia, Montreal and Vancouver.

#### **DB ADVANTAGE INC**

109 Treegrove Cir Aurora, ON L4G 6L9 p: 905-727-9198 f: 905-727-1848 e: sales@dbadvantage.ca www.dbadvantage.ca Contact: Brian Miles, President

#### **EPIC MARKETING SOLUTIONS**

6054 Ouinpool Rd. Halifax, NS B3L 1A1 p: 902-455-5100 f: 902-455-5103 e: achugh@epicmarketing.ca www.epicmarketing.ca Contact: Ash Chugh, President

#### INTERNATIONAL DATA ENGINEERING INC.

860 Norton Ave Ottawa, ON K2B 5P6 p: 613-297-2158 e: phil@intl-data-eng.com www.intl-data-eng.com Contact: Philip Carrillo, Vice President

#### INTUITIVE SOLUTIONS GROUP INC.

219-7100 Woodbine Avenue. Markham, ON L3R 5J2 p: 905-415-1563 f: 905-415-1564 www.intuitivesg.com Contact: Al Pickard, President

#### **JSI DATA SYSTEMS LIMITED**

85 Auriga Dr Nepean, ON K2E 7Z2 p: 613-727-9353 f: 613-727-0372 e: janet@jsidata.ca www.jsidata.ca Contact: Janet Black Evans, Director of Sales & Marketing

#### K-IT

732 Princess St, 662E Kingston, ON K7L 1G2 p: 613-389-8368 e: dan.rickards@k-it.ca Contact: Dan Rickards

#### LEAFNODE SYSTEMS INC

142-757 West Hastings Ave Vancouver, BC V6C 1A1 e: jean@leafnode.ca www.leafnode.ca Contact: Jean Lozano, President

#### MICROZIP DATA CORP.

306-788 Beatty St. Vancouver, BC V6B 2M1

p: 604-683-3711 f: 604-683-4099 e: axel@microzip.com Contact: Axel Krieger, President



#### MLS DATA MANAGEMENT SOLUTIONS

200 N. Mesquite St, #200 Arlington, TX 76015 p: 817-804-6900 f: 817-804-6999 e: jkirkland@mlsc.com www.mlsc.com

Contact: John Kirkland, President and CEO MLS Data Management Solutions exists to help companies make the most from the data they generate from their daily transactions. We can help you collect data. Integrate it. Organize it. Store it. Interpret it. Use it to grow your business. Using our service does not require you to have special technical knowledge or know a complex hypertext language. We are masters of data. Computer experts that do the technical, behind-the-screen stuff for you. So you can focus on what is most profitable.

#### NATIONAL DATA CENTRE INC.

153-11180 Coppersmith PI Richmond, BC V7A 5G8 p: 604-275-3934 f: 604-275-3954 e: ndc@ndcinc.bc.ca www.ndcinc.bc.ca Contact: Nick Vanderstelt, Manager

#### **OPTINET SYSTEMS**

21331 Gordon Way, Unit 3190 Richmond, BC V6W 1J9 p: 604-288-1304e: ssherrod@ optinetsystems.com www.optinetsystems.com Contact: Suzanne Sherrod, President & Managing Director, Sales

#### PHILIX TECHNOLOGIES INC

10-220 Humberline Dr Etobicoke, ON M9W 5Y4 p: 416-213-8214 f: 416-213-8139 e: info@philix.com www.philix.com Contact: Philip Nugyen, President

#### **RACE DATA 2007 INC**

6285 Prairie Circle Mississauga, ON L5N 5Y9 p: 905-785-0020 e: dsandberg@racedata.ca

#### Data Management/Entry/Merge-Purge

www.racedata.ca Contact: David Sandberg, Managing Director

#### **SALESTREE**

307-1179 King St W
Toronto, ON M6K 3C5
p: 416-531-6765
f: 416-531-8204
e: dparker@trxn.com
www.trxn.com
Contact: Darrin Parker, Founder & Co-

#### **SOUTHPORT DATA**

100-2820 14th Ave Markham, ON L3R 0S9 p: 905-940-0190 f: 905-940-0192 www.southportdata.ca Contact: Ray South, President Data Entry, Imaging, Data Management, Hosting.

#### STOCKHOUSE INC

500-750 West Pender Street Vancouver, BC V6C 2T7 p: 604-331-0995 / f: 604-331-1194 e: info@stockhouse.com www.stockhouse.com

Contact: Marcus New, President and COO

#### STRUCTURED IT SOLUTIONS

95 Duxford Cres Markham, ON L3R 7A8 p: 416-848-3344 f: 416-939-7582

Contact: Rob Slean, Senior Sales Executive

#### **THREEDATA**

2857 Sherwood Heights Dr, #3-4
Oakville, ON L6L 4C7
p: 905-616-2000
e: shawn@directcommunicationsgroup.
com
Contact: Shawn McNamara, VP Business
Development

#### **VINCENT ASSOCIATES INC.**

26 Lesmill Rd Toronto, ON M3B 2T5 p: 416-445-5443 f: 416-445-4504 e: hph@vincentinc.com www.vincentinc.com Contact: Heather Hudakoc, VP

#### Coupons/Sampling/Co-op Mailing/Flyers

#### **ACTIONPAK**

1-125 Nashdene Rd Scarborough, ON M1V 2W3 p: 416-321-2222 f: 416-321-5286 e: sales@actionpak.ca www.actionpak.ca Contact: Louise Montreuil, Director, Sales

#### **ADS DIRECT MEDIA**

1924 Morrison Rd Cambridge, ON N1R 5S2 p: 519-740-9993 www.adsdirectmedia.com Contact: Canadian Sales Manager



#### **ASSETPRINT**

200-1111 St-Urbain

Montral, QC H2Z 1Y6
p: 514-847-5361
e: fgill@assetprint.ca
www.assetprint.ca
Contact: Felix Gill, CEO
Canada's most cutting edge personalized
printing and fulfillment services. Grab and
retain your customers' attention to greatly
improve conversion. Great quality, high
security and on demand digital print facility
with the best prices out there! Located in
downtown Montreal. Call 1-866-PRINT-38
or upload your files to www.assetprint.ca

#### **DYNAMIC FLYER DISTRIBUTION**

2108 Old Lakeshore Rd Burlington, ON L7R 1A3 p: 905-332-5858 f: 905-637-1284 e: info@dynamicflyer.ca www.dynamicflyer.ca Contact: Tom Breton, President

#### **METROLAND PRINTING**

10 Tempo Ave

North York, ON M2H 2N8 p: 416-493-1300 f: 416-493-0623 e: kbraid@metroland.com Contact: Kathie Braid, VP, Marketing & Corporate Sales

#### **NETMEDIA DISTRIBUTION**

333 King St E
Toronto, ON M5A 3X5
p: 416-947-2222
f: 416-826-8201
www.netmediadistribution.com
Contact: Jim Dale, General Manager

#### **NEWS MARKETING CANADA**

6-2400 Skymark Ave
Mississauga, ON L4W 5L3
p: 905-212-3864
e: rlorenz@newsmarketing.ca
www.newsmarketing.ca
Contact: Rob Lorenz

#### **OSPREY MEDIA GROUP INC.**

110-100 Renfrew Drive Markham, ON L3R 9R6 p: 905-752-1132 f: 905-752-1138 www.ospreymedialp.com Contact: Shannon McPeak, VP, Corporate Sales

#### PI MEDIA

15 Benton Rd
North York, ON M6M 3G2
p: 416-248-4868
f: 416-248-5477
e: dtempleton@pimedia.com
Contact: Doug Templeton, Executive Vice-President & General Manager

#### **QPONX INC, OPEN & SAVE CO-OP**

125 Nashdene Rd, Unit 1

Toronto, ON M1V 2W3 p: 416-321-2222 f: 416-321-5286 e: johnp@actionpack.ca Contact: John Petrella, National Sales/New Biz Dev

#### **SEAMAR DIRECT MARKETING**

37-173 Advance Blvd Brampton, ON L6T 4Z7 p: 905-793-1427 f: 905-793-1431 e: seamar@bellnet.ca Contact: Gary Seaman, President

#### SILVERBACK CRM

606-130 Spadina Ave
Toronto, ON M5V 2L4
p: 416-363-0060 / f: 416-617-2836
e: mjeffery@silverback-media.com
www.silverback-media.com
Contact: Martin Jeffery, EVP, Client Service
Our objective is to develop and implement
effective 1-to-1 initiatives that build
customer relationships and profitability for
our clients. BTi offers integrated solutions
and professional services emanating from
the principles of CRM: strategic consulting

#### Coupons/Sampling/Co-op Mailing/Flyers

and program design, data analytics, segmentation and profiling, results tracking, superior creative, production and lettershop management. We specialize in both on- and off-line communications tools including our most recent technology, the Living Brochure that brings your e-brochure to life!

#### **SMARTFLYER.CA**

2250 Viking Cres Burlington, ON L7L 7K3 p: 905-399-2569 www.smartflyer.ca

Contact: Steven Thode, President

#### SPRINGBOARD COMMUNICATION INC

11817 105 Avenue Edmonton, AB T5H 0L9 p: 780-447-1226 f: 780-447-1229 e: rossm@springboardnow.com www.springboardnow.co Contact: Ross McEwan, President

#### TC DIRECT INC

75 Grist Mill Drive Georgetown, ON L7G 6C1 p: 905-873-0086 f: 905-873-0199 e: mcawood@tcdirectinc.com www.tcdirectinc.com Contact: Martyn Cawood, President

#### **VALASSIS CANADA**

47 JUTLAND RD
Toronto, ON M8Z 2G6
p: 416-259-3600
f: 416-259-4730
e: gbogich@firstave.com
Contact: Greg Bogich, VP, New Business
Development

#### **CRM or Business Intelligence Software & Systems**

#### **ADASTRA CORPORATION**

200-8500 Leslie St Thornhill, ON L3T 7M8 p: 905-881-7946 f: 905-881-4782 Contact: Cynthia Lee, Marketing Manager

#### **ALTERIAN INC.**

35 E. Wacker DR.
Chicago, IL 60601
p: 312-704-1700
f: 312-704-1701
e: info@alterian.com
www.alterian.com
Contact: Rick Poetker, Account Executive

#### **ARDEXUS CORP**

6300 Northwest Dr, #2
Mississauga, ON L4V 1J7
p: 905-673-5668
f: 905-673-7948
e: c\_homen@ardexus.com
www.ardexus.com
Contact: Chris Hamoen, Sales & Marketing
Manager

#### **ASSISTUS**

40, 12204 - 40th St SE Calgary, AB T2Z 4K6 p: 403-717-1835 f: 403-217-2641 e: sos@assistus.com

Contact: Ryan Mullaney, President

# BLUESTREAM DATABASE SOFTWARE CORP

200-1168 Hamilton St Vancouver, BC V6B 2S2 p: 604-669-4469 e: nenadf@bluestream.com Contact: Nenad Furtula, VP, Product Management

#### **BROADVIEW NETWORKS**

1-1530 Taylor Ave Winnipeg, MB R3N 1Y1 p: 204-984-9894 f: 204-984-9899

Contact: Michael Orloff, President

#### **CONNECTIS GROUP**

4-329 Rayette Rd Concord, ON L4K 2G1 p: 905-695-2200 f: 905-695-0923 e: an@connectisgroup.com www.connectisgroup.com Contact: Alan Nusbaum, President

#### **CRM CANADA**

77 Carleton St N Thorold, ON L2V 2B1 p: 905-980-0946 www.crmcanada.ca Contact: Cindy McMillan, President

#### **CRM CONNECTIONS**

15 Satchell Blvd Toronto, ON M1C 3B3 p: 416-724-4107 f: 416-921-0971 Contact: Terry Pruner, President

#### **CRM MATTERS**

23 Springwood Cres Markham, ON L3R 6C8 p: 905-479-4891 e: cathy.lonedawson@rogers.com Contact: Cathy Lone-Dawson, Consultant

#### **CRM UNLEASHED/FORCE SOFTWARE**

31157 Creekside Dr Abbotsford, BC V2T 5J9 p: 604-504-7936 Contact: Ross Hamilton, Chief Marketing Officer

#### **CUSTOMETRICS, INC.** 1 Valleywood Dr, #3A-4A

Markham, ON L3R 5L9

p: 905-479-4181 f: 905-479-9022 e: dbeaton@custometrics.ca www.custometrics.ca Contact: David Beaton, Sr. Partner, CEO Custometrics: a team of analytical and strategic experts with state-of-the-art skills in customer and market analysis. We help our clients make the tough decisions that can most effectively build their businesses. From our breakthrough product, Ad-Catalyst, which measures, predicts and optimizes all forms of marketing-communication activity, to our 1:1 Optimization solutions, to our segmentation and market structure insight tools, Custometrics delivers customized decision support tools designed to help marketers reach their goals. Custometrics— Better Marketing Decisions.

#### **DENISON CONSULTING**

466-701 Rossland Rd E Whitby, ON L1N 9K3 p: 416-722-2822 e: info@denisionconsulting.ca Contact: Gary Beaven, President

#### **DMTI SPATIAL**

625 Cochrane Dr, 3rd Floor Markham, ON L3R 9R9 p: 905-948-2000 f: 905-948-9404 e: info@dmtispatial.com www.dmtispatial.com Contact: Kristina Cleary, Marketing Vice President The Leading Provider of Canadian Digital Mapping Data and GIS Services.

#### CRM or Business Intelligence Software & Systems

#### **ENCORE BUSINESS SOLUTIONS**

467 Provencher Blvd Winnipeg, MB R2J 0B8 p: 204-989-4330 f: 204-235-2331 e: sandy.bergman@encorebusiness.com www.encorebusienss.com Contact: Sandy Bergman, VP, Sales

#### **EVENT WIZARD CANADA**

16 Midland Ave
Toronto, ON M1N 3Z7
p: 877-778-7873
f: 416-265-9741
e: sales@event-wizard.com
Contact: Mark Turner, President

#### **FORTSUM BUSINESS SOLUTIONS**

1417, Michelin Laval, QC H7L 4S2 p: 450-668-6664 f: 450-668-1947 Contact: Paul Robillard, VP, Sales & Marketing

#### FRONTLINE COMPANY, THE

2100 Wincanton Cres Mississauga, ON L5M 3E3 p: 905-820-9178 f: 905-820-3635 e: brian@frontlineco.ca www.frontlineco.ca Contact: Brian Laskin, Principal

#### **GENTICITY**

28 Hillstrom Avenue
Charlottetown, PE C1A 7L1
p: 902-894-3713
f: 905-569-8224
e: sferris@genticity.com
www.genticity.com
Contact: Scott Ferris, Director, Marketing
Communications\

#### **HARTE-HANKS**

55 Fifth Avenue, 14th Floor New York, NY 10003 p: 212-520-3221 f: 212-696-9151 e: mitchell\_orfuss@harte-hanks.com www.harte-hanks.com Contact: Mitchell Orfuss, VP, Marketing

#### **INFORMATION BUILDERS CANADA INC**

1000-150 York St Toronto, ON M5H 3S5 p: 416-364-2760 f: 416-364-6552 www.informationbuilders.com Contact: Krista Tanner, Marketing Support Rep

# INTEGRATED BUSINESS INTELLIGENCE CORP

Hamilton, ON L8P 1C8 p: 905-297-3237 f: 905-296-3342 e: sales@ibicorp.ca Contact: Tom Shooter, Dynamics GP

203-10 George St

KNOWLEDGEBASE MARKETING INC

830-1100 Melville St Vancouver, BC V6E 4A6 p: 604-669-4744 www.knowledgebasemarketing.com Contact: Richard Muller, EVP, Strategic Consulting & Analytics

#### **KOMUNIK**

Consultant

1500 St Patrick
Montreal, QC H3K 0A3
p: 514-904-0710
f: 514-904-0713
e: ask@komunik.ca
www.komunik.ca
Contact: Alain Paquin, President
The Konversation Company.

#### **LEADMASTER INC**

885 Woodstock Rd, Suite 430-311 Roswell, GA 30075 p: 800-699-4164 f: 866-244-4556 e: info@leadmaster.com www.leadmaster.com Contact: Russell King, CEO

#### **LUXOR CRM**

1205-5255 Yonge St Toronto, ON M2N 6P4 p: 416-410-8444 Contact: Lukas Szczurowski, Director, Business & Product Dev

#### MAXIMIZER SOFTWARE INC.

1090 West Pender St, 10th F
Vancouver, BC V6E 2N7
p: 604-601-8000
f: 604-601-8001
www.maximizer.com
Contact: Peter Callaghan, Chief Sales Officer
Maximizer Software Inc. is a leading
provider of proven and affordable CRM and
contact management solutions that help
small to medium-sized enterprises improve
sales, streamline marketing, and enhance
customer service & support.

#### **MEI GROUP**

700-9001 boul de l'Acadie Montreal, QC H4N 3H5 p: 514-384-6411 f: 514-384-6410 Contact: Abby Chitester, Director of Marketing

#### MICROSOFT CANADA

1950 Meadowvale Blvd Mississauga, ON L5N 8L9 p: 905-568-0434 f: 905-568-4217

Contact: Ronalda Koster, CRM Marketing Manager

#### **MICROSOFT DYNAMICS**

1950 Meadowvale Blvd Mississauga, ON L5N 8L9 p: 905-568-0434 f: 905-568-1527 e: lloyd@microsoftc.com www.microsoft.com/canada/ BusinessSolutions/ Contact: Lisa Lloyd, Marketing Manager

#### MOMENTUM ADVANCED SOLUTIONS

183 Bathurst St, #302 Toronto, ON M5T 2R7 p: 416-971-6612x107 f: 416-971-6549

Contact: Robert de Korte, General Manager

#### **MYSAP CRM**

4120 Yonge Street, Suite 600 North York, ON M2B 2B8 p: 416-229-0574 f: 416-229-0575 www.sap.ca Contact: Paul Carriro, SVP, National Sales

#### **NEXJ SYSTEMS**

4101 Yonge St, #501 Toronto, ON M2P 1N6 p: 416-222-5611 f: 416-222-8623 e: info@nexj.com Contact: Paul DeVriendt, VP, Products

#### **NOVO TECHNOLOGIES**

49 Bel-Air St Levis, QC G6V 6K9 p: 418-833-6601 f: 418-833-6607 e: guy.tremblay@novo.ca www.novo.ca Contact: Guy Tremblay, VP, Sales & Alliances

#### ON PATH BUSINESS SOLUTIONS

1155 Lola St., St. 100 Ottawa, ON K1K 4C1 p: 613-564-6565 f: 613-842-4150 e: info@onpath.com www.onpath.com Contact: Dan Scheunert, President

#### **CRM or Business Intelligence Software & Systems**

#### **ORACLE COMMUNICATIONS**

360 Legget Dr Ottawa, ON K2K 3N1 p: 613-287-8200 e: david.sharpley@oracle.com Contact: David Sharpley, VP, Marketing & Alliances

#### **PDO ASSOCIATES**

24 Irish Rose Dr Markham, ON L6C 2J5 p: 647-899-7107 e: phil-o@rogers.com Contact: Phil Olivieri, P.CRM, Managing Director



500-26 Wellington Street East

Toronto, ON M5E 1S2

p: 416-594-5200

# PITNEY BOWES BUSINESS INSIGHT (MAPINFO)

f: 416-594-5201 e: canada.sales@mapinfo.com www.mapinfo.com Contact: Carolyn Kinzie, Director, Marketing Pitney Bowes Business Insight is the combination of two world-class software providers: Group 1 Software and MapInfo. Offering an arsenal of location intelligence, data quality and communication management capabilities, Pitney Bowes Business Insight increase the accuracy and effectiveness of customer information delivery and drives better business decisions. Thousands of organizations worldwide, in both the private and public sectors, rely on our renowned offerings and value-added expertise to provide the insight that is critical to identifying and acting on new opportunities that enable you to better understand, connect and communicate with customers.

#### **PIVOTAL CORPORATION**

700-858 Beatty St Vancouver, BC V6B 1C1 p: 604-699-8000 f: 604-699-8001 e: info@pivotal.com www.pivotal.com Contact: Divesh Sisodraker, President & CEO

#### **PIVOTAL SOFTWARE INC.**

600-858 Beatty St Vancouver, BC V6B 1C1 p: 604-988-9982 f: 604-988-0035 Contact: Bruce Cameron, Senior VP, CRM Solutions

#### **O&I COMPUTER SYSTEMS INC.**

115 Symons St Toronto, ON M8V 1V1 p: 416-253-5555 f: 416-252-6991 e: sales@qisys.com www.qisys.com Contact: Ben Schloo, Vice President

#### RESPONSETEK

863-409 Granville St Vancouver, BC V6C 1T2 p: 604-484-2900 / f: 604-642-4202 e: solutions@responsetek.com www.responsetek.com Contact: Richard Elliott, VP, Global Sales & Professional Services

#### SALESBOOM INC.

850-5991 Spring Garden Rd Halifax, NS B3H 1Y6 p: 902-446-4857 / f: 902-446-4850 e: info@salesboom.com www.salesboom.com Contact: Rami Hamodah, President and Co-founder

#### SALESFORCE.COM

800-20 Bay St
Toronto, ON M5J 2N8
p: 647-258-3800
f: 647-258-3801
e: info@salesforce.com
www.salesforce.com
Contact: Michael Basch, Vice President,
Corporate Sales Canada
Salesforce.com is the international leading in on-demand customer relationship management (CRM) services. Companies trust their vital customer and sales data to salesforce.com more than any other CRM company in the world.

#### **SALESPLACE CRM**

120-19 Allstate Parkway Markham, ON L3T 5A4 p: 877-377-6687 Contact: John Durst, VP, Sales & Marketing

#### **SAP CANADA INC**

600-4120 Yonge St
North York, ON M2P 2B8
p: 416-229-0574
f: 416-229-0575
e: richard.campitelli@sap.com
www.sap.com
Contact: Richard Campitelli, VP, Services
Sales
SAP is the world's leading provider of
business software and is a leader in
providing collaborative business solutions

for 23 industries and every major market.

#### **SAS CANADA**

280 King Street East

Toronto, ON M5A 1K7

p: 416-363-4424 / f: 416-363-5399 e: canjpq@sas.com www.sas.com Contact: John Quinn, Marketing Communications Manager SAS is the leader in business intelligence and predictive analytics software and services. Customers at 40,000 sites, including 96 of the top 100 FORTUNE Global 500 companies, use SAS software to manage and gain insights from vast amounts of data, resulting in faster, more accurate business decisions; more profitable relationships with customers and suppliers; compliance with governmental regulations; research breakthroughs; and better products. Only SAS offers leading data integration, intelligence storage, advanced analytics and traditional business intelligence applications within a comprehensive enterprise intelligence platform. SAS gives its customers around the world The Power To Know. www.sas.com

#### SILVERBACK CRM

606-130 Spadina Ave Toronto, ON M5V 2L4 p: 416-363-0060 / f: 416-617-2836 e: mjeffery@silverback-media.com www.silverback-media.com Contact: Martin Jeffery, EVP, Client Service Our objective is to develop and implement effective 1-to-1 initiatives that build customer relationships and profitability for our clients. BTi offers integrated solutions and professional services emanating from the principles of CRM: strategic consulting and program design, data analytics, segmentation and profiling, results tracking, superior creative, production and lettershop management. We specialize in both on- and off-line communications tools including our most recent technology, the Living Brochure that brings your e-brochure to life!

#### SOFTREND SYSTEMS INC

1225 East Keith Rd, #7 North Vancouver, BC V7J 1J3 p: 604-983-3389 Contact: Sandy Milne, Vice President, Marketing

#### **STATOPEX**

1345 Morningside Ave, #3C Toronto, ON M1B 5K3 p: 416-287-0772 / f: 416-287-0774 e: jwright@statopex.com

#### **CRM or Business Intelligence Software & Systems**

www.statopex.com Contact: Jeff Wright, Executive VP, Sales & Marketing

#### **SYSTEMGROUP**

200-7785 Tranmere Dr Mississauga, ON L5S 1W5 p: 905-671-5700 f: 905-671-5710 Contact: Ken Ryder, President

#### **TALISMA**

675 Cochrane Dr, 6th FL, East T Markham, ON L3R 0B8 Contact: Canadian Branch Manager

#### **TGO CONSULTING**

5-475 Cochrane Dr Markham, ON L3R 9R5 p: 905-470-6830 f: 905-470-6832 e: sales@tgo.ca

Contact: Steve Ewing, VP, Sales & Marketing

#### TIER1CRM

Toronto, ON MAP 1E4 p: 416-932-4774 Contact: Mario Lollino, VP, Product Strategy

#### **TORQUE CUSTOMER STRATEGY**

67 Yonge ST, Suite 700 Toronto, ON M5E 1J8 Contact: Mark Binns, Partner

1820-2300 Yonge St Box 2392

#### TOUCHLOGIC CORPORATION

30 Kinnear Court, Suite 202 Richmond Hill, ON L4B 1K8 p: 877-707-0207 / f: 866-815-3218 e: mchen@touchlogic.com www.touchlogic.com Contact: Marlene Chen, Marketing Manager

#### TRILLIUM SOFTWARE DIV. HARTE HANKS

170 Lexington Rd Billerica, MA 01821 p: 978-436-8900 / f: 978-663-1422 e: info@trilliumsoftware.com www.trilliumsoftware.com Contact: Ed Wrazen, Senior VP, Product Management

#### **UNICA CORPORATION**

170 Tracer Lane
Waltham, MA 02451-1379
p: 781-839-8000
f: 781-890-0012
e: unica@unica.com
www.unica.com
Contact: Lauren Cramer, Marketing Event
Manager

#### UNXVISION

102-6 Lansing Sq Toronto, ON M2J 1T5 p: 416-499-5040 / f: 416-499-5044 e: info@unixvision.com Contact: David Parkinson, President

#### VAULT SOLUTIONS INC.

55 Yonge St. Suite 1210 Toronto, ON M5E 1J4 p: 416-361-9944 / f: 416-594-1888 e: info@vaultsolutions.com www.vaultsolutions.com Contact: Anthony Boright, President

#### **VISIONMAX**

600-2680 Skymark Ave Mississauga, ON L4W 5L6 p: 905-292-0503 / f: 905-282-9285 www.visionmax.com Contact: Mike Kinrys, Director, Business Development

#### VITAL INSIGHT GROUP CANADA INC

60 Courtney Park Dr W, #3 Mississauga, ON L5W 0B3 p: 877-476-9274 Contact: Jason Tryfon, President

#### ZI CORPORATION

Suite 2100, 840 - 7 Avenue SW
Calgary, AB T2P 3G2
p: 403-233-8875 / f: 403-233-8878
e: info@zicorp.com
www.zicorp.com
Contact: Glen Morgan, Senior VP of Global
Sales and Marketing

#### Data Mining/Segmentation/Analytics

#### **ACL SERVICES**

1550 Alberni St Vancouver, BC V6G 1A5 p: 604-669-4225 / f: 604-669-3562 e: info@acl.com www.acl.com Contact: Tony Murphy, VP, Worldwide Sales

#### ANGOSS SOFTWARE CORPORATION

111 George St Toronto, ON M5A 2N4 p: 416-593-1122 f: 416-593-5077 e: akhan@angoss.com Contact: Alim Khan

#### **ARIA SOLUTIONS**

340-525 28 St SE
Calgary, AB T2A 6W9
p: 403-235-0227 / f: 403-235-583
e: tpetch@ariasolutions.com
www.ariasolutions.com
Contact: James Coutts, VP, Sales &
Marketing

#### **BOIRE FILLER GROUP**

310-1101 Kingston Road Pickering, ON L1V 1B5 p: 905-837-0005 f: 905-837-2199 e: richb@boirefillergroup.com www.boirefillergroup.com Contact: Richard Boire, Partner The Boire Filler Group is a consulting firm offering data mining and database marketing services to companies throughout North America. With 40 years of experience in developing and implementing data-driven solutions for a diverse range of clients, our marketing expertise provides the basis for identifying the appropriate strategies to make our database solutions deliver outstanding results. Our services include: custom profiling & segmentation, predictive modeling, strategic database marketing consulting services, campaign/contact management databases, customized database services, key business measures

& standardized reporting, profitability & campaign analysis, customer value analysis. Our B2C and B2B industry experience includes financial services, insurance, telecommunications, retail, automotive, publishing, healthcare, pharmaceutical, information technology and not-for-profit.

#### **BUSINESS GUIDANCE SYSTEMS INC.**

584 Saint Clements Ave Toronto, ON M5N 1M6 p: 416-783-6337 / f: 416-783-6067 e: snider\_harold@compuserve.com Contact: Harold Snider, President

# CANADADIRECT DATABASE MARKETING

743 Renaud Ave
Dorval, QC H9P 2N1
p: 514-422-8585
f: 514-422-8835
e: ttaylor@canadadirect.ca
www.canadadirect.ca
Contact: Tom Taylor, Managing Director

#### Data Mining/Segmentation/Analytics



#### **CARLSON MARKETING CANADA**

2845 Matheson Blvd E Mississauga, ON L4W 5K2 p: 905-214-8419 f: 905-214-8693 e: gross@carlsoncanada.com www.carlsoncanada.com Contact: Gordon Ross, VP, Client Strategy & Insight Carlson Marketing is a full-service direct and relationship marketing agency. We assist our clients in increasing their ROI through sales and marketing programs that drive measurable results. With fullservice offices in Toronto and Montreal, we provide clients with compelling new ideas and comprehensive solutions coupled with rock-solid delivery across five lines of business:

- Sales & Marketing Services (direct marketing, loyalty marketing, employee & channel engagement)
- 1 to 1 Marketing (strategic consulting, decision sciences)
- Meetings & Incentives (incentive business meetings, event marketing, enterprise solutions)
- Enhancement Services (revenue enhancement products)
- Interactive & Mobile (online & mobile marketing, wireless wallet and payment solutions)

#### **CISCO SYSTEMS CANADA CO**

3400-181 Bay St, Wellington Tower Toronto, ON M5J 2T3 p: 416-306-7000 / f: 416-306-7099 www.ciscom.com/canada Contact: Paul McDevitt, Director, Enterprise Marketing

#### **CUSTOMETRICS, INC.**

1 Valleywood Dr, #3A-4A
Markham, ON L3R 5L9
p: 905-479-4181 / f: 905-479-9022
e: dbeaton@custometrics.ca
www.custometrics.ca
Custometrics: a team of analytical and
strategic experts with state-of-the-art
skills in customer and market analysis.
We help our clients make the tough
decisions that can most effectively build
their businesses. From our breakthrough
product, Ad-Catalyst, which measures,
predicts and optimizes all forms of
marketing-communication activity, to
our 1:1 Optimization solutions, to our

segmentation and market structure insight tools, Custometrics delivers customized decision support tools designed to help marketers reach their goals. Custometrics—Better Marketing Decisions.

#### **DENOLOGIX**

161 Bay St, 26th FL, BCE Place Toronto, ON M5J 2S1 p: 800-261-8382

Contact: Marketing Manager

#### **ENFATICO CANADA**

1881 Yonge St, 3rd Fl, PO Box 62 Toronto, ON M4S 3C4 p: 416-640-9955 f: 647-259-7848 www.enfatico.com Contact: Debbi Blevins, Managing Director, Toronto

#### **ENVIRONICS ANALYTICS**

300-365 Bloor St E

Toronto, ON M4W 3L4

p: 416-969-2835 / f: 416-920-1068 e: catherine.pearson@environics.ca www.environics.ca Contact: Catherine Pearson, VP, Business Development We specialize in geodemographics - based segmentation, site evalution modelling and custom analytics. Through our PRIZM segmentation system, we help marketers communicate with 66 distinct types of Canadians reflecting their lifestyles, purchase behaviours and social values. Our expert marketers, modelling statistician, research analysts and business strategists provide clients with the most innovative consumer targeting solutions available.

#### **ENVISION IT**

7145 West Credit, #202 Bldg 2 Mississauga, ON L5N 6J7 p: 905-812-3009 / f: 905-812-7157 Contact: Peter Mackenzie, VP, Sales & Marketing

#### **EXPERIAN MARKETING SERVICES**

805-150 King St W, Box 68 Toronto, ON M5H 1J9 p: 416-593-7906x225 / f: 416-879-5285 Contact: Tony Canapini, Country Manager, Canada

#### FIGURS\*

39a Fourth Street
Toronto, ON M8V 2Y2
p: 416-826-9083
e: patrick@figurs.ca
www.figurs.ca
Contact: Patrick Turgeon, Principal

#### **GENERATION 5**

600-515 Consumers Road Toronto, ON M2J 4Z2 p: 416-441-6800 / f: 416-441-2771 e: john.buten@generation5.net Contact: John Buten, VP, Marketing

# geomedia<sup>+</sup>

#### **GEOMEDIA**

202-14 Duncan St Toronto, ON M5H 3G8 p: 416-203-7747 / f: 416-203-7734 e: steve.acland@geomedia.ca www.geomedia.ca Contact: Steve Acland, President Geomedia uses consumer research and geodemographics to optimize marketing efforts. We unlock the potential from primary customer data and syndicated research, making consumer insight actionable. The result is measurably improved effectiveness for advertising and other business practices, including: Flyers, Direct Mail & Catalogues, and magazines--Run-of-Press (ROP--Interactive Media--Real Estate Analysis and Outdoor advertising. Toll Free: 1-888-FLYERS88.

# ICOM INFORMATION & COMMUNICATIONS L.P.

p: 416-297-7887 / f: 416-297-1341

41 Metropolitan Rd

Toronto, ON M1R 2T5

e: tsource@i-com.com www.i-com.com Contact: Tony Rizzuto, Account Director ICOM Information & Communications L.P. is a full-service provider of targeted list, data, communication solutions and analytical services for the consumer packaged goods (CPG), over-the-counter (OTC), pharmaceutical, market research and auto industries in North America, as well as the direct response sector in Canada, Recognized as a leader in targeted marketing solutions designed to enhance integrated marketing initiatives and drive return on investment, ICOM manages the largest permission-based direct response survey database in North America, providing clients with superior customer insight and marketing results.

#### INDICIA INC.

3467 Boul De Entreprises, #103
Terrebonne, QC J6W 4J9
p: 888-492-0233 / f: 450-477-7839
e: claude.cormier@indicia.ca
www.indicia.ca
Contact: Claude Cormier, Vice President

#### Data Mining/Segmentation/Analytics

Indicia is a database and geomarketing research company that specializes in territory optimization for retailers, manufacturers, and distributors in North America. We help our customers define sound business rules and we provide analytics that help them make better site selection decisions. Indicia is the Canadian arm of Tactician software.

#### INFLECTION POINT ANALYTICS

276-610 Ford Dr Oakville, ON L6J 7W4 p: 416-471-0824 / f: 905-849-9320 Contact: Alison Burnham, President

#### **INNOVAPOST**

365 March Road
Kanata, ON K2K 3N5
p: 613-270-6191
e: info@innovapost.com
www.innovapost.com
Contact: Robert Leighton, SVP, Retail &
Direct Marketing

#### **IOMETRIX INTELLIGENT RETAIL**

500-2221 Cornwall St Regina, SK S4P 2L1 p: 306-564-5007

Contact: Scott McGillivray, VP, Marketing

#### **KNEEBONE**

400-322 King Street West Toronto, ON M5V 1J2 p: 416-599-4001 / f: 416-599-9300 www.kneebone.com Contact: Wendy Robertson, CEO

#### **MANIFOLD DATA MINING**

205-501 Alliance Ave Toronto, ON M6N 2J1 p: 416-921-0805 / f: 416-760-8826 e: zhen@manifolddatamining.com Contact: Zhen Mei, President

#### MARKET INTELLIGENCE LADDER

16-5050 Intrepid Dr Mississauga, ON L5M 0E5 p: 905-997-7274 e: kjonson@miladder.com Contact: Kendall Johnson, Managing Director

#### **MARKETLOGIX**

2751 124 Street Edmonton, AB T6J 4T2 p: 780-438-0557 / f: 780-988-8956 e: mark@marketlogix.ca www.marketlogix.ca Contact: Mark Cristall, Owner

# Data Management Solutions

#### MLS DATA MANAGEMENT SOLUTIONS

200 N. Mesquite St, #200 Arlington, TX 76015 p: 817-804-6900 / f: 817-804-6999 e: jkirkland@mlsc.com www.mlsc.com

MLS Data Management Solutions exists to help companies make the most from the data they generate from their daily transactions. We can help you collect data. Integrate it. Organize it. Store it. Interpret it. Use it to grow your business. Using our service does not require you to have special technical knowledge or know a complex hypertext language. We are masters of data. Computer experts that do the technical, behind-the-screen stuff for you. So you can focus on what is most profitable.

#### **OCTOTHORPE SOFTWARE CORP**

400-601 West Broadway Vancouver, BC V5Z 4C2 p: 604-320-0701 www.octothorpesoftware.com Contact: Terry King, Director, Business Development

#### **OPTIMAL MARKETING DECISIONS**

27 Meadlowlark Dr Georgetown, ON L7G 6N2 p: 905-702-0790 e: info@omdinfometrix.com www.omdinfometrix.com Contact: Welton Benjamin, Principal

#### **ORACLE COMMUNICATIONS**

360 Legget Dr Ottawa, ON K2K 3N1 p: 613-287-8200 e: david.sharpley@oracle.com Contact: David Sharpley, VP, Marketing & Alliances



# PITNEY BOWES BUSINESS INSIGHT (MAPINFO)

500-26 Wellington Street East
Toronto, ON M5E 1S2
p: 416-594-5200 / f: 416-594-5201
e: canada.sales@mapinfo.com
www.mapinfo.com
Contact: Carolyn Kinzie, Director, Marketing
Pitney Bowes Business Insight is the
combination of two world-class software
providers: Group 1 Software and MapInfo.
Offering an arsenal of location intelligence,
data quality and communication

management capabilities, Pitney Bowes Business Insight increase the accuracy and effectiveness of customer information delivery and drives better business decisions. Thousands of organizations worldwide, in both the private and public sectors, rely on our renowned offerings and value-added expertise to provide the insight that is critical to identifying and acting on new opportunities that enable you to better understand, connect and communicate with customers.

#### RADIALPOINT

300-2050 Bleury Montreal, QC H3A 2J5 p: 514-286-2636 Contact: Birju Patel, Senior Dir, Product Development

#### **RUSSELL HOUSE MARKETING**

65 Cobequid Rd Lower Sackville, NS B4C 2N1 p: 902-865-8200 / f: 902-865-8223 e: info@russellhouse.ca www.russellhouse.ca Contact: Nathan McHugh, Direct Marketing Advisor

#### SAS CANADA

280 King Street East Toronto, ON M5A 1K7 p: 416-363-4424 / f: 416-363-5399 e: canjpg@sas.com www.sas.com Contact: John Quinn, Marketing Communications Manager SAS is the leader in business intelligence and predictive analytics software and services. Customers at 40,000 sites, including 96 of the top 100 FORTUNE Global 500 companies, use SAS software to manage and gain insights from vast amounts of data, resulting in faster, more accurate business decisions; more profitable relationships with customers and suppliers; compliance with governmental regulations; research breakthroughs; and better products. Only SAS offers leading data integration, intelligence storage, advanced analytics and traditional business intelligence applications within a comprehensive enterprise intelligence platform. SAS gives its customers around the world The Power To Know, www.sas.com

#### SILVERBACK CRM

606-130 Spadina Ave Toronto, ON M5V 2L4 p: 416-363-0060 f: 416-617-2836 e: mjeffery@silverback-media.com

#### **Data Mining/Segmentation/Analytics**

www.silverback-media.com Contact: Martin Jeffery, EVP, Client Service Our objective is to develop and implement effective 1-to-1 initiatives that build customer relationships and profitability for our clients. BTi offers integrated solutions and professional services emanating from the principles of CRM: strategic consulting and program design, data analytics, segmentation and profiling, results tracking, superior creative, production and lettershop management. We specialize in both on- and off-line communications tools including our most recent technology, the Living Brochure that brings your e-brochure to life!

#### **SITEBRAND**

200-227 Montcalm St Gatineau, QC J8Y 3B9 p: 800-975-0820 f: 866-357-9375 e: business@sitebrand.com www.sitebrand.com Contact: Carolyn Gardner, Director of Customer Experience

#### TELMETRICS INC

900-2680 Skymark Ave Mississauga, ON L4W 5L6 p: 905-219-8200 / f: 905-219-8201 e: marketing@telmetrics.com www.telmetrics.com Contact: Catherine-Jane Arseneau, Manager, Marketing

#### **TERADATA DIVISION OF NCR**

6865 Century Ave
Mississauga, ON L5N 2E2
p: 905-821-1047
f: 905-821-9252
e: karen.thomas@canada.ncr.com
www.teradata.com
Contact: Karen Thomas, Area VP, Canada

#### TRANSCONTINENTAL MEDIA

2001 rue University, #900 Montreal, QC H3A 2A6 e: kenneth.maehlum@transcontinental.ca Contact: Kenneth Maehlum, Director of Consumer Insights and Database Marketi

#### WEBMUSKETEER.COM

101-1001 W Broadway, Unit 125 Vancouver, BC V6H 4E4 p: 604-677-7780 / f: 801-382-1690 e: sales@webmusketeer.com www.webmusketeer.com Contact: Edward Soorany, President

#### WIDERFUNNEL MARKETING INC

675 West Hastings St, 10th Fl Vancouver, BC V6B 1N2 p: 604-512-0799 e: raquel.hirsch@widerfunnel.com www.widerfunnel.com Contact: Raquel Hirsch, President

#### Database Marketing/Loyalty Marketing Specialist

# ADVANTEX MARKETING INTERNATIONAL INC.

3-491 Eglinton Ave W
Toronto, ON M5N 1A8
p: 416-481-5657 / f: 416-481-5692
e: info@advantex.com
www.advantex.com
Contact: Allison Smith, President

#### **AEROPLAN**

5100 de Maisonneuve W, 3rd Fl Montreal, ON H4A 3T2 Contact: Vince Bonnici, Manager, Retail Partnerships

#### **AIR MILES REWARD PROGRAM**

438 University Ave, #600 Toronto, ON M5G 2L1 p: 416-552-2213 / f: 416-733-1313 Contact: John-Paul Newbigging, Manager, Rewards

#### ARIAD CUSTOM COMMUNICATIONS

9-277 Wellington St W Toronto, ON M5V 3E4 Contact: Baron Manett, Senior VP, Strategy & Client Dev



#### **ASSETPRINT**

200-1111 St-Urbain Montral, QC H2Z 1Y6 p: 514-847-5361 e: fgill@assetprint.ca www.assetprint.ca Contact: Felix Gill, CEO

Canada's most cutting edge peronalized printing and fulfillment services. Grab and retain your customers' attention to greatly improve conversion. Great quality, high security and on demand digital print facility with the best prices out there!

Located in downtown Montreal. Call 1-866-PRINT-38 or upload your files to www. assetprint.ca

#### **AXIOM NEWS SERVICES**

201-140 Kina St

Peterborough, ON K9J 7Z8 p: 705-741-4421 f: 705-741-6055 e: jason@axiomnews.ca Contact: Jason Thompson, President

# AXIS DATABASE MARKETING GROUP INC.

Mississauga, ON L4W 2P9
p: 416-503-3210
f: 416-503-2729
e: mebooth@axis-dbm.com
www.axis-dbm.com
Contact: Michael Booth, President

#### **BLITZ DIRECT & DATA**

A-1331 Crestlawn Dr

502 King Street West Toronto, ON M5V 1L7 p: 416-306-6740 e: uwe.stueckmann@cossette.com www.cossette.com Contact: Uwe Stueckmann, SVP and General Manager

#### **BLUE NORTH STRATEGIES INC**

123 Woolwich St Guelph, ON N1H 3V1 p: 519-767-3228 e: cam@bluenorth.ca www.bluenorth.ca Contact: Cam Shapansky, Partner

#### **BMR GROUP**

208-101 Innes Park Way
Ottawa, ON K1B 1E3
p: 613-749-7070 / f: 613-749-6555
e: paulbr@bmrgroup.ca
www.bmrgroup.ca
Contact: Paul Brousseau, Vice President
Add description



#### CARLSON MARKETING CANADA

2845 Matheson Blvd E
Mississauga, ON L4W 5K2
p: 905-214-8419 / f: 905-214-8693
e: gross@carlsoncanada.com
www.carlsoncanada.com
Contact: Gordon Ross,
VP, Client Strategy & Insight
Carlson Marketing is a full-service direct
and relationship marketing agency. We
assist our clients in increasing their ROI
through sales and marketing programs
that drive measurable results. With fullservice offices in Toronto and Montreal, we
provide clients with compelling new ideas

#### **Database Marketing/Loyalty Marketing Specialist**

and comprehensive solutions coupled with rock-solid delivery across five lines of business:

- Sales & Marketing Services (direct marketing, loyalty marketing, employee & channel engagement)
- 1 to 1 Marketing (strategic consulting, decision sciences)
- Meetings & Incentives (incentive business meetings, event marketing, enterprise solutions)
- Enhancement Services (revenue enhancement products)
- Interactive & Mobile (online & mobile marketing, wireless wallet and payment solutions)

#### **CATEGORY FIVE**

6769 Historic Trail Mississauga, ON L5W 1J2 p: 416-912-9397 e: aramsay@categoryfive.ca www.categoryfive.ca Contact: Allan Ramsay, Principal

#### **CONSUMER IMPACT MARKETING**

500--191 The West Mall Toronto, ON M9C 5K8 p: 416-695-1246 / f: 416-695-0246 www.cimweb.com Contact: Jason Dubroy, Senior Manager, Business Development

#### **CORNERSTONE GROUP OF COMPANIES**

20 Eglinton Ave W, 4th FI
Toronto, ON M4R 1K8
p: 416-932-9555
f: 416-932-9566
e: bob@cstonecanada.com
www.cstonecanada.com
Contact: Bob Coles, Chief Operation Officer

#### **CURRENCY MARKETING**

12-8465 Harvard Place Chilliwack, BC V2P 7Z5 p: 877-230-1516 Contact: Tim McAlpine, Chief Strategist

#### **CUSTOMETRICS, INC.**

1 Valleywood Dr, #3A-4A
Markham, ON L3R 5L9
p: 905-479-4181
f: 905-479-9022
e: dbeaton@custometrics.ca
www.custometrics.ca
Contact: David Beaton, Sr. Partner, CEO
Custometrics: a team of analytical and
strategic experts with state-of-the-art
skills in customer and market analysis.
We help our clients make the tough
decisions that can most effectively build
their businesses. From our breakthrough

product, Ad-Catalyst, which measures, predicts and optimizes all forms of marketing-communication activity, to our 1:1 Optimization solutions, to our segmentation and market structure insight tools, Custometrics delivers customized decision support tools designed to help marketers reach their goals. Custometrics—Better Marketing Decisions.

#### CVM MARKETING INC.

200-1920 Yonge St Toronto, ON M4S 3E2 p: 416-572-7681 e: ann.gronow@cvmkt.com www.cvmkt.com Contact: Ann Gronow, General Manager

#### **DEVLIN E-BUSINESS ARCHITECTS**

185 Frederick Street Suite 100
Toronto, ON M5A 4L4
p: 416-363-6316 / f: 416-363-6102
e: info@devlin.ca
www.devlin.ca
Contact: Catharine Devlin, President & CEO

#### **DIRECT ANTIDOTE**

600-438 University Avenue Toronto, ON M5G 2L1 p: 416-552-2094 www.directantidote.com Contact: Di Cullen, Managing Director

#### **EMG MARKETING GROUP LTD**

2271-349 West Georgia St

Vancouver, BC V6B 3W5

p: 604-251-6873 / f: 604-251-6813
e: solutions@e-marketinggroup.com
www.e-marketinggroup.com
Contact: Andrew Holtzman, Director, Sales & Marketing
Insanity is doing the same thing over and over again and expecting different results. As Business to Business sales and marketing specialists EMG Marketing
Group understands how to cost-effectively generate NEW profitable sales, launch NEW products and create NEW customers all with measureable results.

#### **FANBOX**

50 De Lauzon, suite 200 Boucherville, QC J4B 1E6 p: 450-463-3939 Contact: Daleyne Guay, President

geomedia<sup>+</sup>

#### GEOMEDIA

202-14 Duncan St Toronto, ON M5H 3G8

p: 416-203-7747 f: 416-203-7734 e: steve.acland@geomedia.ca www.geomedia.ca Contact: Steve Acland, President Geomedia uses consumer research and geodemographics to optimize marketing efforts. We unlock the potential from primary customer data and syndicated research, making consumer insight actionable. The result is measurably improved effectiveness for advertising and other business practices, including: Flyers, Direct Mail & Catalogues, and magazines--Run-of-Press (ROP--Interactive Media--Real Estate Analysis and Outdoor advertising. Toll Free: 1-888-FLYERS88.

#### **GEYSER MARKETING GROUP**

334 St. Germain Avenue
Toronto, ON M5M 1W3
p: 416-483-7281
e: ron@geyserconsulting.com
www.geyserconsulting.com
Contact: Ron Kunitzky, President

#### **GREEN REWARDS**

2130-130 King St W, Box 125 Toronto, ON M5X 1A4 Contact: Debbie Baxter, Chief Technology Officer

#### HARRIS/DECIMA LOYALTY

600-438 University Ave Toronto, ON M5G 2L1 p: 416-962-2013 f: 416-962-0505 e: kmison@harrisdecima.com www.harrisdecima.com Contact: Ken Mison, Senior VP

#### **HIGH ROAD COMMUNICATIONS**

360 Adelaide Street W, 4th Fl Toronto, ON M5V 1R7 p: 416-368-8348 f: 416-368-6253 e: mwedgbury@highroad.com www.highroad.com Contact: Mia Wedgbury, Co-Founder, Senior Partner

# ICOM INFORMATION & COMMUNICATIONS L.P.

41 Metropolitan Rd
Toronto, ON M1R 2T5
p: 416-297-7887
f: 416-297-1341
e: tsource@i-com.com
www.i-com.com
Contact: Tony Rizzuto, Account Director
ICOM Information & Communications
L.P. is a full-service provider of targeted

#### **Database Marketing/Loyalty Marketing Specialist**

list, data, communication solutions and analytical services for the consumer packaged goods (CPG), over-the-counter (OTC), pharmaceutical, market research and auto industries in North America, as well as the direct response sector in Canada. Recognized as a leader in targeted marketing solutions designed to enhance integrated marketing initiatives and drive return on investment, ICOM manages the largest permission-based



#### **INFOCANADA**

104-1290 Central Pky W
Mississauga, ON L5C 4R3
p: 905-803-7172
f: 905-306-7272
e: dan.cadieux@infocanada.ca
www.infocanada.ca
Since 1989, infoCANADA has set the
standard for providing unparalleled sales
and marketing solutions. Our quality lists,
extensive direct marketing knowledge and
superior customer service have established
us as a trusted source for business and
consumer information. Our services include:

- Business information
- Consumer information
- New Businesses and New Movers
- Data Hygiene & Enhancement
- Business Directories
- Email Marketing

#### INTERACT DIRECT MARKETING INC.

787 Industrial Rd London, ON N5V 4J4 p: 800-790-6245 f: 519-439-9869 e: info@interactdirect.com www.interactdirect.com Contact: Jeffrey Bisset, President

#### **KNOWLEDGE4YOU**

510-675 Cochrane Dr Markham, ON L3R 0B8 p: 905-947-9924 f: 905-947-3285 www.knowledge4you.com Contact: Radu Vestemean, President

#### LOYALTYMATCH

2515 Bank St, PO Box 40012 Ottawa, ON K1V 0W8 p: 519-581-7677 Contact: Bill Warelis, Director, Corporate Communications

#### LOYALTYONE

600-483 University Ave Toronto, ON M5G 2L1 e: darmbruster@loyalty.com Contact: Dennis Armbruster, Managing Partner, Consulting

#### **MARITZ CANADA INC**

6900 Maritz Drive
Mississauga, ON L5W 1L8
p: 905-696-9400
f: 905-696-9921
e: contactuscanada@maritz.com
www.maritzcanada.com
Contact: Paul Gallant, Director, Loyalty
Maritz Canada designs and delivers
solutions that promote loyalty among
consumers and channels. We offer
additional services that focus on the
human dimension of performance relating
to learning, performance incentives, event
and experiential marketing
and research.

#### **MARKET FOCUS DIRECT**

207-550 Alden Rd
Markham, ON L3R 6A8
p: 905-477-0801
f: 905-477-4473
e: pgaynor@market-focus.com
www.market-focus.com
Contact: Paul Gaynor, President

#### **OKD MARKETING COMMUNICATIONS**

3375 North Service Rd, #A12-15 Burlington, ON L7N 3G2 p: 905-632-8850 / f: 905-632-0992 e: phil@okd.com www.okd.com Contact: Phil King, President

#### **PGESIGNATURE**

202-89 Bloot St W Toronto, ON M5S 1M1 p: 416-644-2036 / f: 416-640-5693 Contact: Elizabeth Mast Priestman, VP, Digital & Direct

# REDWOOD CUSTOM COMMUNICATIONS INC.

37 Front Street East Toronto, ON M5E 1B3 Contact: Joseph Barbieri, Vice-President, Business Development

#### **RETENTION MARKETING SYSTEMS**

201-82 Berkeley St Toronto, ON M5A 2W7 p: 416-368-2660 / f: 416-368-5824 e: johnb@retmar.com www.retmar.com Contact: John Bishop, President

#### RETHINK

300-2 Berkeley St

Toronto, ON M5A 4J5 p: 416-214-6379 f: 416-214-2484 e: bhawkins@rethinkcan.com www.rethinkcan.com Contact: Brynly Hawkins, Sr. Partner

#### **REWARDS CANADA**

14 Tuscany Ravine Close NW Calgary, AB T3L 2X4 p: 403-503-0235 e: rewardscanada@shaw.ca Contact: Patrick Sojka, President

#### REWARDSTREAM

225 Smithe St, #201 Vancouver, BC V6B 4X7 p: 604-692-0001 / f: 604-692-0002 e: valia@rewardstream.com Contact: Valia Thorburn, Marketing Manager

#### SAPIENT CANADA

500-129 Spadina Ave Toronto, ON M5V 2L3 p: 416-645-1244 / f: 416-645-1501 e: etumangday@sapient.com Contact: Erwin Tumangday, Director

#### SAS CANADA

280 King Street East

Toronto, ON M5A 1K7 p: 416-363-4424 / f: 416-363-5399 e: canjpq@sas.com www.sas.com Contact: John Quinn, Marketing Communications Manager SAS is the leader in business intelligence and predictive analytics software and services. Customers at 40,000 sites, including 96 of the top 100 FORTUNE Global 500 companies, use SAS software to manage and gain insights from vast amounts of data, resulting in faster, more accurate business decisions; more profitable relationships with customers and suppliers; compliance with governmental regulations; research breakthroughs; and better products. Only SAS offers leading data integration, intelligence storage, advanced analytics and traditional business intelligence applications within a comprehensive enterprise intelligence platform. SAS gives its customers around the world The Power To Know. www.sas.com

#### SG CONSULTING

723 Carlaw Avenue Toronto, ON M4K 3K8 p: 416-466-8084

#### **Database Marketing/Loyalty Marketing Specialist**

e: sandra@sgconsulting.ca www.sgconsulting.ca Contact: Sandra Greene, President & Chief Strategist

#### SILVERBACK CRM

606-130 Spadina Ave Toronto, ON M5V 2L4 p: 416-363-0060 / f: 416-617-2836 e: mjeffery@silverback-media.com www.silverback-media.com Contact: Martin Jeffery, EVP, Client Service Our objective is to develop and implement effective 1-to-1 initiatives that build customer relationships and profitability for our clients. BTi offers integrated solutions and professional services emanating from the principles of CRM: strategic consulting and program design, data analytics, segmentation and profiling, results tracking, superior creative, production and lettershop management. We specialize in both on- and off-line communications tools including our most recent technology, the Living Brochure that brings your e-brochure to life!

#### SPIDER MARKETING SOLUTIONS

379 Adelaide St W, 1st Fl Toronto, ON M5V 1S5 p: 416-581-8000 Contact: Rico DiGiovanni



#### STRATEGIC DIRECT MARKETING GROUP

101, 1029 6th Street SW
Calgary, AB T2R 0Z5
p: 403-770-2804
e: scott@sdmg.ca
www.sdmg.ca
Contact: Scott Martin, Managing Parter
Strategic Direct Marketing Group (SDMG)
is a boutique direct marketing agency
with a flair for response-based programs.
SDMG works with companies in the retail,
sport and travel industries helping them
reach, acquire and retain customers with
the right message at the right moment
through direct media. SDMG uses a broad
range of proprietary technologies to

execute programs such as: Live Chat, Email Marketing, Direct to Desktop, contesting and analytics. The underpinnings of each program are in-depth strategy and traditional direct marketing tactics, giving customers the results they need. SDMG is headquartered in Calgary, AB, with clients such as Best Buy, FutureShop, Sears, HBC, Intrawest, Palace Sports & Entertainment, Travel Alberta, Sask Tourism, Calgary Stampede, SportChek, and WestJet. Visit sdmg.ca for more information.

#### STUDENTREWARDS INC

603-110 Eglinton Ave E
Toronto, ON M4P 2Y1
p: 416-332-3210 / f: 416-322-3209
e: suzanne@studentrewards.com
www.studentrewards.com
Contact: Suzanne Tyson, President
Studentrewards.com has the largest
database of youth in Canada. With 1.6
million members registered since 1998 and
over 600,000 permission youth today, we
can help companies reach the elusive 17-29
year old Canadian demographic. We reach
our members through e-marketing, web
advertising and strategic scholarship and
awards programs.

#### **T4G LTD**

300-100 Broadview Ave Toronto, ON M4M 3H3 p: 416-462-6102 /f: 416-462-6111 e: david.saevitzon@t4g.com www.t4g.com Contact: David Saevitzon, VP, Business Intelligence

#### **TELEGRAM COMMUNICATIONS**

65 Dewdney Ave, 2nd FI
Winnipeg, MB R3B 0E1
p: 204-992-3400
e: info@telegramcommunications.com
www.telegramcommunications.com
Contact: Glenn Tinley, President

#### THE HIVE STRATEGIC MARKETING INC

300-431 King St W, Toronto, ON M5V 1K4 p: 416-923-3800 Contact: Rick Shaver

#### THE NIELSEN COMPANY

160 McNabb St Markham, ON L3R 4B8 p: 905-943-8343 / f: 905-475-8357 e: jayne.flinnburton@nielsen.com www.ca.nielsen.com Contact: Jayne Flinn Burton, Corporate Communications

#### **THORNLEY FALLIS**

400-1300 Yonge St Toronto, ON M4T 1X3 p: 416-515-7517 / f: 416-515-7554 e: michael.seaton@thornleyfallis.com Contact: Michael Seaton, VP, Digital Marketing

#### **TORRE LAZUR MCCANN**

10 Bay Street Toronto, ON M5J 2S3 p: 416-594-6000 f: 416-594-7030 www.maclaren.com Contact: Rick Smith, President

#### **UNI MARKETING**

1051 boul. Talbot, #102 Chicoutimi, QC G7H 4B5 p: 418-696-4325 Contact: Raynald Harvey, President

#### **UPSHIFT MARKETING GROUP**

305-171 East Liberty Street Toronto, ON M6K 3P6 p: 416-588-5004 e: brian@upshiftgroup.com www.upshiftgroup.com Contact: Brian Makse, President

#### **ZONE MARKETING GROUP**

850 Caribou Valley Circle Newmarket, ON L3X 1X1 p: 416-619-0300 / f: 647-477-6964 e: info/dpitselis@zonemarketinggroup.ca www.zonemarketinggroup.ca Contact: Dennis Pitselis, President

#### **Direct Marketing Agency**

#### **ABER GROUP, THE**

120 Eglinton Avenue East, 8th Floor Toronto, ON M4P 1E2 p: 416-322-2909 / f: 416-488-1689 e: jay@abergroup.com www.abergroup.com Contact: Jay Aber, President

#### **AGENCY 59 DIRECT**

1910 Yonge St, 4th FI Toronto, ON M4S 1Z5 p: 416-480-1967 / f: 416-484-0726 e: dfoy@amw-com.com www.amw-com.com Contact: David Foy, President

#### **ALLARD JOHNSON COMMUNICATIONS**

2 Bloor St E, 26th Fl Toronto, ON M4W 3J4 p: 416-260-7000 f: 416-260-7100 e: info@allard-johnson.com Contact: David Nourse, VP, Interactive

# **ARC WORLDWIDE** 9-175 Bloor St E

Toronto, ON M4W 3R9
p: 416-925-599
f: 416-925-975
e: paola\_franceshetti@tor.leoburnett.com
Contact: Richard Bernstein, Managing
Director

## ARNOLD BRAND RESPONSE

1920 Yonge St, 6th Fl Toronto, ON M4S 3E2 p: 416-487-6977 f: 416-487-4668

Contact: Deni Baschiera, Managing Director



# **ASSETPRINT**

200-1111 St-Urbain
Montral, QC H2Z 1Y6
p: 514-847-5361
e: fgill@assetprint.ca
www.assetprint.ca
Contact: Felix Gill, CEO
Canada's most cutting edge peronalized
printing and fulfillment services. Grab and
retain your customers' attention to greatly
improve conversion. Great quality, high
security and on demand digital print facility
with the best prices out there!
Located in downtown Montreal. Call 1-866PRINT-38 or upload your files to www.
assetprint.ca

## **ATYPIC**

465, rue Saint-Jean, bureau 102 Montreal, QC H2Y 2R6 p: 514-847-8881 f: 514-847-1127 Contact: Louis-Alexandre Lacoste, VP, Strategy

# **BAKER-BLAIS MARKETING INC**

295 Hymus Blvd.
Pointe-Claire, QC H9R 6A5
p: 514-693-9900
f: 514-693-9960
e: donbaker@bakerblais.com
www.bakerblais.com
Contact: Don Baker, President

# **BBDO WINDSOR**

One Riverside Dr Windsor, ON N9A 5K3 p: 519-563-4473 f: 519-258-4242 e: amcneill@bbdo.com www.bbdo.com Contact: Adair McNeill, Director, CRM

# BEAUCHEMIN COMMUNICATION MARKETING

505, Rene-Levesque Blvd W, 6th Fl Montreal, QC H2Z 1Y7 p: 514-899-050 f: 514-899-014 e: info@beauchemin.com www.beauchemin.com Contact: Guy Beauchemin, President

## **BIMM COMMUNICATIONS GROUP**

175 Bloor Street East, Suite 1101 ST Toronto, ON M4W 3R8 p: 416-960-2432 f: 416-960-1480 e: response@bimm.com www.bimm.com Contact: Brian Bimm, President

# **BLACK ROCK MARKETING GROUP**

106-101 Duncan Mill Rd Toronto, ON M3B 1Z3 p: 416-385-1494 Contact: Timothy Fallis

# **BLAST RADIUS TORONTO**

300-99 Spadina Ave Toronto, ON M5V 3P8 p: 416-214-4220 f: 416-214-6765 e: to@blastradius.com www.blastradius.com Contact: Chris Coghlan, EVP, Client Development

# **BLITZ DIRECT**

1085 Homer St Vancouver, BC V6B 1J4 p: 604-669-2727 f: 604-687-1234 e: linda.denis@cossette.com www.cossette.com Contact: Linda Denis, Vice President, General Manager

## **BLITZ PROMOTION DATA DIRECT**

2100 Rue Drummond Montreal, QC H3G 1X1 p: 514-282-4873 f: 514-845-0642 Contact: Michel Lamarre, Vice President, Strategic Planning

# **BMR GROUP**

208-101 Innes Park Way
Ottawa, ON K1B 1E3
p: 613-749-7070
f: 613-749-6555
e: paulbr@bmrgroup.ca
www.bmrgroup.ca
Contact: Paul Brousseau, Vice President
Add description

## **BOOM! MARKETING**

101-240 Duncan Mill Rd Toronto, ON M3B 1Z4 P: 416-446-7720 E:ngallucci@boommarketing.ca www.boommarketing.ca Contact: Nicole Gallucci, President

# **BOS TORONTO**

201-479 Wellington St W
Toronto, ON M5V 1E7
p: 416-343-0010
f: 416-343-0080
e: claude@bos.ca
Contact: Claude Carrier, Vice President,
Toronto

# BRAND 360 STRATEGIES, INC.

165 Avenue R, 2nd Fl Toronto, ON M5R 3S4 Contact: Mary Newman, Partner

## **BRANDEDGE**

471 Woburn Ave North York, ON M5M 1L6 p: 416-789-2488 e: nhelstab@brandedge.com Contact: Nancy Helstab, Managing Director

# **BZZAGENT**

1298 Winterbourne Dr Oakville, ON L6J 7E3 p: 905-829-8661 Contact: James McDonnell, Director of Business Development

## **CANARY DIRECT MARKETING**

11-41 Courtland Ave Concord, ON L4K 3T3 p: 905-660-0233 e: michael@canarydirectmarketing.com www.canarydirectmarketing.com Contact: Michael Wong, Sales Rep

# **CAPITAL C COMMUNICATIONS**

340 King St E, 5th FL
Toronto, ON M5A 1K8
p: 416-777-1124
f: 416-777-0060
e: capc@capitalc.net
www.capitalc.net
Contact: Tony Chapman, Founder & CEO

# **CARAT CANADA INC**

600-116 Spadina Ave Toronto, ON M5V 2K6 p: 416-504-3965 f: 416-504-3945 Contact: Aleiza Alerta, Director, Digital Communications



## **CARLSON MARKETING CANADA**

2845 Matheson Blvd E Mississauga, ON L4W 5K2 p: 905-214-8419 f: 905-214-8693 e: gross@carlsoncanada.com www.carlsoncanada.com Contact: Gordon Ross. VP, Client Strategy & Insight Carlson Marketing is a full-service direct and relationship marketing agency. We assist our clients in increasing their ROI through sales and marketing programs that drive measurable results. With fullservice offices in Toronto and Montreal, we provide clients with compelling new ideas and comprehensive solutions coupled with rock-solid delivery across five lines of business:

- Sales & Marketing Services (direct marketing, loyalty marketing, employee & channel engagement)
- 1 to 1 Marketing (strategic consulting, decision sciences)
- Meetings & Incentives (incentive business meetings, event marketing, enterprise solutions)
- Enhancement Services (revenue enhancement products)
- Interactive & Mobile (online & mobile marketing, wireless wallet and payment solutions)

# **CF PRODUCTION MANAGEMENT**

1 Freemont St.
Concord, ON L4K 5J4
p: 905-303-6512
f: 905-303-6512
e: carlofallico@rogers.com
Contact: Carlo Fallico, Consultant

# **CHALKBOARD MARKETING**

1059 Spadina Rd Toronto, ON M5N 2M7 p: 416-488-7474 e: mike@chalkboardmarketing.com Contact: Mike Winter, Partner

# **CHILL MEDIA INC.**

77 John St, Suite 4
Oakville, ON L6K 3W3
p: 905-337-1886
f: 416-847-0912
Contact: Scott Simmons, VP, Marketing and
Business Development

#### **COLOUR**

400-7051 Bayers Rd Halifax, NS B3L 4V2 p: 902-421-1117 e: chris@colour.ca www.colour.ca

Contact: Chris Keevill, President & COO

# **COSSETTE HEALTHCARE**

2100 Drummond St Montreal, QC H3G 1X1 p: 514-845-2727 Contact: Georges Morin, Senior VP, Corporate Development

## **CRITICAL MASS CALGARY**

402-11 Avenue SE
Calgary, AB T2G 0Y4
p: 403-262-3006
f: 403-262-7185
e: calgary@criticalmass.com
www.criticalmass.com
Contact: Darren Delichete, SVP, Executive
Creative Director

# **CUNDARI GROUP LIMITED**

20 Duncan St
Toronto, ON M5V 2B9
p: 416-510-1771
f: 416-510-1769
e: garry\_lee@cundari.com
www.cundari.com
Contact: Garry Lee, President

# **CUNDARISFP**

900-175 Bloor St E, S T Toronto, ON M4W 3R8 p: 416-203-2300 f: 416-203-0303 Contact: Jeannette Hanna, Vice President, Brand Strategy

# **CUSTOMERWORKS**

57 Transwell Avenue Toronto, ON M2R 2K1 p: 416-716-0465 e: customrworks@aol.com Contact: Josie Vogel, President

# **DATA GROUP OF COMPANIES**

80 Ambassador Dr Mississauga, ON L5T 2Y9 Contact: Melanie Cunningham, VP, Marketing & Brand Solutions

# **DENTSU CANADA**

22 St. Clair Avenue E, #300 Toronto, ON M4T 2S3 p: 416-929-9700 Contact: Bob Shropshire, Managing Director

## **DRAFTFCB**

300-245 Eglinton Ave E Toronto, ON M4P 3C2 p: 416-483-3624 f: 416-483-3606

Contact: Nicholas Austin, VP, Director Business Development

**DUE NORTH COMMUNICATIONS INC** 

35 The Esplanade, 2nd Fl Toronto, ON M5E 1Z4 p: 416-862-818 f: 416-862-955 e: markw@duenorth.com

Contact: Mark Weisbarth, President

# **EMG MARKETING GROUP LTD**

2271-349 West Georgia St Vancouver, BC V6B 3W5 p: 604-251-6873 f: 604-251-6813 e: solutions@e-marketinggroup.com www.e-marketinggroup.com Contact: Andrew Holtzman, Director, Sales & Marketing Insanity is doing the same thing over and over again and expecting different results. As Business to Business sales and marketing specialists EMG Marketing Group understands how to cost-effectively generate NEW profitable sales, launch NEW products and create NEW customers all with measureable results.

# **ENGINE ROOM CREATIVE**

115-1910 Yonge St Toronto, ON M4S 1Z5 p: 416-968-1732 f: 416-968-1795 e: info@engineroom.ca www.engineroom.ca Contact: Andrew Sookrah, President/ Creative Director

# **ETHOS JWT**

800-160 Bloor St E Toronto, ON M4W 3P7 Contact: Pamela Divinsky, Vice President

# **FJORD INTERACTIVE** 502 King Street West

Toronto, ON M4W 2H2 p: 416-922-8032 f: 416-922-1675 e: cameron.bedford@cossette.com www.fjordinteractive.com Contact: Cameron Bedford, VP & GM

# **FUSE MARKETING GROUP**

379 Adelaide St W, 4th FL Toronto, ON M5V 1S5 p: 416-368-3873

f: 416-368-1716 e: garo.keresteci@fusemarketinggroup.com www.fusemarketinggroup.com Contact: Garo Keresteci, President

# **GJP ADVERTISING**

154 Pearl STreet
Toronto, ON M5H 1L3
p: 416-979-7999x509
f: 416-972-7701
e: ezabitsky@gjpadvertising.com
www.gjpadvertisings.com
Contact: Ellen Zabitsky, EVP Client
Development

## **GREY DIRECT & INTERACTIVE**

1881 Yonge St, #800 Toronto, ON M4S 3C4 p: 416-486-070 f: 416-486-734

Contact: Denise Wong, VP, General Manager

## **GREY WORLDWIDE**

1881 Yonge St, #800 Toronto, ON M4S 3C4 p: 416-486-070 / f: 416-486-734 Contact: Ann Nurock, President & CEO

## HARVEY MCKINNON ASSOCIATES

330-1985 West Broadway Vancouver, BC V6J 4Y3 p: 604-732-4351 / f: 604-732-4877 e: harvey@harveymckinnon.com www.harveymckinnon.com Contact: Harvey McKinnon, President

# **HEADSPACE MARKETING INC.**

2323 Yonge St. Suite 204 Toronto, ON M4P 2C9 p: 416-221-3770x221 www.headspacemarketing.com Contact: Eric Blais, President

# **HENDERSON BAS**

479 Wellington St W
Toronto, ON M5V 1E7
p: 416-977-6660 / f: 416-977-2226
e: dhenderson@theniceagency.com
www.hendersonbas.com
Contact: Dawna Henderson, President &

# HENDERSON-ROBB GROUP, THE

8 Market St, 4th Fl Toronto, ON M5E 1M6 p: 416-362-8262 e: info@hendersonrobb.com www.hendersonrobb.com Contact: Bill Robb, VP, Managing Director

#### HIGHLAND MARKETING

550 Conestogo Rd Waterloo, ON N2L 4E3 p: 519-787-2905 / f: 519-787-1250 e: hiland@hiland.com www.hiland.com Contact: Dave Ward, President

# **INDUSBLUE INC.**

200-135 Liberty Street
Toronto, ON M6K 1A7
p: 416-840-0545
f: 416-840-0544
www.indusblue.com
Contact: Dayton Pereira, Co-Founder,
Creative Strategy Officer

## **INPIX MEDIA**

80 Queen St, #604 Montreal, QC H3C 2N5 p: 514-931-0255 f: 514-931-0266 e: nbelisle@inpix.ca

Contact: Normand Belisle, President

# INTEGRATED MAR.COM CORPORATION

17 Moodie Drive Richmond Hill, ON L4C 8C9 p: 905-763-1200 f: 905-886-6216 e: rcohen@integratedmar.com www.integratedmar.com Contact: Michelle Dimick, Senior VP

# INTELLIMARKETING CORP.

1801-1 Yonge St Toronto, ON M5E 1W7 p: 416-260-8840 f: 416-642-0911 e: bcassidy@intellimarketing.com www.intellimarketing.com Contact: Bruce Cassidy, President

#### JAM DIRECT

143-67 Mowat Ave
Toronto, ON M6K 3E3
p: 416-532-7796
f: 647-723-2133
e: wendy@jamdirect.ca
www.jamdirect.ca
Contact: Wendy Boyd, Managing Partner

#### **JSEM**

305-4098 St. Catherine St W Westmount, QC H3Z 1P2 p: 514-931-6766 Contact: Jonathan Singer

# KALEIDOSCOPE MARKETING AND COMMUNICATIONS

346 Fairlawn Ave Toronto, ON M5M 1T6 p: 416-785-8558 e: ktaylor@kaleidoscoperesults.com www.kaleidoscoperesults.com Contact: Kate Taylor, Co-President

# KENNA GROUP, THE

1000-90 Burnhamthorpe Rd W Mississauga, ON L5B 3C3 p: 905-361-4046 / f: 905-277-2299 e: sshaw@thekennagroup.com www.thekennagroup.com Contact: Steve Shaw, VP, Strategic Services

# KEYS DIRECT MARKETING & COMMUNICATIONS

2580 Innes Rd Ottawa, ON K1B 4Z6 p: 613-841-9850 / f: 613-841-9851 e: alison@keysdirect.com www.keysdirect.com Contact: Alison Keys, President

57 Gustav Cres

North York, ON M2M 4G9

# **KISP SALES & MARKETING SOLUTIONS**

p: 416-223-1264 / f: 416-223-5761 e: monas@rogers.com Contact: Mona Sharkawy, Senior Partner Powerful solutions. Bigger profits. Fewer headaches. KISP can help you enjoy all three. KISP is a consortium of experts with at least 10 years in-market success. We're specialists in customer development strategies, direct mail, online and e-marketing initiatives. We're quick. We're nimble. We're aggressive. And that means we deliver on-time and on-budget. Our goals are simple: to create actionable solutions that build your bottom line, to help you overachieve on your business objectives and to work with clients who demand nothing less. For award-winning creative and powerful profitable directmarketing programs, call us today. Keeping it Simply Profitable!

# LAUNCH! BRAND MARKETING.

402-191 The West Mall Toronto, ON M9C 5K8 p: 416-626-7035 / f: 416-695-0246 e: info@launchthis.com www.launchthis.com Contact: Kevin Delano, Chief Marketing Officer

# **LEO BURNETT TORONTO**

175 Bloor St. E., North Tower Toronto, ON M4W 3R9 p: 416-925-5997 f: 416-925-3343

Contact: David Moore, President & CEO

#### **LIFT AGENCY**

205 Industrial Parkway N Aurora, ON L4G 4C4 p: 416-438-5438 Contact: Cosmo Mariano, Partner

# LOWE ROCHE ADVERTISING

301-260 Oueen St W Toronto, ON M5V 1Z8 p: 416-927-979 f: 416-927-118 Contact: Geoffrey Roche, Founder, President

# **MACLAREN MCCANN DIRECT &** INTERACTIVE

10 Bay St, 11th Fl Toronto, ON M5J 2S3 p: 416-594-6769 f: 416-594-7030 www.maclaren.com Contact: Pam Gareau, Direct Response Media Planning Kalixo is an independent professional services firm that provides e-business consulting, e-marketing, and innovation support to leading companies.

## MARKETEL/MCCANN ERICKSON

1100 Rene Levesque West, 19th Fl Montreal, QC H3B 4N4 p: 514-935-9445

Contact: Jacques Duval, President & CEO

# MARKETING BREAKTHROUGHS

1150 Morrison Dr. Suite 201A Ottawa, ON M2H 6S9 p: 613-721-3335 e: steve@marketingbreakthroughs.com www.marketingbreakthroughs.com Contact: Steve Klein, **CEO & Creative Director** 

# MARKETING STORE, THE

100-1209 King St W Toronto, ON M6K 1G2 p: 416-533-8679 f: 416-583-3989 e: john.hilbrich@tmsw.com www.tmsw.com Contact: John Hilbrich, President

# MARSHALL FENN COMMUNICATIONS

300-890 Yonge St Toronto, ON M4W 3P4 p: 416-962-3366

Contact: James Kabrajee, Partner

# MCDONNELL HAYNES INTEGRATED **COMMUNICATIONS PARTNER**

120-210 Dundas St W Toronto, ON M5G 2E8 p: 416-467-0040 f: 416-467-0108

e: phaynes@mcdonnellhaynes.com www.mcdonnellhaynes.com

Contact: Phil Haynes, Partner, Creative

Director & CEO

## **MEDIA EXPERTS**

250-495 Wellington St W Toronto, ON M5V 1E9 p: 416-597-0707 f: 416-597-9927 e: robynb@mediaexperts.com Contact: Robyn Brooking, Director, Direct Response Media Group

## **MEDIACOM CANADA**

2800-1 Dundas Street West Toronto, ON M5G 1Z1 p: 416-342-6522 f: 416-967-804 e: maura.hanley@themediacompany.com www.themediacompany.com Contact: Maura Hanley, Managing Director, Interactive

# MHZ DESIGN COMMUNICATIONS INC

171 East Liberty St., Suite 340 Toronto, ON M6K 3P6 p: 416-626-1777 f: 416-626-7227 e: aperri@mhzdesign.com www.mhzdesign.com Contact: Angelo Perri, Managing Partner

# **MIGHTY DIGITAL, DIRECT & DESIGN**

420 Wellington ST W Toronto, ON M5V 1E3 p: 416-927-3316 Contact: Sarah Simpson, Managing Director

## **MMARKETING**

301-49 Ontario St Toronto, ON M5A 2V1 P: 416-359-0311 E:information@mmarketing.com www.mmarketing.com Contact: Tanya Stamboli, VP, Interactive Strategy & Biz Dev

# **MOSAIC STUDIOS**

350, 323 - 10th Avenue SW Calgary, ABT2P 0A5 p: 403-230-4224 f: 403-242-8696 e: agraddon@mosaicstudios.com www.mosaicstudios.com Contact: Art Graddon, Partner Mosaic Studios is a marketing, creative & production services firm providing strategy & design for digital, direct & brand communications.

## MOTUMB2B

376 Wellington St W Toronto, ON M5V 1E3 p: 416-598-2225 Contact: Susan Sheehan, Director, Client

**Business & Sustainability** 

# **MYRIAD MARKETING INC**

100-510 Front St W Toronto, ON M5V 3H3 p: 416-703-870 f: 416-703-873 e: info@myriadinc.com www.myriadinc.com Contact: Kate Potter, Director, Customer Intelligence Strategies

## NURUN

96 Spadina Ave, 9th Floor Toronto, ON M5V 2J6 p: 416-591-6000 f: 416-591-6001 e: jim.yang@nurun.com www.nurun.com Contact: Jim Yang, Executive VP

## **OGILVYONE WORLDWIDE**

33 Yonge St, 3rd Fl Toronto, ON M5E 1X6 p: 416-367-3573 f: 416-363-2088 e: guy.stevenson@ogilvy.com www.ogilvy-canada.com Contact: Guy Stevenson, Managing Director

# **ORGANIC**

100-468 King Street West Toronto, ON M5V 1L8 p: 416-874-7010 f: 416-874-7100 e: newbiz-tor@organic.com www.organic.com Contact: David Feldt, Managing Director

# **OSL COMMUNICATIONS**

1100, de la Gauchetiere Ouest, bur. C18 Montreal, QC H3B 2S2 p: 514-849-9627 f: 514-849-7935 Contact: Robert Otis, President

# OSL MARKETING INC. 5225 Satellite Drive

Mississauga, ON L4W 5P9 p: 905-219-6600 f: 905-219-6601 e: mdoyle@oslmarketing.com www.oslmarketing.com Contact: Michael Doyle, Managing Director

#### **P2P-PROXIMITE MARKETING**

338, rue St-Antoine Est, Bur 207 Montreal, QC H2Y 1A3 p: 514-843-0518 f: 514-843-0757 Contact: Pierre Parent, President

# **PADULO DIRECT**

1 St Clair Ave W, 10th Fl Toronto, ON M4V 1K7 p: 416-966-4000 f: 416-966-4012 e: rpadulo@padulo.ca www.padulo.ca Contact: John Kulchisky, VP, Acct. Dir.

## **PARADIVISION**

919-460 rue Sainte-Catherine W. Montreal, QC H3B 1A7 p: 514-395-2030 f: 514-395-1001 e: info@paradivision.com www.paradivision.com Contact: Jerome Paradis, President

# **PARETO CORPORATION**

2225 Sheppard Avenue East, 17th FI Toronto, ON M2J 5C2 p: 416-494-7745 / f: 416-494-3932 e: info@pareto.ca www.pareto.ca Contact: Rachelle Numberger, Loyalty & Incentives

# PHARMACOMMUNICATIONS DIRECT MARKETING

201-100 Renfrew Drive Markham, ON L3R 9R6 p: 905-477-3100 / f: 905-477-3121 e: rmaheu@pharmagram.com Contact: Ron Maheu, President & CEO

## **PLAY ADVERTISING**

208s-1455 Lakeshore Rd Burlington, ON L7S 2J1 Contact: Shannon Pritchard, Media Specialist

# **POLAR UNLIMITED**

306-3310 South Service RD Burlington, ON L7N 3M6 p: 905-383-8611 / f: 905-383-7060 www.polarunlimited.com Contact: Steve Cunningham, President &

# **PROMOBIZ SOLUTIONS**

6 Lansing Sq, #211 Toronto, ON M2J 1T5 p: 416-238-9428 / f: 416-850-5128 e: marketing@promobiz.ca Contact: Steven Guan, President

# protocol

INTEGRATED DIRECT MARKETING

# PROTOCOL, INTEGRATED DIRECT MARKETING

1134 Ste. Catherine West, #101 Montreal, QC H3B 1H4 e: gcomeau@protocolmarketing.com Contact: Ga'tan Comeau, Vice President, **Business Development Canada** Protocol's Contact Center Division offers Inbound and Outbound contact center solutions supported by expert professionals and state-of-the-art technology (VoIP). When your customers want to communicate with you, we make sure that it is easy and effective, through their channel of choice, and a positive experience, improving brand loyalty for your company. Should they want to reach you by phone, e-mail, Web, and/or mail, we can handle that contact through one of our 7 contact centers located in the U.S. and Canada. We hire top-notch agents, train them to be experts in your business, and motivate them to succeed. Insurance (Licensed Brokers) · Finance · Telecommunication · Banking (credit cards) · Publishing · Energy · Retail · Pharmaceutical · Virtual Agents · Multilingual Capabilities · Off Shore locations

# **PROXIMITY CANADA**

2 Bloor St W, 9th Fl
Toronto, ON M4W 3E2
p: 416-323-9162
f: 416-944-7886
e: mary.ruf@proximity.ca
www.proximity.ca
Contact: Mary Ruf, Senior VP, Direct
Marketing

# **PUBLICIS DIALOG**

200-111 Queen St E
Toronto, ON M5C 1S2
p: 416-925-7733
f: 416-925-7341
e: dwysocki@publicis.ca
www.publicis.ca
Contact: Diane Wysocki, Executive VP,
Managing Director



quadrant marketing Itd.

# **QUADRANT MARKETING LTD**

400-1220 Sheppard Ave E Toronto, ON M2K 2S5 p: 416-497-1711 f: 416-497-3441

e: molly.spinak@quadrantmarketing.com www.quadrantmarketing.com Contact: Molly Spinak, President Quadrant Marketing is a full-service marketing communications and promotional agency that specializes in customer relationship marketing and direct-to-customer marketing. We are a highly-skilled and dedicated group of creative thinkers who handle all your communication needs from beginning to end. Our clients benefit from our experience in strategic consulting, outstanding creative, and project execution. They count on our honest, straightforward thinking and the unparalleled added value we bring to every project. After 21 years, QML has grown to be the only agency that can boast a long-standing client list of top packaged goods companies in Canada and the US. We have a proven track record for building our clients' businesses -after all, that's what really counts. At OML, we are committed to our clients' success because that means we succeed. Find out why QML is rated as the top agency by every one of our clients.

# **QUADRIGA ART INC**

30 E. 33rd St.
New York, NY 10016
p: 212-685-0751
e: grosenthal@quadrigaart.com
www.quadrigaart.com
Contact: Gloria Rosenthal, VP Sales, Canada

# RAPP CANADA

1200-33 Bloor St E
Toronto, ON M4W 3H1
p: 416-972-7722
f: 416-972-7701
e: nancy.mitchell@rappcanada.com
www.rappcanada.com
Contact: Nancy Mitchell, VP, Managing Dir
At Rapp, a division of DDB Canada, we're
obsessed with understanding our clients'
businesses and getting to know their
customers. We dive deep to uncover
highlights to help us make relevant
connections and doggedly pursue ideas
that create exceptional experiences and
profitable relationships.

# **REAL INTERACTIVE**

700-1210 Sheppard Ave E Toronto, ON M2K 1E3 P: 416-644-1643 x312 E: ppowell@realinteractive.ca www.realinteractive.ca Contact: Philip Powell, President

#### **RED THE AGENCY**

10235-111 Street, Suite 6 Edmonton, AB T5K 2V5 p: 780-426-3627 Contact: Randy Cronin, Partner, Strategy & Research

# **RESPONSE GENERATORS INC**

445 Colborne St London, ON N6B 2T2 p: 519-432-4932 f: 519-432-4410 e: pwatson@rgdirect.com www.rgdirect.com Contact: Peter Watson, President

## RESPONSE INNOVATIONS CORP.

256 Adelaide St E Toronto, ON M5A 1N1 p: 416-368-6211 f: 416-368-6920 e: forchon@responseinnovations.com www.responseinnovations.com Contact: Stephen Forchon, President

# **RIVET**

300-245 Eglinton Avenue E Toronto, ON M4P 3C2 p: 416-483-3624 www.rivetglobal.com Contact: Angäle LÇvesque, VP, Group Account Director

# **RMG CONNECT**

160 Bloor Street E, 8th FI Toronto, ON M4W 3P7 p: 416-926-7412x2123 f: 416-926-7497 www.rmgconnect.com Contact: Vanessa Rumbold, Managing Director, Canada

## **RYAN PARTNERSHIP DIRECT**

139 Main St., Ste. 204 Unionville, ON L3R 2G6 p: 905-470-2070 f: 905-470-9080 e: aharding@ryanpartnership.com www.ryanpartnership.com Contact: Amey Harding, President, Canada

# **SALES PROMOTION SERVICES INC**

707-15 Wertheim Crt Richmond Hill, ON L4B 3H7 p: 905-886-6382 f: 905-886-6387 e: dsharp@salespromo.com www.salespromo.com Contact: Dan Sharp, President

# **SEQUENTIA COMMUNICATIONS**

130 Spadina Ave, #603
Toronto, ON M5V 2L4
p: 416-203-3656
f: 416-591-2409
e: jen@sequentia.net
www.sequentia.net
Contact: Jennifer Evans, President

## SHARPE BLACKMORE EURO RSCG

1920 Yonge St Toronto, ON M4S 3E4 p: 416-920-686 f: 416-920-504 e: beaccountable@sharpeblackmore.com www.sharpeblackmore.com Contact: Tom Blackmore, President

## SILVERBACK CRM

606-130 Spadina Ave Toronto, ON M5V 2L4 p: 416-363-0060 f: 416-617-2836 e: mjeffery@silverback-media.com www.silverback-media.com Contact: Martin Jeffery, EVP, Client Service Our objective is to develop and implement effective 1-to-1 initiatives that build customer relationships and profitability for our clients. BTi offers integrated solutions and professional services emanating from the principles of CRM: strategic consulting and program design, data analytics, segmentation and profiling, results tracking, superior creative, production and lettershop management. We specialize in both on- and off-line communications tools including our most recent technology, the Living Brochure that brings your e-brochure to life!

## **SMART FUSION MARKETING**

151-32500 South Fraser Way, #290 Abbortsford, BC V2T 4W1 p: 778-908-7888 e: jonathan@smartfusion.ca Contact: Jonathan Boettcher, President

# **START MARKETING INC**

1229A 9 Avenue SE Calgary, AB T2G 0S9 p: 403-242-1127 e: jdrew@startmarketing.com Contact: Jacqueline Drew, President

# **STRATAFLY**

26 Soho St, #200 Toronto, ON M5T 1Z7 p: 416-593-0420 f: 416-593-6656 www.stratafly.com

Contact: Dave Mathews, Managing Director

# sdmg" | STRATEGIC DIRECT MARKETING GROUP

# STRATEGIC DIRECT MARKETING GROUP

101, 1029 6th Street SW Calgary, AB T2R 0Z5 p: 403-770-2804 e: scott@sdmg.ca www.sdmg.ca

Contact: Scott Martin, Managing Parter Strategic Direct Marketing Group (SDMG) is a boutique direct marketing agency with a flair for response-based programs. SDMG works with companies in the retail, sport and travel industries helping them reach, acquire and retain customers with the right message at the right moment through direct media. SDMG uses a broad range of proprietary technologies to execute programs such as: Live Chat, Email Marketing, Direct to Desktop, contesting and analytics. The underpinnings of each program are in-depth strategy and traditional direct marketing tactics, giving customers the results they need. SDMG is headquartered in Calgary, AB, with clients such as Best Buy, FutureShop, Sears, HBC, Intrawest, Palace Sports & Entertainment, Travel Alberta, Sask Tourism, Calgary Stampede, SportChek, and WestJet. Visit sdmg.ca for more information.

# STRATEGIC/AMPERSAND INC.

1440-250 Bloor St E Toronto, ON M4W 1E6 p: 416-961-5595 f: 416-961-7955 e: gayle@stratamp.com www.stratamp.com Contact: Gayle Robin, Partner

# TACTIC DIRECT

6415, rue des Ecores, 1er etage Montreal, QC H2G 2J6 p: 514-528-5252 f: 514-528-7989 Contact: Roger Gaudet, President

## **TATTOO DIRECT & DIGITAL**

1001-80 Bloor St W
Toronto, ON M5S 2V1
p: 416-628-6810
f: 416-628-6811
e: sharon@tattootheagency.com
www.tattootheagency.com
Contact: Sharon Zillmer, VP Digital Mktg

# **TAXI CANADA**

1435 Rue Saint-Alexandre, #620 Montreal, QC H3A 2G4 p: 514-789-3912

f: 514-842-6552 Contact: Yves Blain, Vice President, Relationship Marketing

## **TBWA TORONTO**

10 Lower Spadina Ave Toronto, ON M5V 2Z2 p: 416-260-4033 f: 416-260-8088

Contact: Leslie Kross, Managing Director

## TCP DIRECT INC

304-515 Consumers Road Toronto, ON M2J 4Z2 p: 416-493-0333 f: 416-493-2888 e: atavlor@tcpdirect.com www.tcpdirect.com Contact: Allison Taylor, President

# THE AD-MILL GROUP

42 Fufflaw Road Toronto, ON M6A 2W1 p: 416-789-0789 f: 416-789-7162 e: arthur@admillgroup.com www.admillgroup.com Contact: Arthur Winiakczyk

# THE AUTUMN GROUP ADVERTISING **DESIGN INC**

200-275 Renfrew Dr Markham, ON L3R 0C8 p: 905-940-1948 f: 905-940-4489 e: info@theautumngroup.ca www.theautumngroup.ca Contact: Matt Orlando, President & CEO

# THE MARKETING CHANNEL

200-7676 Woodbine Ave Markham, ON L3R 2N2 Contact: Rob Hindley, President

# **THE Q GROUP**

803-789 Don Mills Rd North York, ON M3C 1T5 p: 416-424-6644 f: 416-424-6624 e: jmc@theggroup.com www.theqgroup.com Contact: Jane-Michele Clark, President



# **TRAFFIC MARKETING & DESIGN**

149 Roncesvalles Ave. #97937 Toronto, ON M6R 3B3 p: 416-504-8717 f: 416-534-8064 e: bernard@trafficdesign.ca

www.trafficdesign.ca

Contact: Bernard Hellen, President &

Creative Director

Are you arming your sales force with the materials they need to sell? traffic marketing + design works with successful, industry leading, large and mid-sized companies that are finding that their traditional sales and marketing programs are not as effective as they used to be. traffic helps clients to develop new marketing programs that makes it easier for them to grow their business. traffic excels in B2B marketing campaigns designed to drive business results. traffic is a communications design agency specializing in targeted and marketing driven design. We are sales and marketing experts. We specialize in the intersection of good graphic design and effective, strategic marketing. We design results. Call Bernard at 416-504-8717 or visit www. trafficdesign.ca to maximize your ROC (Return on Creative) Investment.

# **TRAPEZE**

105-2 Berkeley St Toronto, ON M5A 4J5 p: 416-601-1999 f: 416-601-1997 Contact: Andrew Cherwenka, VP, Business

Development

# **UPSIDEDOWN COMMUNICATIONS LTD**

310-67 Mowat Ave Toronto, ON M7G 1N9 p: 416-918-0352 e: upsidedown@cogeco.ca Contact: Sachi Mukerji, President

# **WASSERMAN & PARTNERS ADVERTISING**

160-1020 Mainland St Vancouver, BC V6B 2T4 p: 604-684-1111 f: 604-408-7048 e: info@wasserman-partners.com www.wasserman-partners.com Contact: Pauline Hadley-Beauregard, VP, **Managing Director** 

# WATERMARK ADVERTISING DESIGN LIMITED

815 17th Avenue SW, Suite 290 Calgary, ABT2T 0A1 p: 403-228-7949 f: 403-245-5443 e: info@watermark.ab.ca www.watermark.ab.ca Contact: Steven Bottoms, President & CEO

# WIEST & ASSOCIATES INC. - THE **CUSTOMER ACQUISITION**

12413 Heritage Road Caledon, ON L7C 1T8 p: 905-873-6000 e: dan@wiest.ca www.wiest.ca

Contact: Daniel G. Wiest, President

## WONDER COMMUNICATIONS

1210-20 Ave SE, #202 Calgary, ABT2G 1M8 p: 403-228-3000 Contact: Wendy Anderson, Account Director

## **WUNDERMAN**

285 Madison Ave New York, NY 10017 p: 212-941-3000 e: trish.wheaton@wunderman.com www.wunderman.com Contact: Trish Wheaton, Global Chief Marketing Officer

# Y DIRECT MARKETING & COMMUNICATIONS

213 Mohawk Road Oakville, ON L6L 2Z1 p: 905-847-6129 / f: 905-847-6163 e: jyoung@ydirect.ca www.ydirect.ca Contact: Jeff Young, President

# **YIELD**

1179 King Street W #300 Toronto, ON M6K 3C5 Contact: Lisa Lewis, Vice President, Client Services

# YOUTHOGRAPHY

201-590 King St W Toronto, ON M5V 1M3 p: 416-204-1256 Contact: Rick Tremblay, Managing Partner

DM Industry Sourcebook 2009 | DIRECT MARKETING

# **Distribution & Delivery Services**



## **ASSETPRINT**

200-1111 St-Urbain

Montral, QC H2Z 1Y6
p: 514-847-5361
e: fgill@assetprint.ca
www.assetprint.ca
Contact: Felix Gill, CEO
Canada's most cutting edge peronalized
printing and fulfillment services. Grab and
retain your customers' attention to greatly
improve conversion. Great quality, high
security and on demand digital print facility
with the best prices out there!
Located in downtown Montreal. Call 1-866PRINT-38 or upload your files to www.
assetprint.ca

## **CANADA POST CORPORATION**

N0220-2701 Riverside Dr Ottawa, ON K1A 0B1 p: 613-734-8440 f: 613-734-6022 e: stewart.bacon@canadapost.ca www.canadapost.ca Contact: Stewart Bacon, Chief Sales & Marketing Officer

# **CANADIAN MEDIA NETWORK**

394-A Orenda Rd Brampton, ON L6T 1G9 p: 905-799-5920 f: 905-799-5921 e: mcculloughg@transcontinental.ca www.canadianmedianetwork.com Contact: Geoff McCullough, Sales Director

# **COX TARGET MEDIA**

8605 Largo Lakes Dr Largo, FL 33773 p: 727-399-3000 www.coxtarget.com Contact: David Bradley, Director, Creative Services & Promotions

# **DATA DIRECT GROUP**

75 Superior Blvd
Mississauga, ON L5T 1H4
p: 905-564-0150
f: 905-564-7246
www.datadirect.ca
Contact: Debbie Major, Director New
Business Development
Canada's largest processing company,
offering data processing, laser/inkjet
printing, personalization, print on demand,
lettershop finishing, poly-wrapping, print
management, fulillment & distribution.

## **DROPSTOP CANADA**

1834 Lakeshore Blvd. E Toronto, ON M4L 6S8 p: 416-686-8615 f: 416-686-1097 Contact: Anne Marie Keogh

# **DYM SYSTEMS INC**

86 Glenmount Park Rd
Toronto, ON M4E 2N2
p: 416-822-6368
f: 416-821-6436
e: discan@rogers.com
Contact: Christopher Lowcock,
President/Owner
With over 30 years direct marketing
experience, DYM specializes in facilitating
Canada Post Unadressed Admail
distribution. Customized target-marketing
to promote your products and services
locally or nationally. Planning, mapping,
distribution & transportation. The industry's
best rates and service.

# **FEDERAL EXPRESS CANADA**

5985 Explorer Dr Mississauga, ON L4W 5K6 p: 905-212-5369 / f: 905-212-5678 e: info@fedex.ca www.fedex.ca Contact: Joanne Rosicki, Senior Manager, Customer Service

# FRASER DIRECT DISTRIBUTION SERVICES LTD

100 Armstrong Ave Georgetown, ON L7G 5S4 p: 905-877-4411 / f: 905-877-4410 e: mduncan@fraserdirect.ca www.fraserdirect.ca Contact: Mary Duncan, Manager of International Transport

# **GROUPE PUBLI-SAC**

525, LeBeau Blvd Saint-Laurent, QC H4N 1S2 p: 514-337-6920 Contact: Gilles Lagarde, GM, Distribution

# **KEY MAIL CANADA INC.**

2756 Slough Street

Mississauga, ON L4T 1G3 p: 905-677-1692 / f: 905-677-8086 e: mhofmann@key-mail.com www.key-mail.com Contact: Michael Hofmann, Director of Sales

# **NB DISTRIBUTORS**

939 Main St Moncton, NB E1C 8P3 f: 506-859-4897 Contact: Greg Lutes

# **OMEGA DIRECT RESPONSE**

201-1457 McCowan Rd Scarborough, ON M1S 5K7 p: 416-640-3399 / f: 416-640-3401 e: odrsales@omegadirect.com www.omegadirect.com Contact: Bharat Hansraj, CEO

## PLM INTERNATIONAL MAIL LTD

110-11388 No 5 Road Richmond, BC V7A 4E7 p: 604-273-1523 / f: 604-241-8424 e: patrickm@kirkmailing.com Contact: Patrick Mordaunt, Manager

# PRO DISTRIBUTION SERVICES

1145 Sutton Dr Burlington, ON L7L 5Z8 p: 905-332-8000 / f: 905-332-5419 e: ray@prodistribution.com www.prodistribution.com Contact: Ray Colasimone, Vice President

# PROSPECT MEDIA INC.

26 Soho St, #200 Toronto, ON M5T 1Z7 Contact: Allison Madigan, Manager, Client Services

# **PUROLATOR COURIER LTD**

100-5995 Avebury Rd Mississauga, ON L5R 3T8 p: 905-712-1084 / f: 905-712-6787 e: maurice.levy@purolator.com www.purolator.com Contact: Maurice Levy, Senior VP, Marketing & Sales

# **SUN MEDIA CORPORATION**

333 King St E
Toronto, ON M5A 3X5
p: 416-947-8366 / f: 416-947-7285
e: jim.dale@netmediadistribution.com
www.netmediadistribution.com
Contact: Jim Dale, National Distribution
Sales Manager



# THEREBATECOMPANY THEHUNTGROUP THEGIFTCARDGROUP

5875 Whittle Road Mississauga, ON L4Z 2H4

# **Distribution & Delivery Services**

p: 800-365-4844 f: 905-890-7844

e: mdmckelvie@therebatecompany.com www.therebatecompany.com

Contact: Michael McKelvie, VP, Marketing & Communications

Everything we do is based on Best Practice processes and is driven by our passion to create an exceptional customer experience while offering clients a complete consumer reward solution. We provide expert mail-in or online reward validation and management, creative & print, web, lettershop and customized reward cards. We distribute gift cards from the leading retailers and can engage vour customers via direct or bulk mail. text messaging and publishing directly to BlackBerry and iPhone smart phones. Your consumer reward funds are protected by our SecureFund process, which includes an executed Trust Agreement,

transparent promotion account balances and transactions, plus your company will be named on our comprehensive corporate insurance policies, with a Certification of Insurance that is renewed annually. Full protection at no additional cost. No Risk. Just Rewards. Call us now."

# **TRANSCONTINENTAL**

523, boul. Lebeau Saint-Laurent, OC H4N 1S2 p: 514-337-6920 / f: 514-832-5080 e: isabelle.giroux@transcontinental.ca Contact: Isabelle Giroux, Marketing Director, Distribution Group

# UNITED PARCEL SERVICE

400-6285 Northam Dr Mississauga, ON L4V 1X5 p: 800-PIC-KUPS / f: 905-676-6924 e: ashehata@ups.com

www.ups.com Contact: Amgad Shehata, Marketing **Division Manager** 

# WAITING ROOM SAMPLING PROGRAM

3339 Griffith Montreal, QC H4T 1W5 p: 514-333-5041 / f: 514-333-1939 e: rfleury@pressecommerce.com www.pressecommerce.com

Contact: Romain Fleury, Director, Publisher Services

# WESTMINSTER INTERNATIONAL INC

174 Beaver Creek Road Richmond Hill, ON L4B 1B4 p: 416-494-6245 f: 905-771-9349 e: sfalk@westminster.ca www.westminster.ca Contact: Steve Falk, President

# **DM Creative, Copy & Design**

# **GERRY BLACK COPYWRITER**

401 Borden Avenue Newmarket, ON L3Y 5L1 p: 905-830-1015 e: gerryblack@hotmail.com Contact: Gerry Black

# **AFTERMARKETING SOLUTIONS**

11-4040 Creditview Rd, Box 188 Mississauga, ON L5C 3Y8 p: 416-235-1424 f: 905-566-7369 Contact: Kevin Bell, President

# **APPLIED COMMUNICATIONS**

1804--1 St NW Calgary, ABT2M 2T2 p: 403-630-9763 e: matt.toupin@appliedcommunications.ca www.appliedcommunications.ca Contact: Matt Toupin, Director, Interactive Marketing

# **B STREET COMMUNICATIONS**

700-40 Holly St Toronto, ON M4S 3C3 p: 416-322-9661 Contact: David Ploughman

# **BALMORAL MARKETING & ADVERTISING**

330 Bay Street, Suite 408 Toronto, ON M5H 2S8 p: 416-364-0046 /f: 614-364-9692 e: balmoral@balmoralmkt.com www.balmoralmkt.com Contact: Sharifa Khan, President

# **BAREFOOT CREATIVE INC.**

236 Victoria Street North, Unit 3A Kitchener, ON N2H 5C8 p: 519-571-5058 f: 519-571-5059 e: gayle@barefootcreative.com www.barefootcreative.com Contact: Gayle Goossen, Principal/Creative Director

## **BEACON CREATIVE INC.**

34 Canton Avenue Toronto, ON M3M 1N2 Contact: Mark Tenaglia, Creative Director

# **BEAKBANE MARKETING INC**

101-130 Bridgeland Ave

Toronto, ON M6A 1Z4 p: 416-787-4900 f: 416-787-9665 e: tb@beakbane.com www.beakbane.com

Contact: Tom Beakbane, President

# **CAROUSE COMMUNICATIONS**

167 Indian Road Toronto, ON M6R 2V9 Contact: Stephen Rouse, President

# **CLEAN SHEET COMMUNICATIONS**

164 Merton St Toronto, ON M4S 3A8 p: 416-489-3629

Contact: Catherine Frank, Strategic Partner

# **CORBER MARKETING (2008)**

102-5900 Cavendish Blvd Montreal, QC H4W 3G9 p: 514-248-6123 e: knc@corber.ca www.corber.ca

Contact: Kenneth Corber, General Manager

# **DESIGNERS INC** 1407-99 Harbour Sq

Toronto, ON M5J 2H2 p: 416-203-9787 / f: 416-203-3568 e: designersinc@sympatico.ca www.designersinc.ca Contact: Billy Sharma, Marketing Director Copywriting Services: Creating solutions to persuade the target audience to respond is what we do best. We help both large companies and small non-profit organizations to grow. Art Direction Services: As a perfect partner to copywriters, we practice the fine art of getting the reader's attention and convincing them to act. Get either or both of the above. Log on to www.designersinc. com and view our work under 'Showcase' or contact us for samples. Want a good read by Billy Sharma? Check out his column Direct & Personal that recognizes our talented direct marketers in Direct Marketing magazine.

# DIRECT TARGET PROMOTIONS

107-30 West Beaver Creek Road Richmond Hill, ON L4B 3K1 p: 905-763-3700 / f: 905-763-7242

# **DM Creative, Copy & Design**

e: info@dtarget.com www.dtarget.com Contact: Shirley Gruber, Account Director

## **EMG MARKETING GROUP LTD**

2271-349 West Georgia St Vancouver, BC V6B 3W5 p: 604-251-6873 f: 604-251-6813 e: solutions@e-marketinggroup.com www.e-marketinggroup.com Contact: Andrew Holtzman, Director, Sales & Marketing Insanity is doing the same thing over and over again and expecting different results. As Business to Business sales and marketing specialists EMG Marketing Group understands how to cost-effectively generate NEW profitable sales, launch NEW products and create NEW customers all with measureable results.

# **ERIN MOORE COMMUNICATIONS**

475 Cragg Rd RR 3 Uxbridge, ON L9P 1R3 p: 905-852-6018 f: 905-852-4557 e: em@erinmoorecommunications.com erinmoorecommunications.com Contact: Erin Moore, President

# **FORECAST RESPONSE INC.**

356 H Woodroofe Ave, 2nd Fl Ottawa, ON K2A 3V6 p: 613-226-8345 f: 613-761-9240 e: bernie@forecastresponse.com www.forecastresponse.com Contact: Bernie Forestell, President

# **GLUE INC**

2 Burnham Rd Toronto, ON M4G 1C1 p: 416-703-5300 f: 416-703-5087 e: tim@glue-to.com www.alue-to.com Contact: Tim Morawetz, Principal Glue creates 'communications that stick' for a range of corporations, not-for-profits and professional services businesses. We begin by developing a marketing communications strategic plan, then write and produce sales and marketing presentations, brochures, internet/intranet sites, newsletters, speeches, reports, videos, and instructional aids that are clear, concise and compelling.

# **GRAHAME POTTER MARKETING INC.**

385 Vaughan Rd Toronto, ON M6C 2N8 p: 416-653-2001 f: 416-653-9554 e: gpminc@look.ca www.grahamepotter.com Contact: Grahame Potter, President

## **GRANT WRITING SERVICE**

3695 West 10th Ave, Box 39089 Vancouver, BC V6R 1Z3 p: 778-232-1987 e: roger@goodgrantwriter.com Contact: Roger Kayo, Principal

# HARVEY MCKINNON ASSOCIATES

330-1985 West Broadway Vancouver, BC V6J 4Y3 p: 604-732-4351 f: 604-732-4877 e: harvey@harveymckinnon.com www.harveymckinnon.com Contact: Harvey McKinnon, President

# **IMPAGINATION INC**

127 Delaware Ave Toronto, ON M6H 2S9 p: 416-538-3330 e: info@impaginationinc.com www.impaginationinc.com Contact: Laurel Carr, Creative Director

# **IN-HOUSE ADVERTISING LTD**

2115 Parkway Blvd Coquitlam, BC V3E 3K5 p: 604-552-3010 e: charleneg@telus.net Contact: Charlene Smith

# JOHN WILEY & SONS CANADA LTD.

6045 Freemont Blvd
Mississauga, ON L5R 4J3
p: 416-646-7992
f: 416-236-4448
e: ccote@wiley.com
www.wiley.com
Contact: Christiane Cote, Manager, Custom
Publishing

# KMR GROUP, THE

2209-4000 de Maisonneuve Blvd West Westmount, QC H3Z 1J9 p: 514-846-4094 f: 514-846-0493 e: rowe@thekmrgroup.com Contact: Kathleen Rowe, President

# **MADELY DIRECT RESPONSE**

206 Britannia Rd Ottawa, ON K2B 5W9 p: 613-726-7557 f: 613-726-3133 e: pmadely@rogers.com Contact: Peter Madely, President & Creative Director

# MARCOM GROUP INC

1180 Courtneypark Dr E Mississauga, ON L5T 1P2 p: 905-565-0331 / f: 905-565-0339 e: marcom@mgrp.com www.mgrp.com Contact: Dave Heslop, President

# **MASTERWORDSCOMMUNICATIONS**

19-2696 Lake Shore Blvd W Toronto, ON M8V 1G8 p: 416-255-9062 e: masterwords@look.ca www.masterwords.ca Contact: Dianne Werbicki, Director

# MHZ DESIGN COMMUNICATIONS INC

171 East Liberty St., Suite 340
Toronto, ON M6K 3P6
p: 416-626-1777 / f: 416-626-7227
e: aperri@mhzdesign.com
www.mhzdesign.com
Contact: Angelo Perri, Managing Partner

# **MYSTIQUE CREATIVE**

224-885 Don Mills Rd Don Mills, ON M3C 1V9 p: 416-441-2666 Contact: Paul Bies, President

## OCTOPZ

232-101 College St, South Tower Toronto, ON M5G 1L7 p: 416-530-4440 / f: 416-673-8181 Contact: Ann Christie, VP, Marketing

# **OKD MARKETING COMMUNICATIONS**

3375 North Service Rd, #A12-15 Burlington, ON L7N 3G2 p: 905-632-8850 / f: 905-632-0992 e: phil@okd.com www.okd.com Contact: Phil King, President

# PETER MOSLEY & ASSOCIATES

272 Armadale Avenue Toronto, ON M6S 3X4 p: 416-253-6509 / f: 416-253-0663 e: pete@themose.ca / www.themose.ca Contact: Peter Mosley, President

# **PINCH & DASH**

1-2140 Winston Park Dr Oakville, ON L6H 5V5 p: 905-829-0536 / f: 905-829-0211 e: al@pinchanddash.com www.pinchanddash.com Contact: Al Zizek, Creative Director

## **RAISER SHARPE**

38 Wethered St London, ON N5Y 1G9

# **DM Creative, Copy & Design**

p: 877-742-7732 e: alan@sharpecopy.com Contact: Alan Sharpe, President

## **RELIANCE DIRECT MARKETING**

61 Heddington Ave Toronto, ON M5N 2K7 p: 416-488-0072 / f: 416-488-0727 e: info@reliancedirectmarketing.com Contact: Barnaby Kalan, President

#### SILVERBACK CRM

606-130 Spadina Ave Toronto, ON M5V 2L4 p: 416-363-0060 / f: 416-617-2836 e: mjeffery@silverback-media.com www.silverback-media.com Contact: Martin Jeffery, EVP, Client Service Our objective is to develop and implement effective 1-to-1 initiatives that build customer relationships and profitability for our clients. BTi offers integrated solutions and professional services emanating from the principles of CRM: strategic consulting and program design, data analytics, segmentation and profiling, results tracking, superior creative, production and lettershop management. We specialize in both on- and off-line communications tools including our most recent technology, the Living Brochure that brings your e-brochure to life!

# STEWART CONSULTING GROUP

39 Bishop St Toronto, ON M5R 1N3 p: 416-961-8559 / f: 416-961-5508 e: marilyn@stewartgroup.ca www.stewartgroup.ca Contact: Marilyn Stewart, President



# STRATEGIC DIRECT MARKETING GROUP

101, 1029 6th Street SW
Calgary, AB T2R 0Z5
p: 403-770-2804
e: scott@sdmg.ca
www.sdmg.ca
Contact: Scott Martin, Managing Parter
Strategic Direct Marketing Group (SDMG)
is a boutique direct marketing agency

with a flair for response-based programs. SDMG works with companies in the retail, sport and travel industries helping them reach, acquire and retain customers with the right message at the right moment through direct media. SDMG uses a broad range of proprietary technologies to execute programs such as: Live Chat, Email Marketing, Direct to Desktop, contesting and analytics. The underpinnings of each program are in-depth strategy and traditional direct marketing tactics, giving customers the results they need. SDMG is headquartered in Calgary, AB, with clients such as Best Buy, FutureShop, Sears, HBC, Intrawest, Palace Sports & Entertainment, Travel Alberta, Sask Tourism, Calgary Stampede, SportChek, and WestJet. Visit sdmg.ca for more information.

# TARGET MARKETING & COMMUNICATIONS INC

90 Water St St. John's, NF A1C 1A4 p: 709-739-8400 / f: 709-739-9699 e: nodea@targetmarketing.ca www.targetmarketing.ca Contact: Noel O'Dea, Pres, Dir of Strategic & Creative Planning



# **TRAFFIC MARKETING & DESIGN** 149 Roncesvalles Ave. #97937

Toronto, ON M6R 3B3 p: 416-504-8717 / f: 416-534-8064 e: bernard@trafficdesign.ca www.trafficdesign.ca Contact: Bernard Hellen, President & Creative Director Are you arming your sales force with the materials they need to sell? traffic marketing + design works with successful, industry leading, large and mid-sized companies that are finding that their traditional sales and marketing programs are not as effective as they used to be. traffic helps clients to develop new marketing programs that makes it easier for them to grow their business. traffic

designed to drive business results. traffic is a communications design agency specializing in targeted and marketing driven design. We are sales and marketing experts. We specialize in the intersection of good graphic design and effective, strategic marketing. We design results. Call Bernard at 416-504-8717 or visit www. trafficdesign.ca to maximize your ROC (Return on Creative) Investment.

## **UPSIDE CONSULTING GROUP**

95 Glenview Ave Toronto, ON M4R 1P9 p: 416-628-3195 e: ayoung@upsideconsulting.com Contact: Amelia Young, Principal

# WORDS' WORTH COMMUNICATION CONSULTING

6305 Chebucto Rd Halifax, NS B3L 1K9 p: 902-423-8278 e: mark@wordsworthinc.com www.wordsworthinc.com Contact: Mark Campbell, Marketing & Communications Specialist

## WRIGHT IDEAS INC

204 Warren Rd King City, ON L7B 1G9 p: 416-868-1180 e: wrightideas@rogers.com www.wrightideas.ca Contact: Rob Wright, Creative Director

## WRITE MARKETING

36 Dingwall Ave Toronto, ON M4J 1C3 p: 416-406-5147 / f: 416-406-5148 e: 2tammy@rogers.com Contact: Tammy Laber, Creative Director

# ZERALD COMMUNICATIONS CORP

682 Westover Rd Flamborough, ON LOR 2H2 p: 416-269-4694 f: 416-265-5468 e: response@zerald.com Contact: Tom St.Louis, President

# DM Executive Recruitment, Search, Staffing

# AQUENT MARKETING AND CREATIVE SERVICES

1405-77 Bloor Street West Toronto, ON M5S 1M2 p: 416-323-0041 f: 416-323-9866 e: clund@aquent.com www.aquent.com Contact: Craig Lund, Account Director

excels in B2B marketing campaigns



#### **ASSETPRINT**

200-1111 St-Urbain Montral, QC H2Z 1Y6

# **DM Executive Recruitment, Search, Staffing**

p: 514-847-5361
e: fgill@assetprint.ca
www.assetprint.ca
Contact: Felix Gill, CEO
Canada's most cutting edge peronalized
printing and fulfillment services. Grab and
retain your customers' attention to greatly
improve conversion. Great quality, high
security and on demand digital print facility
with the best prices out there! Located in
downtown Montreal. Call 1-866-PRINT-38
or upload your files to www.assetprint.ca

## **BANKS & DEAN**

700-1200 Eglinton Avenue Toronto, ON M3C 1H9 p: 416-385-1611 f: 416-385-0765 e: bbanks@banksanddean.com www.banksanddean.com Contact: Berta Banks, President

# **CHAD MANAGEMENT GROUP**

1000-21 St Clair Ave E Toronto, ON M4T 1L9 p: 416-968-1000 f: 416-968-7754 e: jobs@chadman.com Contact: Rick Chad, President

# **DERHAK IRELAND EXECUTIVE SEARCH**

100-65 International Blvd
Toronto, ON M9W 6L9
p: 416-675-7600
f: 416-675-7833
e: wayne@derhak-ireland.com
www.derhak-ireland.com
Contact: Wayne Percy, Senior Partner

# **IN-HOUSE RECRUITING**

200-4170 Still Creek Dr Burnaby, BC V5C 6C6 p: 604-552-3010 e: charlene@inhouserecruiting.com www.inhouserecruiting.com Contact: Charlene Smith

## INHOUSE RECRUITING SERVICES

#200-4170 Still Creek Dr Burnaby, BC V5C 6C6 p: 604-320-7871 f: 604-983-9846 e: charlene@inhouserecruiting.com www.inhouserecruiting.com Contact: Charlene Smith, President

# **IQ PARTNERS INC.**

600-144 Front St W Toronto, ON M5J 2L7 p: 416-599-4700 e: powell@iqpartners.com www.iqpartners.com

Contact: Bruce Powell, Managing Partner

## JAN KELLEY MARKETING

322-1005 Skyview Dr Burlington, ON L7P 5B1 p: 905-631-7934 f: 905-632-6924 e: jletwin@janmarketing.com www.janmarketing.com Contact: Jim Letwin, President & CEO

# MANDRAKE MANAGEMENT CONSULTANTS

401-55 St Clair Ave W
Toronto, ON M4V 2Y7
p: 416-922-5600
f: 416-922-1356
e: donnelly@mandrake.ca
www.mandrake.ca
Contact: Terence Donnelly, Executive Vice
President

# **MANPOWER SERVICES**

700-4950 Yonge St Toronto, ON M2N 6K1 p: 416-225-6399 f: 416-225-4211 e: noorani.khan@na.manpower.com www.manpower.com Contact: Noorani Khan, National Recruiting Manager

# MCKINNON MANAGEMENT GROUP

700-5160 Yonge St Toronto, ON M2N 6L9 p: 416-250-6763 f: 416-250-6916 e: info@mckinnon.com www.mckinnon.com Contact: Greg Mckinnon, Principal

# **MONSTER.CA**

276 St. Jacques St W, 10th Fl Montreal, QC H2Y 1N3 p: 514-350-0700 f: 514-350-0727 www.monster.ca Contact: Jennifer-Lee Thomas, Director of Communcations

# ON THE GO OFFICE SUPPORT

PO Box 26009 Brantford, ON N3R 7X4 p: 519-756-7934 f: 519-756-0388 e: otgos@sympatico.ca Contact: Sheila Patterson, President

# PEOPLE BANK, THE

204-220 Yonge Street, Box 603
Toronto, ON M5B 2H1
p: 416-340-1004
f: 416-340-0447
e: lsumner@thepeoplebank.com
www.thepeoplebank.com
Contact: Lorri Sumner, Per Cons

# PRESTON HUMAN CAPITAL GROUP INC.

2 St. Clair Ave. West Toronto, ON M4V 1L5 p: 416-979-5867 f: 416-640-0927 e: cathy@phcap.ca

Contact: Cathy Preston, Managing Partner

# **RAY & BERNDTSON CANADA**

3150-200 Bay Street
Toronto, ON M5J 2J3
p: 416-366-1990
e: toronto@rayberndtson.ca
www.rayberndtson.ca
Contact: Joel Fatum, Managing Partner

# **ROBERT HALF TECHNOLOGY**

181 Bay Street Suite 820, Box 824 Toronto, ON M5J 2T3 p: 416-350-2330 f: 416-350-3570 Contact: Lara Dodo, Vice President

## **SB GLOBAL**

1105-77 Gerrard St W Toronto, ON M5G 2A1 e: sbglobal@rogers.com www.spherion.ca Contact: Sangeeta Bhatnagar

## SPHERION WORKFORCE ARTCHITECTS

5450 Explorer Dr., Ste. 102 Mississauga, ON L4W 5N1 p: 905-361-1550 f: 905-212-7550 e: corporate@spherion.ca www.spherion.ca Contact: Chris Duncan

# **SPP MARKETING INC** 808-2345 Yonge St

Toronto, ON M4P 2E5 p: 416-481-8100 f: 416-481-8515 e: elensteinberg@sppmarketing.com www.sppmarketing.com Contact: Elen Steinberg, President

## **TEAMSOURCE RECRUITMENT SERVICES**

1008-4950 Yonge St Toronto, ON M2N 6K1 p: 416-440-2829 f: 416-440-8967

# DM Executive Recruitment, Search, Staffing

e: afiller@teamsource.ca www.teamsource.ca

Contact: Annette Filler, Principal

# **TELEFFECTIVE INC**

300-19 Mercer St Toronto, ON M5V 1H2 p: 905-426-2305 / f: 905-426-6793 e: ctaylor@teleffective.com www.teleffective.com Contact: Colin Taylor, CEO

## TERHAM MANAGEMENT CONSULTANTS

1805-2 Bloor St W Toronto, ON M4W 3E2 p: 416-986-3636 f: 416-968-6617 e: consultants@terham.com ww.terham.com Contact: Terry Hammond, President

# TRANSCONTINENTAL DATABASE MARKETING

901-111 Peter St Toronto, ON M5V 2H1 p: 416-585-2900 f: 416-585-2191 e: dan.mariani@transcontinental.ca Contact: Dan Mariani, General Manager

# **DM Printing**

## **AIIM GROUP**

205 Industrial Parkway North Aurora, ON L4G 4C4 p: 416-798-7110 f: 905-841-2177 Contact: Brenda Wylie, Director of New **Business** 

## **AMERICAN COLOR**

100 Winners Circle Brentwood, TN 37027-5012 p: 800-621-7746 f: 615-377-7501 www.americancolor.com Contact: Laurie Oswald, VP, Marketing & Strategy

#### AMI

31 Dominion Cres, Lakeside Ind. Pk Lakeside, NS B3T 1M3 p: 902-444-4732 f: 902-446-3333 e: info@goami.ca Contact: Daryll Auffrey, Market **Development Manager** 

# **AUTOMATIC MAILING & PRINTING INC.**

5550 rue Saint-Patrick Montreal, QC H4E 1A9 p: 514-761-5577 f: 514-762-0451 e: amp@am-p.com www.am-p.com Contact: Dean Watson Jr, Vice President

# **BASSETT DIRECT** 165 Shields Crt

Markham, ON L3R 8V2 p: 905-940-4740 f: 905-940-4822 e: donnavb@bassettdirect.ca www.bassettdirect.ca Contact: Donna van Bilsen, Vice President

# **BATTLEFIELD GRAPHICS**

5355 Harvester Road Burlington, ON L7L 5K4 p: 905-845-3432 f: 905-845-3734

4255, rue Hickmore

Contact: Brent Craigie, Vice President Sales & Marketing

# **BOWNE MARKETING & BUSINESS** COMMUNICATIONS

Saint-Laurent, QC H4T 1S5 www.bowne.com

Contact: Stephane Lalonde, Marketing Manager

# **BRYAN AND WHITMORE COMMUNICATION INC**

79 Jonesville Cres Toronto, ON M4A 1H2 p: 416-449-1266 f: 416-449-1095 e: info@bwcposters.com www.bwcposters.com Contact: Don Whitmore, President

# **CANADIAN PRINTING RESOURCES**

230 Eddystone Ave Toronto, ON M3N 1H7 p: 416-740-3388 f: 416-740-3054 e: sales@canadianprintingresources.com www.canadianprintingresources.com Contact: Joseph Fiorillo, President

## CCL LABEL

35 McLachlan Drive Etobicoke, ON M9W 1E4 p: 416-675-3161 f: 416-675-8831 e: www.hlaxzutko@ccllabel.com www.clllabel.com Contact: Henry Laszutko

# **COLOUR INNOVATIONS INC.**

161 Norfinch Dr North York, ON M3N 1Y2 p: 416-663-6703 f: 416-663-3918

e: sales@colourinnovations.com www.colourinnovations.com Contact: George Francis, Account Executive

# **COLOURTIME PRINTING & DIGITAL**

Richmond, BC V6X 2A3 p: 604-270-9891 f: 604-270-6210 e: les@colourtime.com Contact: Les Yano, Branch Manager

160--7740 Alderbridge Way

# **CROOK & GRANT LITHOGRAPHERS** LIMITED

279 Yorkland Blvd North York, ON M2J 1S5 www.hughandgrant.com Contact: Hugh Grant, President

# **DATA DIRECT GROUP**

75 Superior Blvd

Mississauga, ON L5T 1H4 p: 905-564-0150 f: 905-564-7246 www.datadirect.ca Contact: Debbie Major, Director New **Business Development** Canada's largest processing company, offering data processing, laser/inkjet printing, personalization, print on demand, lettershop finishing, poly-wrapping, print management, fulillment & distribution.

# **DATA MANAGEMENT MARKETING**

3225 Jordan Blvd Malabar, FL 32950 p: 321-725-8081 f: 321-724-4267 e: meverette@datamanagement.com www.dmm-marketing.com Contact: Mike Everette, Vice President, Marketing

# **DAVIS & HENDERSON**

201-939 Eglinton Ave E East York, ON M4G 4H7 p: 416-696-7700

# **DM Printing**

f: 416-696-7476 e: netsupplies@dhltd.com www.dhltd.com

Contact: Michelle Tone, Marketing Manager

**Business Markets** 

# DM GRAPHICS INC.

42 Bowman Street Georgetown, ON L7G 6G7 p: 905-877-3656 f: 905-877-2547 e: rainer@dmgraphics.ca www.dmgraphics.ca Contact: Rainer Fischer, President Had problems with the stock provided to your mail shop, shortages, late delivery, incorrect stock sizes? Your mailing doesn't meet Canada Post specs? Or your stock won't run on the laser printers? DM Graphics Inc. specializes in print for your Direct Mail projects. For problem-free mailings, give us a call.

# **DOLLCO PRINTING**

2340 St Laurent Blvd Ottawa, ON K1G 6E3 p: 613-738-9181 f: 613-738-4655 e: kristan@dollco.com www.dolco.com Contact: Krista Nicholds, Vice President & General Manager

# **DOMINION BLUE**

99 West Sixth Ave Vancouver, BC V5Y 1K2 p: 604-681-7504 www.domblue.com Contact: John Bingham, President

# DOMINO PRINTING SOLUTIONS INC

2751 Coventry Rd Oakville, ON L6H 5V9 p: 905-829-2430 f: 905-829-1842 e: taraa@domino-printingsolutions.ca Contact: Lisa Duffy, Marketing Manager

# **DOTS & PIXELS INC.**

60 Admiral Rd Mississauga, ON L5T 2W1 p: 903-621-990 e: info@dotsandpixels.com Contact: John Rogers, President

# **DXP MARKETING**

310-215 Carlingview Dr Toronto, ON M9W 5X8 p: 416-674-6444 f: 416-674-2333 Contact: Scott Campbell, President **EMBASSY DIGITAL** 

1-2880 Brighton Rd Oakville, ON L6H 5S3 p: 905-829-9969 f: 905-829-9429

Contact: Bryan Payne, President

# GILMORE DOCULINK INTERNATIONAL

120 Herzberg Road Ottawa, ON K2K 3B7 p: 613-591-1560 f: 613-271-1980 e: businessdev@doculink.com www.doculink.com Contact: Scott Falconer, Vice President Sales

## HARMONY PRINTING LTD

50 Woodbine Downs Rd Toronto, ON M9W 5R2 p: 416-232-1472 f: 416-232-2862 e: jr@harmonyprinting.com Contact: Donald Gain Jr, Marketing Manager

# **HUME IMAGING INC**

65/66 Crockford Blvd Toronto, ON M1R 3C3 p: 416-921-7204 f: 416-491-6911

Contact: John Hume Sr, President

# **IRONSTONE MEDIA**

1800 Ironstone Manor Pickering, ON L1W 3J9 p: 877-351-6922 f: 905-831-3000 e: dglazerman@weboffset.ca www.ironstonemedia.com Contact: Daniel Glazerman, VP Sales and Marketing

# JAZ INTEGRATED ADVERTISING

30 Centurian Dr, #204 Markham, ON L3L 8B8 p: 905-866-5299 f: 905-886-5275 e: enzo@jazintegrated.com Contact: Enzo Greco

# **KEMPENFELT GRAPHICS GROUP**

84 Saunders Rd Barrie, ON L4N 9A8 p: 705-722-4437 f: 705-722-4980 e: sales@kggdigital.com www.kggdigital.com Contact: David Terry, VP, Sales & Marketing

## KINETIX MEDIA COMMUNICATIONS

200-576 Seymour St Vancouver, BC V6B 3K1

p: 604-629-5250 f: 604-682-7036 e: pskaper@kinetixmedia.com www.kinetix.ca Contact: Paula Skaper, President

# **LITHO WEB INC**

24 Huddersfield Rd Etobicoke, ON M9W 5Z6 p: 416-674-8899 f: 416-674-8537 Contact: Ron Sharpe

# **LOWE MARTIN GROUP**

6006 Kestrel Rd Mississauga, ON L5T 1S8 p: 416-436-2578 e: stephen.hale@Imgroup.com Contact: Steve Hale, Manager, Direct Mail

# LOWE-MARTIN GROUP, THE

PO Box 9702 Terminal Ottawa, ON K1G 4E9 p: 613-741-0962 f: 613-741-2144 www.lmgroup.com Contact: Michael Renaud, VP, Sales & Marketing

# MARCAM PRINTERS LTD.

7-29 Connell Ct Toronto, ON M8Z 5T7 p: 416-240-9495 f: 416-240-0917 e: dstevens@marcamprinters.com www.marcamprinters.com Contact: Dan Stevens, Partner

# MARQUIS BOOK PRINTING INC

2700 Rachel St E, #102 Montreal, QC H2H 1S7 p: 514-954-1122 f: 514-954-004 e: sloubier@scabrinimedia.com www.groupescabrini.com Contact: Serge Loubier, President

# METRO LABEL GROUP INC.

999 Progress Avenue Toronto, ON M1B 6J1 p: 416-292-6600 f: 416-292-6133 e: sales@metrolabel.com www.metrolabel.com Contact: Sandeep Lal, President

# **METROPOLITAN PRINTERS**

1435 Pender St E Vancouver, BC V5L 1V7 p: 604-254-4201 f: 604-254-5175

# **DM Printing**

e: gkallas@metprinters.com www.metprinters.com Contact: George Kallas, President

## **MIJO CORPORATION**

635 Queen St. E
Toronto, ON M4M 1G4
p: 416-964-7539
f: 416-964-5920
e: info@mijo.ca
www.mijo.ca
Contact: Cynthia Littler, VP, Sales &
Marketing

# **NORPRINT INC**

1041A North Service Rd E
Oakville, ON L6H 1A6
p: 905-849-8984
f: 905-849-9651
e: sales@norprint.com
Contact: Malcolm Stagg, Owner/President

# PDQ POST GROUP/PDQ PRINT SOLUTIONS

19134 95A Ave, 7/8 Surrey, BC V4N 4P2 p: 888-998-9878 f: 604-888-4467 e: lorraine@pdqpostgroup.com www.pdqpostgroup.com Contact: Lorraine Duclos, President

# **PGE MARKETING SERVICES**

5-500 Cochrane Dr Markham, ON L3R 8E2 p: 905-940-0200 f: 905-940-0204 e: agage@pgemarketing.com Contact: Andrew Gage, VP, Corporate Development

# PLM GROUP LTD.

210 Duffield Dr Markham, ON L6G 1C9 p: 416-848-8670 f: 416-848-8501 e: robsac@plmgroup.com Contact: Rob Seccareccia, VP & General Manager

# **POINTONE GRAPHICS**

14 Vansco Rd Toronto, ON M8Z 5J4 p: 416-255-8202 f: 416-255-6917 e: tanyalow@point-one.com Contact: Tanya Low

# PRINT + POST DIGITAL COMMUNICATION LTD

90 Edilcan Dr Markham, ON L4K 3S5 p: 905-660-8844 f: 905-660-0733 e: datamail@printandpost.on.ca Contact: Cameron Culford, President List without contact name

# PRINT 44

1-1545 Britannia Road East Mississauga, ON L4W 3C6 p: 905-565-1004 f: 905-565-9985 e: info@print44.com www.print44.com Contact: Mayzyer Ekbatani

#### PRINTAIDE INC

114, 12222 137 Avenue Edmonton, AB T5L 4X5 p: 780-660-4696 Contact: Saad Samuel, CEO

## **PROCESSWEB INC**

5579 McAdam Rd Mississauga, ON L4Z 1N4 p: 905-890-2800 f: 905-890-9935 e: dennis.finnerty@rogers.com Contact: Dennis Finnerty, Marketing Manager

# **QUEBECOR DIRECT**

10481 Yonge St Richmond Hill, ON L4C 3C6 p: 514-984-5755 f: 514-363-2251 e: antonio.galasso@quebecorworld.com Contact: Tony Galasso, President, Central & Western Canada

# **RP GRAPHICS GROUP**

425 Superior Blvd, Unit 1.
Mississauga, ON L5T 2W5
p: 905-795-1110
f: 905-564-2944
e: gm@rpgraphics.com
www.rpgraphics.com
Contact: George Mazzaferro, President

# **RR DONNELLEY**

6100 Vipon Drive
Mississauga, ON L5T 2X1
p: 905-362-3234
f: 905-362-3204
e: brian.bourque@rrd.com
www.rrd.com
Contact: Brian Bourque, Canadian Direct
Mail Program Manager

# **SPEEDFAST COLOUR PRESS**

10924 119 St NW Edmonton, AB T5H 3P5 p: 780-452-6860 f: 780-452-8205 e: sales@speedfast.com www.speedfast.com Contact: Mike Steiner, President

## ST. JOSEPH PRINT

50 MacIntosh Blvd. Concord, ON L4K 4P3 p: 905-660-3111 f: 905-660-9737



(formerly A&L Mailing Services)

Agency's and Printer's 1st choice for Mailing & Fulfillment Services since 1983

# **Delivered On Time and On Budget.**

416.398.7678 • www.origo.ca

# **DM Printing**

e: aluceno@stjoseph.com www.stjoseph.com Contact: Anthony Luceno, Manager, Marketing & Communications

## TARGETED RESPONSE MARKETING

757 Grand Banks Dr Waterloo, ON N2K 4N3 p: 519-504-9574 e: maria@targetedresponse.ca www.targetedresponse.ca Contact: Maria Daginis, Owner

## THE AIIM GROUP

205 Industrial Parkway North Aurora, ON L4G 4C4 p: 416-798-7110 Contact: Rick Jones, Director of Sales & Marketing

# THE DATA GROUP

6-75 Meridian Dr Winnipeg, MB R2R 2V9 p: 204-632-5557 e: gurbanski@datagroup.ca Contact: Glen Urbanski

# TRANSCONTINENTAL PRINTING

523, boul. Lebeau
Saint-Laurent, QC H4N 1S2
p: 514-337-6920
f: 514-832-5080
e: ted.markle@transcontinental.ca
Contact: Ted Markle, Senior VP, N.A.
Outsourcing

# TRANSCONTINENTAL PRINTING INC.

6688 Kitimat Rd Mississauga, ON L5N 1P8 p: 905-814-4119 f: 905-826-1024 www.transcontinental.com Contact: Tamara Pope, Director of Marketing, MPSS

# TRI-GRAPHIC PRINTING

485 Industrial Ave Ottawa, ON K1G 0Z1 p: 613-731-7441 www.tri-graphic.com Contact: Bob Brown, President

# **VSP PRINTING**

1570 Liverpool Ct, Unit 2 Ottawa, ON K1B 4L2 p: 613-744-1504 f: 613-744-2987 e: info@vspprint.com www.vspprint.com Contact: Jane Desrosiers, President

# **WARRENS WATERLESS PRINTING**

711 Clayson Road Toronto, ON M9M 2H4 p: 416-745-8200 f: 416-747-7199 e: info@warrenswaterless.com www.warrenswaterless.com Contact: Sue Warren

# WATT SOLUTIONS INC

40 Micro Crt

London, ON N6E 2T5 p: 519-681-6776 f: 519-685-5695 e: info@wattsolutions.com www.wattsolutions.com Contact: Rob Milne, President Watt Solutions specializes in the production of high-volume, personalized direct mail for distribution throughout Canada and the United States. Since 1922, we have grown to provide a complete range of in-house solutions including database management, variable laser personalization, Canada Post and USPS Postal sortation discounts, fully automated lettershop, Sitma polybagging, sheet fed full-colour offset and digital printing, fulfillment services and much more.

# **WEBCOM INC**

3480 Pharmacy Ave Toronto, ON M1W 2S7 p: 800-665-9322 f: 416-496-1537 www.webcomlink.com Contact: Beth Craig, Marketing Manager

## **WESTKEY GRAPHICS**

3212 Lake City Way Burnaby, BC V5A 3A4 p: 604-421-7778 f: 604-421-8030 e: bwelch@westkeygraphics.com www.westkeygraphics.com Contact: Bob Welch

# **XEROX CANADA LTD**

3400 Boul. de Maisonneuve, #900 Montreal, QC H3Z 3G1 p: 514-939-4280 f: 514-939-8128 e: helene.blanchette@can.xerox.ca www.xerox.ca Contact: Helene Blanchette, National Marketing Manager

# **Email Campaign Management & Delivery**

# 24/7 CANADA

505-161 Eglinton Ave E Toronto, ON M4P 1J5 p: 416-966-2542 f: 416-966-3097 e: jeff.lancaster@247canada.com Contact: Jeff Lancaster, Director, Technology and Search Solutions

# **ANTARCITCADIGITAL**

212-828 Harbourside Dr
North Vancouver, BC V7P 3R9
p: 604-998-3098
f: 604-662-3436
e: psteele@antarcticadigital.com
www.antarcticadigital.com
Contact: Peter Steele, President & CEO



# **ASSETPRINT**

200-1111 St-Urbain
Montral, QC H2Z 1Y6
p: 514-847-5361
e: fgill@assetprint.ca
www.assetprint.ca
Contact: Felix Gill, CEO
Canada's most cutting edge peronalized
printing and fulfillment services. Grab and
retain your customers' attention to greatly
improve conversion. Great quality, high
security and on demand digital print facility
with the best prices out there! Located in
downtown Montreal. Call 1-866-PRINT-38
or upload your files to www.assetprint.ca

# CAPTIVE INTERACTIVE

35-2855 Pembina Hwy, Suite 412 Winnipeg, MB R3C 2H5 p: 204-480-0487 e: info@captiveinteractive.com www.captiveinteractive.com Contact: Keith Bilous, President

# D3 MANAGEMENT

2333 North Sheridan Way Mississauga, ON L5K 2S3 p: 905-855-3214 f: 905-491-3989 e: billh@d3canada.com www.d3canada.com Contact: Bill Hogg, VP, Brand Development & Partnerships

# **Email Campaign Management & Delivery**

#### **DELVINIA INTERACTIVE INC.**

214-214 King Street West Toronto, ON M5H 3S6 p: 416-364-1455 f: 416-364-9830 e: smast@delvinia.com www.delvinia.com

Contact: Steve Mast, VP, Managing Director

## **DIGITAL CEMENT INC**

100 Liberty St
Toronto, ON M6K 3L7
p: 416-537-3237
f: 416-537-9899
e: jsauter@digitalcement.com
www.digitalcement.com
Contact: James Sauter, Senior Relationship
Manager

# **EMAIL COMPANY, THE**

15 Kainona Avenue
Toronto, ON M3H 3H4
p: 416-225-7711
f: 416-225-3036
e: jeff@theemailcompany.com
www.theemailcompany.com
Contact: Jeff Ginsberg, President
(Use Email email@theemailcompany.com)
The Email Company provides access to best of breed technology that allows companies and agencies to outsource their email marketing.

# **EMAILBANK.CA**

186 South Woodrow Blvd Toronto, ON M1N 3L9 p: 416-264-5293 / f: 416-264-4042 e: jon@emailbank.ca www.emailbank.ca Contact: Jonathan Hill, President

# **EMG MARKETING GROUP LTD**

2271-349 West Georgia St

Vancouver, BC V6B 3W5

p: 604-251-6873 / f: 604-251-6813
e: solutions@e-marketinggroup.com
www.e-marketinggroup.com
Contact: Andrew Holtzman, Director, Sales & Marketing
Insanity is doing the same thing over and over again and expecting different results. As Business to Business sales and marketing specialists EMG Marketing
Group understands how to cost-effectively generate NEW profitable sales, launch NEW products and create NEW customers all with measureable results.

# **EXACTTARGET**

200-2334 Mowat Ave Oakville, ON L6H 6B8 p: 905-827-4630 / f: 866-920-6486 e: seyram@exacttarget.com www.eyram.com Contact: Stefan Eyram, Business Development Manager, Canada

## **INBOX MARKETER**

279 Woolwich Street Guelph, ON N1H 3V8 p: 519-835-7462 / f: 519-824-1222 Contact: Geoff Linton, Vice President

## KINETIX MEDIA COMMUNICATIONS

200-576 Seymour St Vancouver, BC V6B 3K1 p: 604-629-5250 / f: 604-682-7036 e: pskaper@kinetixmedia.com www.kinetix.ca

Contact: Paula Skaper, President

# **KOMUNIK KONVERSATION**

1500 St Patrick Montreal, QC H3K 0A3 p: 514-904-0710 / f: 514-904-0713 www.komunik.ca

Contact: Alain Larochelle, General Manager

## **MARQUI CANADA**

300-1201 West Pender St Vancouver, BC V6E 2V2 p: 604-682-7333 / f: 604-682-7394 e: jlyotier@marqui.com www.marqui.com Contact: John Lyotier, Marketing Director

# **MEDIA CONTACTS**

1920 Yonge St, 6th Fl Toronto, ON M4S 3E4 p: 416-480-7965 / f: 416-480-6666 e: chris.williams@mediacontacts.com www.mediacontacts.com Contact: Chris Williams, Managing Director

# MHZ DESIGN COMMUNICATIONS INC

171 East Liberty St., Suite 340
Toronto, ON M6K 3P6
p: 416-626-1777 f: 416-626-7227
e: aperri@mhzdesign.com
www.mhzdesign.com
Contact: Angelo Perri, Managing Partner

# **NEPTUNE INNOVATIONS**

26-16635 Yonge Street Newmarket, ON L3X 1V6 p: 905-943-2349 / f: 905-470-8155 e: alan.hart@aiccorp.com www.neptuneinnovations.com Contact: Alan Hart

# NORTHERN RESPONSE (INT'L) LTD

18 Skagway Ave Toronto, ON M1M 3V1 p: 416-261-6699 f: 416-261-4159 e: david@nresponse.com www.shopnorthern.com Contact: David Baldassi, New Business Development

# **OKD MARKETING COMMUNICATIONS**

3375 North Service Rd, #A12-15 Burlington, ON L7N 3G2 p: 905-632-8850 / f: 905-632-0992 e: phil@okd.com www.okd.com Contact: Phil King, President

# SILVERBACK CRM

606-130 Spadina Ave Toronto, ON M5V 2L4 p: 416-363-0060 / f: 416-617-2836 e: mjeffery@silverback-media.com www.silverback-media.com Contact: Martin Jeffery, EVP, Client Service Our objective is to develop and implement effective 1-to-1 initiatives that build customer relationships and profitability for our clients. BTi offers integrated solutions and professional services emanating from the principles of CRM: strategic consulting and program design, data analytics, segmentation and profiling, results tracking, superior creative, production and lettershop management. We specialize in both on- and off-line communications tools including our most recent technology, the Living Brochure that brings your e-brochure to life!

# sdmg<sup>™</sup> | STRATEGIC DIRECT MARKETING GROUP

# STRATEGIC DIRECT MARKETING GROUP

101, 1029 6th Street SW Calgary, AB T2R 0Z5 p: 403-770-2804 e: scott@sdmg.ca www.sdmg.ca

Contact: Scott Martin, Managing Parter Strategic Direct Marketing Group (SDMG) is a boutique direct marketing agency with a flair for response-based programs. SDMG works with companies in the retail, sport and travel industries helping them reach, acquire and retain customers with the right message at the right moment through direct media. SDMG uses a broad range of proprietary technologies to execute programs such as: Live Chat, Email Marketing, Direct to Desktop, contesting and analytics. The underpinnings of each program are in-depth strategy and traditional direct marketing tactics, giving customers the results they need. SDMG is headquartered in Calgary, AB, with clients such as Best Buy, FutureShop, Sears, HBC,

# **Email Campaign Management & Delivery**

Intrawest, Palace Sports & Entertainment, Travel Alberta, Sask Tourism, Calgary Stampede, SportChek, and WestJet. Visit sdmg.ca for more information.

## STRONGMAIL SYSTEMS

6 Kane Court Ajax, ON L1T 2T8 Contact: Benjamin McAlister, Senior Account Executive

## STUDENTREWARDS INC

603-110 Ealinton Ave E Toronto, ON M4P 2Y1 p: 416-332-3210 f: 416-322-3209 e: suzanne@studentrewards.com www.studentrewards.com Contact: Suzanne Tyson, President Studentrewards.com has the largest database of youth in Canada. With 1.6 million members registered since 1998 and over 600,000 permission youth today, we can help companies reach the elusive 17-29 year old Canadian demographic. We reach our members through e-marketing, web advertising and strategic scholarship and awards programs.



# THEREBATECOMPANY THEHUNTGROUP THEGIFTCARDGROUP

5875 Whittle Road Mississauga, ON L4Z 2H4 p: 800-365-4844 / f: 905-890-7844 e: mdmckelvie@therebatecompany.com www.therebatecompany.com Contact: Michael McKelvie, VP, Marketing & Communications

Everything we do is based on Best Practice processes and is driven by our passion to create an exceptional customer experience while offering clients a complete consumer reward solution. We provide expert mail-in or online reward validation and management, creative & print, web, lettershop and customized reward cards. We distribute gift cards from the leading retailers and can engage your customers via direct or bulk mail, text messaging and publishing directly to BlackBerry and iPhone smart phones. Your consumer reward funds are protected by our SecureFund process, which includes an executed Trust Agreement, transparent promotion account balances and transactions, plus your company will be named on our comprehensive corporate insurance policies, with a Certification of Insurance that is renewed annually. Full protection at no additional cost. No Risk. Just Rewards. Call us now."



2 St. Clair Ave. East, 4th Fl

Toronto, ON M4T 2T5

# **THINDATA**

p: 416-361-3522 f: 416-361-1265 e: wcarrigan@thindata.com www.thindata.com Contact: Wayne Carrigan, Executive Vice President Founded in 1995, ThinData (www.thindata. com) is Canada's leading permission-based email marketing company--helping clients harness the power of email to acquire and retain customers. ThinData accomplishes this by providing clients email strategy, email, email creative, and the proprietary email marketing software ThinData EMS (tm). A Transcontinental Company, ThinData's clients include many of North America's most recognized retailers, media/communications companies, loyalty programs, hospitality providers and financial institutions.

## **VONAGE CANADA**

301-2660 Matheson Blvd E Mississauga, ON L4W 5M2 p: 416-907-6100 f: 416-907-6101 www.vonage.ca Contact: Joe Parent, VP, Marketing & Business Development

#### YEW & BAMBOO

1 St Clair W Toronto, ON M4V 1K7 p: 416-355-7027 www.padulo.ca Contact: Paul Allamby, President

# **ZENDATA MARKETING INC**

403-430 Sainte-Helene
Montreal, QC H2Y 2K7
p: 514-390-1260
f: 514-658-3524
e: rene.godbout@zendata.ca
www.zendata.ca
Contact: Rene Godbout, President
ZenData Marketing is a permission-based
email marketing company.

# **Enhancing/Appending Data Services**

# **CUSTOMETRICS, INC.**

1 Valleywood Dr, #3A-4A Markham, ON L3R 5L9 p: 905-479-4181 / f: 905-479-9022 e: dbeaton@custometrics.ca www.custometrics.ca Contact: David Beaton, Sr. Partner, CEO Custometrics: a team of analytical and strategic experts with state-of-the-art skills in customer and market analysis. We help our clients make the tough decisions that can most effectively build their businesses. From our breakthrough product, Ad-Catalyst, which measures, predicts and optimizes all forms of marketing-communication activity, to our 1:1 Optimization solutions, to our segmentation and market structure insight tools, Custometrics delivers customized

decision support tools designed to help marketers reach their goals. Custometrics— Better Marketing Decisions.

# ICOM INFORMATION & COMMUNICATIONS L.P.

41 Metropolitan Rd

Toronto, ON M1R 2T5
p: 416-297-7887 / f: 416-297-1341
e: tsource@i-com.com
www.i-com.com
Contact: Tony Rizzuto, Account Director
ICOM Information & Communications
L.P. is a full-service provider of targeted
list, data, communication solutions and
analytical services for the consumer
packaged goods (CPG), over-the-counter
(OTC), pharmaceutical, market research

and auto industries in North America,

as well as the direct response sector in Canada. Recognized as a leader in targeted marketing solutions designed to enhance integrated marketing initiatives and drive return on investment, ICOM manages the largest permission-based direct response survey database in North America, providing clients with superior customer insight and marketing results.



# PITNEY BOWES BUSINESS INSIGHT (MAPINFO)

500-26 Wellington Street East Toronto, ON M5E 1S2 p: 416-594-5200 / f: 416-594-5201 e: canada.sales@mapinfo.com

# **Enhancing/Appending Data Services**

www.mapinfo.com
Contact: Carolyn Kinzie, Director, Marketing
Pitney Bowes Business Insight is the
combination of two world-class software
providers: Group 1 Software and MapInfo.
Offering an arsenal of location intelligence,
data quality and communication

management capabilities, Pitney Bowes Business Insight increase the accuracy and effectiveness of customer information delivery and drives better business decisions. Thousands of organizations worldwide, in both the private and public sectors, rely on our renowned offerings

and value-added expertise to provide the insight that is critical to identifying and acting on new opportunities that enable you to better understand, connect and communicate with customers.

# **Envelopes & Dimensional Mailers**

## **3M CANADA COMPANY**

300 Tartan Drive London, ON N6A 4T1 p: 519-452-4646 f: 519-452-6253 Contact: Marnie McKerlie, Corporate Marketing Manager

# **ALL THINGS CLING LTD**

115 Roxborough Lane Thornhill, ON L4J 4T5 p: 416-630-3131 f: 905-764-1301 e: sales@clingers.com www.clingers.com Contact: Ron Rubinoff, President

# **CANADIAN PRINTING RESOURCES**

230 Eddystone Ave Toronto, ON M3N 1H7 p: 416-740-3388 f: 416-740-3054 e: sales@canadianprintingresources.com www.canadianprintingresources.com Contact: Joseph Fiorillo, President

## **DIMENSIONAL PRODUCTS**

3075 14th Ave, Suite 213 Markham, ON L3R 0G9 p: 905-947-8199 f: 905-947-8196 Contact: David Burtch, President

# **DUPLIUM**

35 Minthorn Blvd Thornhill, ON L3T 7N5 p: 905-709-9930 f: 905-709-9439 e: infocanada@duplium.com www.duplium.com Contact: Christine Humeniuk, Sr. Sales and Marketing Coordinator

# **FORECAST RESPONSE INC.**

356 H Woodroofe Ave, 2nd Fl Ottawa, ON K2A 3V6 p: 613-226-8345 f: 613-761-9240 e: bernie@forecastresponse.com www.forecastresponse.com Contact: Bernie Forestell, President

## HTX GROUP INC.

220 Wyecroft Rd, Units 49/50 Oakville, ON L6K 3V1 p: 905-842-9848 f: 905-842-9621 e: pjager@htxgroup.com www.htxgroup.com Contact: Phil Jager, VP, Sales

# MAILER MAGIC--PLM GROUP CO

210 Duffield Dr
Markham, ON L6G 1C9
p: 416-848-8500
f: 416-848-8501
e: rraiskums@pingroup.com
www.plmgroup.com
Contact: Ray Raiskums, Marketing Manager,
Digital Services

## MATRIX MARKETING CONCEPTS INC.

5420 North Service Road Suite 205
Burlington, ON L7L 6C7
p: 905-332-9959
f: 905-332-0256
e: cfowler@matrixmci.com
www.matrixmci.com
Contact: Chris Fowler, President

# PERFORMANCE ENVELOPE

30 Titan Rd, Unit 14 Toronto, ON M8Z 5Y2 p: 416-231-6966 f: 416-231-9714 Contact: Sandy Donald, President

## PRECISION ENVELOPES INC

199 Brenda Cres Woodstock, ON N4S 7R8 p: 519-539-0333 f: 519-539-3960 Contact: Rodney Boyce, President

# PREMIER ENVELOPE LTD.

6600 McMillan Way Richmond, BC V6W 1J7 p: 604-273-7500 f: 604-273-8007 e: mcarey@premierenv.com Contact: Michael Carey, Sales Manager

## **ROYAL ENVELOPE LIMITED**

111 Jacob Keffer Park Way Concord, ON L4K 4V1 p: 905-879-0000 f: 905-879-0156 e: lou.tucci@royalenvelope.com www.royalenvelope.com Contact: Lou Tucci, Vice President

# **SOFTWARE LOGISTICS INC**

550 McNicoll Ave

p: 416-493-8900

Toronto, ON M2H 2E1

f: 416-493-8901
e: salesinfo@slicanada.com
www.slicanada.com
Contact: Michael Fong, Marketing & Sales
SLI manufactures and duplicates CDs and
DVDs of small runs and large projects.
Since 1996, we have assisted our clients
to launch their products and marketing
projects successfully by offering them onestop solutions from printing, assembly to
complete supply chain management.

# **SUPREMEX INC**

400 Humberline Dr Etobicoke, ON M9W 5T3 p: 416-848-9019 f: 416-848-8388 e: sales@supremex.ca www.supremex.com Contact: Daron Rosenbusch, Marketing Manager

# **TBS NEW MEDIA LTD**

77 Dolomite Rd Toronto, ON M3J 2N1 p: 416-849-9800 f: 416-849-9845 e: saul@tbsnewmedia.com Contact: Saul Nir

# **XPANDOMEDIA**

340 Nagel Dr Buffalo, NY 14225-4731 p: 716-836-9668 f: 716-836-9558 e: gaheld@xpandomedia.net www.xpandomedia.net Contact: Gary Held, VP Sales

# **Fund Raising & Not-For-Profit Specialists**

#### **ARTEZ INTERACTIVE**

200-20 Camden St Toronto, ON M5V 1V1 p: 416-815-8777 f: 416-815-1321

Contact: Philip King, President & CEO

# ARTSMARKETING SERVICES

500-260 King St E Toronto, ON M5A 4L5 p: 416-941-9000 f: 416-941-8989 e: mpolera@artsmarketing.com www.artsmarketing.com Contact: Kristen Bradley, Marketing Manager

# **BEVERLEY HOWELL & ASSOCIATES**

30 Leuty Ave
Toronto, ON M4E 2R3
p: 416-691-9109
f: 416-691-5616
e: beverley@beverleyhowell.com
www.beverleyhowell.com
Contact: Beverley Campbell Howell,
President

# **BLAKELY & ASSOCIATES**

1-41 Industrial Parkway South Aurora, ON L4G 3Y5 p: 905-727-6188 / f: 905-727-1589 e: pblakely@blakelyassociates.com www.blakelyassociates.com Contact: Peter Blakely, President

# BLUEPRINT FUNDRAISING & COMMUNICATIONS

400-21 Water St Vancouver, BC V6B 1A1 p: 604-682-6582 / f: 604-637-2253 e: andrea@blueprintfundraising.com Contact: Andrea Seale, Principal

# **CENTREPOINT**

1070, 1202 Centre St SE Calgary, AB T2G 5A5 p: 403-517-8600 f: 403-538-8601

Contact: Sandy McArthur, President & CEO

# **DIRECT POINT GROUP**

1413 Saddler Circle
Oakville, ON L6M 3C9
p: 905-901-3624
www.directpointgroup.com
Contact: Duke Smith, President

# **DONER CANADA**

90 Eglinton Avenue E, 8th Fl Toronto, ON M4P 3A5 Contact: Patrick Gladney, Senior Vice President, Account Director

# DONNEE GROUP, THE

148C Borden Street
Toronto, ON M5S 2N3
p: 416-532-1213
f: 416-533-1213
e: angiem@thedonneegroup.com
www.thedonneegroup.com
Contact: Angie Mackie, Partner

## **ECHO MARKETING SOLUTIONS**

5075 Yonge St, 7th FI
North York, ON M2N 6C6
p: 416-644-7200x7121
f: 416-646-2985
e: david.bradshaw@echotheagency.com
Contact: David Bradshaw, VP, Service
Delivery

# FLA GROUP, THE

620-265 Carling Ave
Ottawa, ON K1S 2E1
p: 613-232-9113
f: 613-232-3979
e: fgreen@theflagroupinc.com
www.theflagroup.com
Contact: Fraser Green, Principal

## FORECAST RESPONSE INC.

356 H Woodroofe Ave, 2nd Fl Ottawa, ON K2A 3V6 p: 613-226-8345 f: 613-761-9240 e: bernie@forecastresponse.com www.forecastresponse.com Contact: Bernie Forestell, President

## **GLUE INC**

2 Burnham Rd Toronto, ON M4G 1C1 p: 416-703-5300 f: 416-703-5087 e: tim@glue-to.com www.glue-to.com Contact: Tim Morawetz, Principal Glue creates 'communications that stick' for a range of corporations, not-for-profits and professional services businesses. We begin by developing a marketing communications strategic plan, then write and produce sales and marketing presentations, brochures, internet/intranet sites, newsletters, speeches, reports, videos, and instructional aids that are clear, concise and compelling.

# **HARVEY MCKINNON ASSOCIATES**

330-1985 West Broadway Vancouver, BC V6J 4Y3 p: 604-732-4351 / f: 604-732-4877 e: harvey@harveymckinnon.com www.harveymckinnon.com Contact: Harvey McKinnon, President

# HUMBER COLLEGE, FUNDRAISING & VOLUNTEER MANAGEMENT

F102-3199 Lakeshore Blvd

Toronto, ON M8V 1K8 p: 416-675-6622 f: 416-251-3797 e: ken.wyman@humber.ca www.mediastudies.humber.ca Contact: Ken Wyman, CFRE, Professor Post-Graduate Program.

# **INQUIRY MANAGEMENT SYSTEMS LTD.**

1-55 Horner Ave Toronto, ON M8Z 4X6 p: 416-620-1965 f: 416-620-9790 e: patrick@ims.ca www.ims.ca Contact: Patrick Durbano, Director, Business Development From caging and banking to receipting and reporting; we handle your entire donation processing needs. We accept credit card and direct debits, set-up monthly programs and process online and mobile donations. You receive real-time access to your database through our secured online MINERVA data centre and can synchronize

# **KEN WYMAN & ASSOCIATES**

with any fundraising system.

64 Lamb Ave
Toronto, ON M4J 4M3
p: 416-362-2926
f: 416-352-5470
e: keywyman@compuserve.com
www.greenability.org
Contact: Ken Wyman, President

## **KETCHUM CANADA INC.**

Toronto, ON M5H 3S6
Contact: Karen Willson, Vice President

MARY LYNNE STEWART & ASSOCIATES
313 Sutherland Ave
Toronto, ON M4G 1J6
p: 416-422-4400
f: 416-421-1900
e: mlstewart@mlsassociates.ca

www.mlsassociates.ca

# **MAXIMUM RESPONSE MARKETING**

Contact: Mary Lynne Stewart, President

PO Box 505 Stn Central Halifax, NS B3J 2R7 p: 902-444-9457 Contact: Charles Salmon, President

## **METASOFT SYSTEMS INC**

203-1080 Howe St Vancouver, BC V6Z 2T1

# **Fund Raising & Not-For-Profit Specialists**

p: 604-683-6711 f: 604-683-6704 e: chubbs@foundationsearch.com www.foundationsearch.com Contact: Connie Hubb

# **PARETO FUNDRAISING**

570-100 King St W Toronto, ON M5X 1C7 p: 416-915-4114 f: 416-915-3177 e: jonathon.grapsas@paretofundraising. com

www.paretofundraising.com Contact: Jonathon Grapsas, Regional Director, North America

# PINNACLE DIRECT

102-4700 De La Savane Street Montreal, QC H4P 1T7 p: 514-344-3382 f: 514-344-5394 e: howard@pinnacle-direct.com www.pinnacle-direct.com Contact: Howard Golberg, President

## **REMARK CANADA INC.**

2235 Sheppard Avenue E, #1701 North York, ON M2J 5B5 Contact: Jessica Sbragia, Chief Marketing Officer

# **RENNICK HOPPE & ASSOCIATES**

105-215 Morrish Rd Toronto, ON M1C 1E9 p: 416-281-7816 / f: 416-281-7836 e: info@rharms.com www.rharms.com Contact: Peter Hoppe, CEO

# **RESPONSIVE MARKETING GROUP**

505-1235 Bay St Toronto, ON M5R 3S9 p: 416-921-6595 / f: 416-921-2373 e: steveh@rmgsite.com www.rmgsite.com Contact: Steve Hubley, VP, Consultant, Client Development

# **RUSS REID COMPANY**

2 N. Lake Ave, #600
Pasedena, CA 91101
p: 626-449-6100 / f: 626-449-6190
e: sales@russreid.com
www.russreid.com
Contact: Lyric Murphy, Account Director

#### SFZ LIMITED

4 St. George's Cres Edmonton, AB T5N 3M7 p: 780-920-4352 / f: 780-454-9162 e: info@sfzlimited.com www.sfzlimited.com Contact: Jacques Foulger, President

## STEPHEN THOMAS LTD

501-184 Front St E
Toronto, ON M5A 4N3
p: 416-690-8801 / f: 416-690-7256
e: stevet@stephenthomas.ca
www.stephenthomas.ca
Contact: Steve Thomas,
Chair and Creative Director

# STRATEGIC COMMUNICATIONS

200-3 Macdonell Ave
Toronto, ON M6R 2A3
p: 416-537-6100 / f: 416-588-3490
e: mpastore@stratcom.ca
www.stratcom.ca
Contact: Michael Pastore, Consultant,
Fundraising & Communications

# THE DEVELOPMENT GROUP

2944 University Place NW Calgary, AB T2N 4H5 p: 403-210-2157 e: mcmanusa@thedevelopmentgroup.ca Contact: Angela McManus, President

# **TOUCHWORKS COMMUNICATIONS**

1008, 105-150 Crowfoot Cres NW Calgary, AB T3G 3T2 p: 403-291-6669 / f: 403-246-3371 www.touchworks.com Contact: Gloria Stewart, President & Creative Director

# **WYERS DIRECT INC.**

27 Old Kingston Road Toronto, ON M1E 3J6 e: mark@wyersdirect.com Contact: Mark Climie-Elliott, President

# XENTEL DM INC.

Bay 24 3710 Westwinds Dr. NE Calgary, AB T3J 5H3 p: 403-537-1001 / f: 403-531-6133 e: wendyw@xentel.com www.xentel.com Contact: Wendy Wenaas, Manager, Lists & Data

# **Fulfillment Services**



# **COMPLETE DIRECT MAIL & FULFILLMENT SERVICE**



Data pre-sorts for discounted postage
Ink jet address • Laser variable print • Fold
Video match insert • Tab/Clip seal • Burst
Polybag (Sitma) • Booklet bindery with 3 hole punch

Quotes: quotes@addressall.com

1048 Ronsa Court, Mississauga ON L4W 3Y4

Tel: 905.625.5137 • Toll free: 800 567 3233 • Fax: 905.625.8619

# ADDRESS-ALL MAILING SERVICES LTD

1048 Ronsa Crt
Mississauga, ON L4W 3Y4
p: 905-625-5137
f: 905-625-8619
e: gpakula@addressall.com
www.addressall.com
Contact: Greg Pakula, Vice President



# ASSETPRINT

200-1111 St-Urbain Montral, QC H2Z 1Y6 p: 514-847-5361 e: fgill@assetprint.ca www.assetprint.ca Contact: Felix Gill, CEO

Canada's most cutting edge peronalized

# **Fulfillment Services**

printing and fulfillment services. Grab and retain your customers' attention to greatly improve conversion. Great quality, high security and on demand digital print facility with the best prices out there! Located in downtown Montreal. Call 1-866-PRINT-38 or upload your files to www.assetprint.ca

# **AUTOMATED FULFILLMENT SYSTEMS**

80 Van Kirk Dr Brampton, ON L7A 1B1 p: 905-840-4230 f: 905-840-4143 Contact: John Dickson, President

## **CDS GLOBAL /INDAS**

2930 - 14th Avenue Markham, ON L3R 5Z8 p: 905-946-0400 f: 905-946-0410 e: bkaluski@indas.ca www.indas.ca

Contact: Bill Kaluski, President & CEO

#### DARE MARKETING INC

4050B Sladeview Cres Mississauga, ON L5L 5Y5 p: 905-569-6445 / f: 905-569-9760 e: dkutter@daremarketing.com www.daremarketing.com Contact: Donna Kutter, President

# **DATA DIRECT GROUP**

75 Superior Blvd
Mississauga, ON L5T 1H4
p: 905-564-0150 / f: 905-564-7246
www.datadirect.ca
Contact: Debbie Major, Director New
Business Development
Canada's largest processing company,
offering data processing, laser/inkjet
printing, personalization, print on demand,
lettershop finishing, poly-wrapping, print
management, fulillment & distribution.

# **DGN MARKETING SERVICES LTD.**

1633 Meyerside Dr Mississauga, ON L5T 1B9 p: 905-670-4070 / f: 905-670-5777 e: sales@dgn-marketing.com www.dgn-marketing.com Contact: Neil Phillips, President

# DISTRIBUTECH INC.

11 Bodine Dr, Box 575
Brantford, ON N3T 5N9
p: 800-361-9494
f: 519-758-9011
e: rtaylor@distributech.ca
www.distributech.ca
Contact: Robin Taylor, Direct Marketing
Manager

## **DISTRIBUTION DIRECTE**

118 Hymus Boulevard
Pointe-Claire, QC H9R 1E8
p: 514-695-9922 / f: 514-695-9987
e: sbouthillier@d-directe.com
www.d-directe.com
Contact: Suzanne Bouthillier, Directrice des
Ventes

## FRONTIER DISTRIBUTING

PO Box 1051 Stn Main Fort Erie, ON L2A 6C7 p: 905-871-3358 / f: 905-871-9715 e: john@frontdist.com www.frontdist.com Contact: John Hamilton, President

# INTERPROVINCIAL GROUP, THE

1315 Morningside Ave Scarborough, ON M1B 3C5 p: 416-263-5499 f: 416-283-6643 e: info@interprovincialgroup.com www.interprovincialgroup.com Contact: Mark Wade, Sales Manager



## **KEYCONTACT**

555 Admiral Dr
London, ON N5V 4L6
p: 519-452-3000
f: 519-453-8652
e: sales@keycontact.com
www.keycontact.com
Contact: Wanda McKay, President
Direct marketing leaders in: \* Database
Management \* Canadian, US &
International Mail Services \* Fulfillment
Services \* Contact Centre \* Facility
Management

# M GROUP, THE

19-5100 South Service Road Burlington, ON L7L 6A5 p: 905-319-3835 f: 905-319-3962 Contact: Jeff Tate, President

# NORTHEAST PRINTING & DISTRIBUTION CO. INC.

12 Nepco Way Plattsburgh, NY 12903 p: 866-563-8214 f: 518-563-3320 e: herb@thenortheastgroup.com www.nepcomail.com Contact: Herb Carpenter, President

## NORTHLAND FULFILLMENT INC

101 Canarctic Dr Toronto, ON M3J 3N1 p: 416-665-0005 f: 416-665-7875 e: dougn@nlship.com www.northlandfulfillment.com Contact: Doug Nicol, President

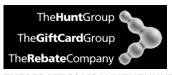
## **POSTALE PLUS**

790 d'Upton Rue Lasalle, QC H8R 2T9 p: 514-766-6995 f: 541-766-0570

Contact: Brian Chute, President

## RDP FULFILLMENT

1725 McPherson Court
Pickering, ON L1W 3H9
p: 905-837-9394
f: 905-837-9657
e: robert\_pinheiro@rdp1.com
www.rdp1.com
Contact: Robert Pinheiro, President



# THEREBATECOMPANY THEHUNTGROUP THEGIFTCARDGROUP

5875 Whittle Road Mississauga, ON L4Z 2H4 p: 800-365-4844 f: 905-890-7844 e: mdmckelvie@therebatecompany.com www.therebatecompany.com Contact: Michael McKelvie, VP, Marketing & Communications Everything we do is based on Best Practice processes and is driven by our passion to create an exceptional customer experience while offering clients a complete consumer reward solution. We provide expert mail-in or online reward validation and management, creative & print, web, lettershop and customized reward cards. We distribute gift cards from the leading retailers and can engage your customers via direct or bulk mail, text messaging and publishing directly to BlackBerry and iPhone smart phones. Your consumer reward funds are protected by our SecureFund process, which includes an executed Trust Agreement, transparent promotion account balances and transactions, plus your company will be named on our comprehensive corporate insurance policies, with a Certification of Insurance that is renewed annually. Full protection at no additional cost. No Risk. Just Rewards. Call us now."

# GIS & Geodemographics/Location Intelligence

# **CUSTOMETRICS, INC.**

1 Valleywood Dr, #3A-4A Markham, ON L3R 5L9 p: 905-479-4181 / f: 905-479-9022 e: dbeaton@custometrics.ca www.custometrics.ca Contact: David Beaton, Sr. Partner, CEO Custometrics: a team of analytical and strategic experts with state-of-the-art skills in customer and market analysis. We help our clients make the tough decisions that can most effectively build their businesses. From our breakthrough product, Ad-Catalyst, which measures, predicts and optimizes all forms of marketing-communication activity, to our 1:1 Optimization solutions, to our segmentation and market structure insight tools, Custometrics delivers customized decision support tools designed to help marketers reach their goals. Custometrics— Better Marketing Decisions.

# **ESRI CANADA**

900-12 Concorde Place
Toronto, ON M3C 3R8
p: 416-441-6035 / f: 416-441-6838
e: cnorth@esricanada.com
www.esricanada.com
Contact: Christopher North, Marketing
Manager

# **EURODIRECT**

1 Park Lane Leeds, WE LS3 1EP p: 113-242-4747 / f: 113-242-4646 e: martin.bradbury@eurodirect.co.uk www.eurodirect.co.uk Contact: Martin Bradbury, International Client Services Director

# GEOMARKETING SOLUTIONS GROUP

831 Millwood Rd Toronto, ON M4G 1W5 p: 416-429-0400 f: 416-424-3173

e: wvandal@geomarketingsolutions.com www.geomarketingsolutions.com Contact: Warren Vandal, President

# geomedia<sup>+</sup>

## **GEOMEDIA**

202-14 Duncan St Toronto, ON M5H 3G8 p: 416-203-7747 f: 416-203-7734 e: steve.acland@geomedia.ca www.geomedia.ca Contact: Steve Acland, President Geomedia uses consumer research and geodemographics to optimize marketing efforts. We unlock the potential from primary customer data and syndicated research, making consumer insight actionable. The result is measurably improved effectiveness for advertising and other business practices, including: Flyers, Direct Mail & Catalogues, and magazines--Run-of-Press (ROP--Interactive Media--Real Estate Analysis and Outdoor advertising. Toll Free: 1-888-FLYERS88.

# MAPMEDIA CORP.

50 Ronson Dr. Suite 120 Etobicoke, ON M9W 1B3 p: 416-244-7881 f: 416-244-5422 e: brent@mapmedia.ca

Contact: Brent Carey, Director of GIS

# ## Pitney Bowes MapInfo

# PITNEY BOWES BUSINESS INSIGHT (MAPINFO)

500-26 Wellington Street East
Toronto, ON M5E 1S2
p: 416-594-5200
f: 416-594-5201
e: canada.sales@mapinfo.com
www.mapinfo.com
Contact: Carolyn Kinzie, Director, Marketing
Pitney Bowes Business Insight is the
combination of two world-class software
providers: Group 1 Software and Mapinfo

Pitney Bowes Business Insight is the combination of two world-class software providers: Group 1 Software and MapInfo. Offering an arsenal of location intelligence, data quality and communication management capabilities, Pitney Bowes Business Insight increase the accuracy and effectiveness of customer information delivery and drives better business decisions. Thousands of organizations worldwide, in both the private and public sectors, rely on our renowned offerings and value-added expertise to provide the insight that is critical to identifying and acting on new opportunities that enable you to better understand, connect and communicate with customers.

# **TETRAD COMPUTER APPLICATIONS**

500-1445 Georgia St W Vancouver, BC V6G 2T3 p: 604-663-1334 f: 604-685-2352 e: rbatenburg@tetrad.com www.tetrad.com Contact: Rob Batenburg

# **Incentives/Gift Cards/Reward Programs**

# **AKRAN MARKETING**

2000 Thurston Drive, Ste. 12 Ottawa, ON K1G 4K7 p: 613-739-4000 / f: 613-739-4444 e: raman@akranmarketing.com www.akranmarketing.com Contact: Raman Agarwal

# AMERICAN EXPRESS INCENTIVE SERVICES

2000 Argentia Rd, Plaza 2, #107 Mississauga, ON L5N 1V8 p: 905-819-8676x224 / f: 905-819-4490 e: alison.easter@aeis.com www.aeis.com/canada Contact: Alison Easter, VP Business Development, Canada We provide Amex Reward cards as incentives for call centre employees. Improve quality, productivty, and sales.

# **AREA MARKETING GROUP**

300-39 Lakeshore Rd E
Port Credit, ON L5G 1C9
p: 416-777-2732
e: ci@area.ca / www.area.ca
Contact: Carmen Inglese, Managing Partner

# **BEST BUY CANADA**

8800 Glenlyon Pky, Burnaby, BC V5J 5K3 p: 604-412-1006 / f: 604-412-5281 e: mturnbull@bestbuycanada.com www.bestbuycanada.com Contact: Mike Turnbull, Senior Media Manager

# **BLOCKBUSTER CANADA**

1036 Homeric Dr Mississauga, ON L4Y 2G1 e: jennifer.harrison@blockbuster.com www.blockbuster.ca Contact: Jennifer Harrison, Manager, CRM



# **CANADIAN TIRE GIFT CARDS**

2180 Yonge St, 14th Fl N Toronto, ON M4P 2V8 p: 800-589-7092 / f: 416-480-3970 e: giftcard@cantire.com www.ctgiftcard.com

# **Incentives/Gift Cards/Reward Programs**

Contact: Sandra Gabriel, Gift Card Analyst Regardless of what you want to say, or to whom you want to say it, only one gift offers the greatest flexibility in recognizing a job well done! Canadian Tire Gift Cards are redeemable for over 95,000 products in over 470 stores, 460 service centres, and 265 gas bars nationally. With so much to choose from, everyone who gets one is sure to find something just right! What's more, Canadian Tire is conveniently located to service 91% of the population. Available in \$10, \$25, \$50 and \$100 denominations. Choose a gift card that fits

denominations. Choose a gift card that fits your budget or select a variety of cards to tailor your multi-level incentive program. Volume discounts available. Visit us at www.ctgiftcard.com for more program information or to place an order today!



# **CARLSON MARKETING CANADA**

2845 Matheson Blvd E Mississauga, ON L4W 5K2 p: 905-214-8419 / f: 905-214-8693 e: gross@carlsoncanada.com www.carlsoncanada.com Contact: Gordon Ross. VP, Client Strategy & Insight Carlson Marketing is a full-service direct and relationship marketing agency. We assist our clients in increasing their ROI through sales and marketing programs that drive measurable results. With fullservice offices in Toronto and Montreal, we provide clients with compelling new ideas and comprehensive solutions coupled with rock-solid delivery across five lines of business:

- Sales & Marketing Services (direct marketing, loyalty marketing, employee & channel engagement)
- 1 to 1 Marketing (strategic consulting, decision sciences)
- Meetings & Incentives (incentive business meetings, event marketing, enterprise solutions)
- Enhancement Services (revenue enhancement products)
- Interactive & Mobile (online & mobile marketing, wireless wallet and payment solutions)

# **CARRIER CANADA**

1515 Drew Rd Mississaguag, ON L5S 1Y8 Contact: Danielle Bussieres, Director of Marketing

# **CHASE CARD SERVICES**

101 Duncan Mill Road North York, ON M3B 1Z3 p: 416-391-6645 www.chasecanada.com Contact: Peter Randazzo, Product Launch Manager

# D'ORO CREATIONS

1105 Upper Village Dr Mississauga, ON L5E 3H9 p: 905-891-0620 f: 905-271-3859 e: sales@dorocreations.com www.dorocreations.com Contact: Douglas Kincaid, President

# **ECOMCARD CANADA INC**

807-2 Campbell Dr Uxbridge, ON L9P 0A3 p: 905-852-0696 e: jweber@ecomcards.com Contact: Jergen Weber, President

# **FUTURE SHOP**

8800 Glenlyon Parkway Burnaby, BC V5J 5K3 p: 604-412-1799 f: 604-412-5281 www.futureshop.ca Contact: Anita Sehgal, Director, Customer Experience

# HBC CORPORATE GIFT CARDS & INCENTIVES

1800-401 Bay St Toronto, ON M5H 2Y4 p: 416-861-6723 f: 416-216-7983 e: hbcgiftcard@hbc.com www.hbc.com Contact: Joanna Walker, Manager, Business Development

# **HOME DEPOT CANADA**

900-1 Concorde Gate Toronto, ON M3C 4H9 p: 416-412-4172 f: 416-412-6792 www.homedepot.ca Contact: Airi Ritokowski, Direct Marketing Manager

# I LOVE REWARDS

402-99 Atlantic Ave
Toronto, ON M6K 3J8
p: 416-531-1531
f: 416-531-5855
e: rob.catalano@iloverewards.com
www.iloverewards.com
Contact: Rob Catalano, Manager, Marketing

# JUMP REWARDS

500-60 St. Clair Ave E
Toronto, ON M4T 1N5
p: 416-646-8097
f: 416-863-5120
e: dgarcia@jumprewards.com
www.jumprewards.com
Contact: Douglas Garcia, Director,
Corporate Sales

## M & M MEAT SHOP LTD.

Box 2488
Kitchener, ON N2H 6M3
p: 519-895-2580
f: 800-223-6088
e: melissab@mmms.ca
www.mmmeatshops.com
Contact: Melissa Breakwell, Corporate
Incentives Specialist

## **MARITZ CANADA INC**

6900 Maritz Drive
Mississauga, ON L5W 1L8
p: 905-696-9400
f: 905-696-9921
e: contactuscanada@maritz.com
www.maritzcanada.com
Contact: Paul Gallant, Director, Loyalty
Maritz Canada designs and delivers
solutions that promote loyalty among
consumers and channels. We offer
additional services that focus on the
human dimension of performance relating
to learning, performance incentives, event
and experiential marketing
and research.

# METACA CORP.

460 Applewood Cres.
Concord, ON L4K 4Z3
p: 905-761-8222
f: 905-761-8220
www.metaca.com
Contact: Greg McKenzie, President and

# **MONERIS SOLUTIONS**

3300 Bloor St. W.
Toronto, ON M8X 2X3
p: 416-734-1141
f: 416-734-1333
e: steve.hollick@giftcertificates.ca
www.giftcertificates.ca
Contact: Steve Hollik, General Manager,
Giftcertificates.ca

# **MYRON SMARTER BUSINESS GITS**

5610 Finch Ave E Scarborough, ON M1B 6A6 p: 416-291-9000 f: 416-291-8786

# **Incentives/Gift Cards/Reward Programs**

e: acourneya@myron.com www.myron.com Contact: Allan Courneya, General Manager

## **PALAIMON CARDS**

11-41 Courtland Ave Concord, ON L4K 3T3 p: 905-660-0233 e: info@palaimoncards.com www.palaimoncards.com Contact: Michael Wong, Sales Rep



## **PENTAGON GRAPHICS**

8500 Henri Bourassa West Montreal, QC H4S 1P4 p: 514-339-5995 f: 514-339-5318 e: davidl@pentagon.ca www.pentagon.ca

Contact: David Languedoc, Sales Manager Specializing in the complete production of Gift, Loyalty, and Phone cards. This includes the application and encoding of magnetic strips, high resolution (DOD) variable bar codes, and packaging according to your needs. Your cards can be produced on paper or plastic in the thickness of your choice. We also offer TIPPING services. We can print your card carrier and tip the card onto it ... or tip on any supplied product (magnet, coin, sachet) into a magazine or onto a promotional piece. We deliver on 'promised delivery times'. Secure, videomonitored facility. Contact us for samples.

# PINPOINT CONSULTING

54 Lynndale Rd Toronto, ON M1N 1C3 Contact: Rob Shields, Principal

# PREFERRED ONE

60 St. Clair Ave E, 5th Fl Toronto, ON M4T 1N5 p: 416-863-0302 f: 416-863-5120 Contact: Jerry Rotondaro, President

## **PURETRACKS INC.**

260 King St. E. Suite B204
Toronto, ON M5A 5L5
p: 416-367-6841
f: 416-367-3324
e: kira@puretracks.com
www.puretracks.com
Contact: Kira Meeker, Director of
Promotions

#### **SEARS CANADA INC**

222 Jarvis St
Toronto, ON M5B 2B8
p: 866-297-5306
e: gftcert@sears.ca
www.searsincentives.ca
Contact: Neal Brooks, Business
Development Manager, Cards

## **SEARS CORPORATE INCENTIVES**

222 Jarvis St Toronto, ON M5B 2B8 p: 416-941-4425 f: 416-941-4793 e: swhiche@sears.ca www.sears.ca

Contact: Ashley Whicher, Vice President, Sales Planning & Promotion

## **SHOP! CARD**

20 Queen St W, 5th FL
Toronto, ON M5H 3R4
p: 416-598-8478
e: shopcard@cadillacfairview.com
www.shops.ca
Contact: Debbie Gemmill, Manager,
National Promotions

## **SPC CARD**

539 Jevlan Dr, Suite A Vaughan, ON L4L 8W1 p: 905-850-0139 f: 905-850-1740 e: marketing@spccard.ca www.spccard.ca Contact: Dean Mazzariol, Presdient

101, 1029 6th Street SW

Calgary, ABT2R 0Z5



# STRATEGIC DIRECT MARKETING GROUP

p: 403-770-2804 e: scott@sdmg.ca www.sdmg.ca Contact: Scott Martin, Managing Parter Strategic Direct Marketing Group (SDMG) is a boutique direct marketing agency with a flair for response-based programs. SDMG works with companies in the retail, sport and travel industries helping them reach, acquire and retain customers with the right message at the right moment through direct media. SDMG uses a broad range of proprietary technologies to execute programs such as: Live Chat, Email Marketing, Direct to Desktop, contesting and analytics. The underpinnings of each program are in-depth strategy and

such as Best Buy, FutureShop, Sears, HBC, Intrawest, Palace Sports & Entertainment, Travel Alberta, Sask Tourism, Calgary Stampede, SportChek, and WestJet. Visit sdmg.ca for more information.

# **STUDENTREWARDS INC** 603-110 Eglinton Ave E

Toronto, ON M4P 2Y1
p: 416-332-3210
f: 416-322-3209
e: suzanne@studentrewards.com
www.studentrewards.com
Contact: Suzanne Tyson, President
Studentrewards.com has the largest
database of youth in Canada. With 1.6
million members registered since 1998 and
over 600,000 permission youth today, we
can help companies reach the elusive 17-29
year old Canadian demographic. We reach
our members through e-marketing, web
advertising and strategic scholarship and
awards programs.

## THE BDI GROUP

8-219 Connie Cres Concord, ON L4K 1L4 p: 905-760-2525 e: howard@bdincentives.com www.bdiincentives.com Contact: Howard Stern, Director of Business Development



# THEREBATECOMPANY THEHUNTGROUP THEGIFTCARDGROUP

5875 Whittle Road
Mississauga, ON L4Z 2H4
p: 800-365-4844
f: 905-890-7844
e: mdmckelvie@therebatecompany.com
www.therebatecompany.com
Contact: Michael McKelvie, VP, Marketing &
Communications
Everything we do is based on Best

Everything we do is based on Best
Practice processes and is driven by our
passion to create an exceptional customer
experience while offering clients a
complete consumer reward solution. We
provide expert mail-in or online reward
validation and management, creative &
print, web, lettershop and customized
reward cards. We distribute gift cards
from the leading retailers and can engage
your customers via direct or bulk mail,
text messaging and publishing directly
to BlackBerry and iPhone smart phones.
Your consumer reward funds are protected

traditional direct marketing tactics, giving

customers the results they need. SDMG is

headquartered in Calgary, AB, with clients

# **Incentives/Gift Cards/Reward Programs**

by our SecureFund process, which includes an executed Trust Agreement, transparent promotion account balances and transactions, plus your company will be named on our comprehensive corporate insurance policies, with a Certification of Insurance that is renewed annually. Full protection at no additional cost. No Risk. Just Rewards. Call us now."

# UNIVERSAL MUSIC PUBLISHING GROUP

2450 Victoria Park Ave, #1 Willowdale, ON M2J 4A2 p: 416-718-4000 / f: 416-718-4224 Contact: Heidi Knobovitch, VP, Partnership Marketing

## WARNER MUSIC CANADA

100-3381 Steeles Ave E
Toronto, ON M2H 3S7
p: 416-758-1132
f: 416-491-8203
e: temi.kerr@warnermusic.com
www.sayitwithmusic.ca
Contact: Temi Kerr, Premium & Sync
Business Development

## WILLIAM EXLINE INC

12301 Bennington Ave Cleveland, OH 44135 p: 800-321-3062 f: 216-941-4885 e: william.exline@williamexline.com www.williamexline.com Contact: Bill Exline, President

## XEROX CANADA LTD

900-5650 Yonge St North York, ON M2M 4G7 p: 416-733-6518 f: 416-733-6431 e: janet.aitken@can.xerox.com www.can.xerox.com Contact: Janet Aitken, Advertising & Direct Marketing Manager

# List Manager/Owner/Compiler

## ALLEGRO BROKERAGE SERVICES INC.

180 de Brescolettes st Boucherville, QC J4B 6M8 p: 514-574-4537 f: 450-449-8808 e: info@allegrodirect.com www.allegrodirect.com Contact: Susan Higgins, Director of Development, Lists

## AMERICAN LIST COUNSEL

4300 Us Highway 1, CN-5219 Princeton, NJ 08543 p: 609-580-2800 / f: 609-580-2888 e: stacey.girt@amlist.com www.amlist.com Contact: Stacey Girt, VP, Direct Sales

# BUSINESS INFORMATION GROUP/ SCOTT'S DIRECTORIES

12 Concorde Place, Suite 800 North York, ON M3C 4J2 p: 416-510-2122 f: 416-442-2191 e: rgreenberg@bizinfogroup.com www.businessinformationgroup.ca Contact: Rinat Greenberg, Circulation Marketing Specialist

# **CANADIAN HEALTHCARE ASSOCIATION**

100-17 York St Ottawa, ON K1N 9J6 p: 613-241-8005 f: 613-241-5055 e: tjackson@cha.ca Contact: Crystal Mohr

# **CANADIAN LIST BROKERS**

40 Lilac Lane, SS 33, Box 232 Midhurst, ON LOL 1X0 p: 705-730-1906 f: 705-730-0049 Contact: John Mannering

# **CANLAW**

25 Foster Ave London, ON N6H 2K7 p: 519-439-8884 f: 519-439-9491 e: canlaw@canlaw.com www.canlaw.com Contact: List Manager

## **CANPAGES**

2700 Production Way, #500, Innovation PI Burnaby, BC V5A 0C2 p: 604-421-8202 f: 604-421-0362 www.canpages.ca Contact: Mike Anderson, VP, Sales

# **CHESSIE LISTS INC**

12A Meem Avenue Gaithersburg, MD 20877-2198 p: 301-680-3633 / f: 301-680-3635 e: jsouth@chessielists.com www.chessielists.com Contact: Jacqui South, Manager Internet Marketing

#### **CLB MEDIA**

240 Edward St Aurora, ON L4G 3S9 f: 905-841-5078 www.actioncom.com Contact: Adrian Holland, Director, Circulation & Operations

# **DIRECT MARKETING MAGAZINE**

302-137 Main St N, Markham, ON. L3P 1Y2 e: mark@dmn.ca Contact: Mark Henry, Publisher

# **DIRECTWEST CORP**

200-2550 Sandra Schmirler Way Regina, SK S4W 1A1 p: 306-777-0353 f: 306-352-6514 e: stephen.powell@directwest.com www.directwest.com Contact: Stephen Powell, VP Internet Solutions

# **DUN & BRADSTREET**

5770 Hurontario St Mississauga, ON L5R 3G5 p: 905-568-6131 f: 905-568-6197 e: tanf@dnb.com www.dnb.com Contact: Fiona Tan, Senior Marketing Consultant

# **DUNHILL INTERNATIONAL LIST CO.**

200 - 621 NW 53rd Street Boca Raton, FL 33487 p: 561-998-7800 f: 561-998-7880 e: cdunhill@dunhills.com www.dunhills.com Contact: Cindy Dunhill, Vice President

# **EMG MARKETING GROUP LTD**

2271-349 West Georgia St Vancouver, BC V6B 3W5 p: 604-251-6873 f: 604-251-6813 e: solutions@e-marketinggroup.com www.e-marketinggroup.com Contact: Andrew Holtzman, Director, Sales & Marketing Insanity is doing the same thing over and over again and expecting different results. As Business to Business sales and marketing specialists EMG Marketing Group understands how to cost-effectively generate NEW profitable sales, launch NEW products and create NEW customers all with measureable results.

# **List Manager/Owner/Compiler**

# **FIXED ADDRESS MARKETING**

136 Pinnacle Trail
Aurora, ON L4G 7G7
p: 905-750-0029
f: 905-750-0030
e: dockeray@fixedaddressmarketing.com
www.fixedaddressmarketing.com
Contact: Tara Dockeray, President

## **GLOBAL ADDRESSES INC**

607-1425 6th Ave W Vancouver, BC V6H 4G5 p: 604-734-7000 f: 604-734-7020 e: mcremer@globaladdresses.ca www.globaladdresses.ca

## HILBORN GROUP LTD, THE

Contact: Marc Cremer, President

PO Box 86 Stn C Toronto, ON M6J 3M7 p: 416-345-9403 / f: 416-345-8010 e: info@hilborn.com www.hilborn.com Contact: James Hilborn, President

# **HUMAN RESOURCES MAILINGS**

372 Moonstone Rd, Box 268
Moonstone, ON LOK 1N0
p: 705-835-7577 / f: 705-835-7560
e: info@olresources.ca
www.olresources.ca
Contact: Grant Walker, President
List is made up of the names from
customers and prospects of 'Organizational
Learning Resources' and 'Training and
Development Materials of Canada',
the largest suppliers of leading edge
training materials for both individual and
organizational
improvement.

# **IDG LIST SERVICES**

5 Speen ST, Suite 1
Framingham, MA 01701-4575
p: 508-370-0822
f: 508-370-0020
e: strozeski@idglist.com
www.idglist.com
Contact: Stephen Tozeski, Vice President of
List Management



# **INFOCANADA**

104-1290 Central Pky W Mississauga, ON L5C 4R3 p: 905-803-7172 / f: 905-306-7272 e: dan.cadieux@infocanada.ca www.infocanada.ca Contact: Dan Cadieux, President Since 1989, infoCANADA has set the standard for providing unparalleled sales and marketing solutions. Our quality lists, extensive direct marketing knowledge and superior customer service have established us as a trusted source for business and consumer information. Our services include:

- Business information
- Consumer information
- New Businesses and New Movers
- Data Hygiene & Enhancement
- Business Directories
- Email Marketing

# JR DIRECT RESPONSE INT'L

4917 Delta St Delta, BC V4K 2V1 p: 604-940-0277 / f: 604-946-1419 e: tammythackeray@jrdirect.com www.jrdirect.com Contact: Tammy Thackray, President

# **JS DIRECT ADDRESS LTD**

203-1429 Dominion St North Vancouver, BC V7J 1B4 p: 604-987-1282 / f: 604-987-1283 e: mrlist@jsdirect.com Contact: Jim Slight, President

## LIST SERVICES CORPORATION

6 Trowbridge Dr, Box 516
Bethel, CT 06801-0516
p: 203-743-2600 / f: 203-778-4299
e: lscmgmt@listservices.com
www.listservices.com
Contact: Ray Schneeberger, Sr. VP, List
Management

# **MACROMARK INC**

185 Route 312, Suite 303

Brewster, NY 10509 p: 845-230-6300 f: 845-278-0650 e: info@macromark.com www.macromark.com Contact: Dave Klein, President & CEO

# **MILLARD GROUP INC**

10 Vose Farm Rd, Box 890
Peterborough, NH 03458-0890
p: 603-924-9262
f: 603-924-9420
e: jcorliss@millard.com
www.millard.com
Contact: Jan Corliss, Account Manager, List
Mgmt. Div.

# **MOKRYNSKI & ASSOCIATES INC**

401 Hackensack Ave Hackensack, NJ 07601 p: 201-488-5656 f: 201-488-9225 e: szuniga@mokrynski.com www.mokrynski.com Contact: Susan Zuniga, Director of Advertising

# NAMEBANK INTERNATIONAL

105 W Monument St Baltimore, MD 21201-511 p: 410-783-8463 f: 410-783-8464 Contact: Beth Ketzner, President

## NAMES AND ADDRESSES INC

125-195 N Arlington Heights Rd Buffalo Grove, IL 60089 p: 847-465-1500 f: 847-465-1521 e: jerryf@nai.biz www.nai.biz Contact: Jerry Foote, President

# NCM SOFTWARE DEVELOPMENT INC

59 The Westway
Toronto, ON M9P 2B4
p: 416-241-4000
f: 416-614-3049
e: listsales@ncmlist.com
www.ncmlist.com
Contact: Nigel Marsh, President

# **OWEN MEDIA PARTNERS INC.**

2085 Hurontario St, #208
Mississauga, ON L5A 4G1
p: 905-290-1818
f: 905-290-1755
e: rdunford@owen-media.com
www.owen-media.com
Contact: Robert Dunford, Vice President
Publishers of Canadian and American
directory products online and in print.
Mailing lists available.

# **PROFILE CANADA**

2085 Hurontario St., Ste. 208 Mississauga, ON L5A 4G1 p: 905-290-1818 f: 905-290-1760 e: rdonnelly@nexport.com www.profilecanada.com Contact: Russ Donnelly, VP

# PROSPECTS INFLUENTIAL INC

#2508-198 Aquarius Mews Vancouver, BC V6Z 2Y4 p: 800-352-2282 f: 604-944-3217 e: greg@pilists.com Contact: Greg Rubin, Vice President

#### **PTM**

20 Torbay Rd Markham, ON L3R 1G6

# **List Manager/Owner/Compiler**

p: 905-415-1940 f: 905-415-1946 Contact: Lionel Dubiansky, VP, Sales & Marketing

# **RESOLVE CORPORATION**

2470 Stanfield Rd, Unit A Mississauga, ON L4Y 1S2 p: 416-503-4000x2366 / f: 416-503-3330 e: jannett.lewis@resolvecorporation.com www.resolvecorporation.com Rosalyn Devlin, Client Director

## SALESGENIE.COM

104-1290 Central Parkway West Mississauga, ON L5C 4R3 p: 866-506-4549 www.salesgenie.ca Contact: Bruce Christie, Sales Manager, National Accounts

# **SCOTT'S DIRECTORIES**

800-12 Concorde Place Toronto, ON M3C 4J2 p: 416-510-6817 / f: 416-510-6870 e: sales@scottsdirectories.com www.scottsinfo.com Contact: Rabiya Shaikh, List Rental/Email Broadcast Manager

# **SHOPPING CENTER DATABASE INC**

204-1352 Lawrence Ave E Toronto, ON M3A 1C3 p: 416-490-1090 e: kevin.eldon@shoppingcenterdatabase.com www.shoppingcenterdatabase.com Contact: Kevin Eldon, President

# **TORONTO BOARD OF TRADE**

1 First Canadian Place, PO Box 60 Toronto, ON M5X 1C1 p: 416-862-4358 e: kneilsen@bot.com www.bot.com Contact: Kevin Neilsen, Manager, Special Publications

## TRUE NORTH LIST MARKETING

755 Main St, Bld 2 Monroe, CT 06468-283 p: 203-459-4348 f: 203-459-4350 e: tom.hubert@truenorthlist.com www.truenorthlist.com Contact: Tom Hubert, Managing Partner

# **UTHINK**

603-110 Eglinton Ave E Toronto, ON M4P 2Y1 p: 416-322-3210 f: 416-322-3209 e: jonathan@uthink.com www.uthink.com Contact: Jonathan Latsky, CEO

# WHITSED INFORMATION SERVICES INC.

400 Walmer Rd, #729
Toronto, ON M5P 2X7
p: 416-515-8574
e: sales@whitsed-info.com
www.whitsed-info.com
Contact: Michael Shapiro, President

Canada's Trusted Source for Business Contact Information



# **Proven Quality Mailing Lists**



# One Time Buy Multiple Usage

**Details are available on the following Sectors:** Medical • Manufacturing / Industrial • Business

# Proven Quality Mailing Lists Verified and updated daily

Available on CD-ROM and Online

Call Rabiya Shaikh at 416-510-6817 email: rshaikh@bizinfogroup.ca

www.scottsdirectories.com

# **List Broker**

#### DATASELECT

5 Sir David Place, Brampton, ON L7A 2E4 p: 905-846-9922 / f: 905-846-7256 e: info@dataselect.ca www.dataselect.ca

Contact: Richard Jones, President

# **DIRECT MEDIA CANADA INC.**

1497 Greenbriar Drive
Oakville, ON L6M 1Y9
p: 416-406-4420 / f: 416-406-4424
e: bcymbaluk@directmedia.com
www.directmedia.com
Contact: Brian Cymbaluk, Vice President

## **EPSILIST INC.**

901 Normand-Hudson Ste.Julie, QC J0L 2S0 p: 450-922-3774 / f: 450-922-3734 e: larocque@epsilist.com www.epsilist.com Contact: Suzanne Larocque, President

#### **LEON HENRY INC**

200 North Central Avenue Hartsdale, NY 10530 p: 914-285-3456 f: 914-285-3450 e: lh@leonhenryinc.com www.leonhenryinc.com Contact: Gail Henry, Executive VP

#### MARKETRY INC.

202-320 120th Avenue NE Bellevue, WA 98005-3016 p: 425-451-1262 / f: 425-451-1941 e: greg@marketry.com www.marketry.com Contact: Greg Swent, Vice President

## **RESOLVE CORPORATION**

26 Monogram Place Toronto, ON M9R 4C9 p: 416-503-4000 / f: 416-503-3330 e: rdevlin@resolve.com www.resolve.com Contact: Rosalyn Devlin, Client Director

## **RESOLVE CORPORATION**

26 Monogram Place Toronto, ON M9R 4C9 p: 416-503-4000 / f: 416-503-3330 e: rdevlin@resolve.com www.resolve.com Contact: Rosalyn Devlin, Client Director

# **WLC MEDIA**

550 Queens Quay W, #662

Toronto, ON M5V 3M8

p: 416-560-2370 f: 416-535-1279 e: info@westlists.com www.westlists.com Contact: Troy Weston, VP Business Development List Broker/List Manager - Specializing in youth emarketing. Contact names for the 18-34 market.

## **WEST LIST COMPANY**

550 Queens Quay W, #622 Toronto, ON M5V 3M8 P: 888-952-5478 F: 647-435-0304 e: kim.young@westlists.com Contact: Kim Young

# Mail Prep Equipment & Mail Processing Equipment



# **BÖWE BELL** HOWELL

Your success is our priority.

# **BOWE BELL & HOWELL LTD**

7-30 Mural St Richmond Hill, ON L4B 1B5 p: 800-889-6244x2021 f: 866-588-3291 e: wayne.quesnelle@bowebellhowell.com www.bowebellhowell.com Contact: Wayne Quesnelle, Executive

Director, Sales Bowe Bell + Howell (BBH) have been in the business of solving print finish and mail processing challenges in Canada for well over 50 years. We deliver equipment, software and services for high-volume print and mail operations. BBH is well known in the industry for our exceptional line of BBH branded mail processing solutions suchas the PBurg, Enduro and our flagship Turbo Premium as well as our JETVision line of Quality inspection products. We also sell the full line of Buskro (TM) ink Jet solutions and Duplo (tm) finishing products. We back up all our sales with a coast-to-coast team of factory trained technicians. At Bowe Bell + Howell Your Success is our Priority.

# **CANADIAN MAILING MACHINES**

540 rue Hodge Saint Laurent, QC H4N 2A4 p: 514-744-9351 f: 514-744-0816 e: info@epc-cmm.com www.epc-cmm.com Contact: Frank De Civita Specialize in rebuilding of Bell & Howell inserters. We sell replacement parts for: B & H, Bowe, MBO, BAUM, PROFOLD, GBR, Pitney Streamfeeder, Kirk Rudy, Cheshire. We buy used equipment.

# **INSOURCE CORP**

#7 9033 Leslie Street Richmond Hill, ON L4B 4K3 p: 905-709-3344 f: 905-709-3345 e: tim@insourcecorp.ca www.insourcecorp.ca Contact: Tim Wakefield, President

# MAIL-O-MATIC

7550 Lowland Dr Burnaby, BC V5J 5A4 p: 604-439-9668 f: 604-439-9609 e: info@mom.bc.ca www.mail-o-matic.com Contact: Rob Rendell

# **MAILCRAFTERS CANADA INC**

212 Oakdale Rd Toronto, ON M3N 2S5 p: 416-289-2639 / f: 416-289-0516 www.mailcrafters.ca Contact: Tom Taylor

# **MAILING SYSTEMS INC**

9-5500 Tomken Rd Mississauga, ON L4W 2Z4 p: 905-568-7667 f: 905-568-4572 e: mailingsystemsinc@bellnet.ca www.mailingsystems.ca Contact: Paul Massingberd

# **NEOPOST CANADA LTD.**

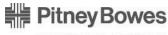
150 Steelcase Rd W Markham, ON L3R 3J9 p: 905-475-3722 f: 905-475-7699 www.neopost.ca Contact: Elie du Pre de Saint Maur, Director, Marketing & Training



# **PITNEY BOWES**

5500 Explorer Dr.
Mississauga, ON L4W 5C7
p: 905-219-3084
f: 905-219-3826
Contact: Bernie Gracy, VP, Business
Development, Document Messaging

# Mail Prep Equipment & Mail Processing Equipment



**GROUP I SOFTWARE** 

# **PITNEY BOWES OF CANADA**

5500 Explorer Drive Mississauga, ON L4W 5C7 p: 905-219-3063 / f: 905-219-3841 Darren Gornall, VP & GM Document Messaging & Enterprise Solutions

## **POSTE MATIK LTEE**

2655 rue Paulus Saint-Laurent, QC H4S 1E9 p: 514-337-7720 / f: 514-337-2775 e: pstmatik@total.net www.postematik.com

Contact: Ronald Pelletier, President

# SECURE MAILING SYSTEMS, INC.

9-7015 Ordan Dr Mississauga, ON L5T 1Y2 p: 800-668-6068 f: 905-670-5066 e: sms@securemailing.com www.securemailing.com Contact: Steve Robson

# **UNISOURCE CANADA**

560 Hensall Cir Mississauga, ON L5A 1Y1 p: 905-275-7800 f: 905-276-8418 e: marketing@unisource.ca www.unisource.ca Contact: Susan Corbeil

#### VIDEOJET CANADA LTD

6500 Viscount Rd Mississauga, ON L4V 1H3 p: 905-673-1212 f: 905-673-8725 www.videojet.com

Contact: Dan Wager, Managing Director

# Mailing House/Lettershop/Mail Services

## **AD DIRECT MARKETING**

7-1655 Sismet Rd Mississauga, ON L4W 1Z4 p: 905-625-5757 / f: 905-625-1379 Contact: Victor Brown, Operations Manager

# ALTERNATIVE INT'L MAILING SOLUTIONS INC

2-445 Admiral Blvd Mississauga, ON L5T 2N1 p: 905-670-2100 / f: 905-670-2400 e: h\_wicken@ai.ca www.ai.ca

Contact: Harry Wicken, Managing Director A wholly owned Canadian company specializing in international and USA mail distribution. Utilizing postal contracts worldwide we provide First Class, Printed Paper, Parcel Post, Registered Mail and Business Reply services worldwide. Our commitment to quality initiatives provides a logical alternative to the traditional postal services.

# **ANDREWS MAILING SERVICE**

4-226 Industrial Pky N Aurora, ON L4G 4C3 p: 416-798-7557 / f: 416-798-4835 e: jcampbell@andrewsmailing.com Contact: John Campbell, Director of Marketing & Sales



## **ASSETPRINT**

200-1111 St-Urbain Montral, QC H2Z 1Y6 p: 514-847-5361 e: fgill@assetprint.ca www.assetprint.ca Contact: Felix Gill, CEO Canada's most cutting edge peronalized printing and fulfillment services. Grab and retain your customers' attention to greatly improve conversion. Great quality, high security and on demand digital print facility with the best prices out there! Located in downtown Montreal. Call 1-866-PRINT-38 or upload your files to www.assetprint.ca



# **BRADFORD DIRECT INC.**

990 Roselawn Avenue
Toronto, ON M6B 1C1
p: 416-789-7411 / f: 416-785-7514
e: we.hurry@bradforddirect.com
www.bradforddirect.com
Contact: Sharon MacPherson, Director,
Customer Service
With streamlined production operations

as well as a full compliment of in-house equipment and highly-trained staff, Bradford is set up to provide the best Data, Laser and Lettershop services in the industry! Bradford Direct is an awardwinning leader of laser-personalized direct mail. Now in its third decade and a veteran of highly-customized direct mail, Bradford has developed the expertise to provide its clients with the service and knowledge that will ensure a top-quality mailing. From unequalled data know-how to responsive customer service, Bradford's primary focus is to have your mail program completed as efficiently as possible and out ON TIME! As well as standard and customized data preparation, Bradford provides laser imaging services for envelopes and sheets up to 11 x 17 duplex, including nonstandard stock. Try our 8 ½ " x 14 ½ " format for the same price as an 8 ½ x 11 sheet! Bar codes, OCR, MICR fonts, all are available



# **COMPLETE DIRECT MAIL & FULFILLMENT SERVICE**



Data pre-sorts for discounted postage Ink jet address • Laser variable print • Fold Video match insert • Tab/Clip seal • Burst Polybag (Sitma) • Booklet bindery with 3 hole punch

Quotes: quotes@addressall.com

1048 Ronsa Court, Mississauga ON L4W 3Y4

Tel: 905.625.5137 • Toll free: 800 567 3233 • Fax: 905.625.8619

services at Bradford. Our lettershop department provides optimal matching systems for multi-personalized mailings including our unique automated Video Match system that uses tiny, inconspicuous dots to ensure a 100% match rate. We provide services to the country's largest and most experienced mailers. Give us a try and find out why!

# **CANADADIRECT DATABASE MARKETING INC**

743 Renaud Ave Dorval, QC H9P 2N1 p: 514-422-8585 f: 514-422-8835 e: ttavlor@canadadirect.ca www.canadadirect.ca Contact: Tom Taylor, Managing Director

# **CLIXX DIRECT MARKETING**

44 Metropolitan Rd Toronto, ON M1R 2T6 p: 416-609-1638 / f: 416-609-1641 e: mtodd@clixxdirect.com www.clixxdirect.com Contact: Mike Todd, President

## **COMPLETE MAILING SERVICE**

8 Dohme Ave East York, ON M4B 1Y8 p: 416-750-3222 / f: 416-755-8231 e: info@completemailing.com www.completemailing.com Contact: Mansfield David, Vice President Do you have a direct mail campaign that you need to send out in a hurry or a special project that has a unique requirement? If you need a mailing house or lettershop that provides personalized, prompt, efficient service. CMS delivers.

# **CREATIVE MAILING SOLUTIONS INC**

770 Birchmount Rd, #26-27 Toronto, ON M1K 5H3 p: 416-421-2166 f: 416-421-2188 e: info@cre8mail.com www.cre8mail.com Contact: Dan Cole, President

# **DATA DIRECT GROUP**

75 Superior Blvd Mississauga, ON L5T 1H4 p: 905-564-0150 f: 905-564-7246 www.datadirect.ca Contact: Debbie Major, Director New **Business Development** Canada's largest processing company, offering data processing, laser/inkjet

printing, personalization, print on demand, lettershop finishing, poly-wrapping, print management, fulillment & distribution.

## **DATA FOCUS**

9195 Torbram Rd Brampton, ON L6S 6H2 p: 416-245-3987 f: 416-245-2959 e: focus@dbf.com www.dbf.com

Contact: Judy Weber, Sales Manager

# **DATACORE MAIL MANAGEMENT LTD**

9040 Shaughnessy St Vancouver, BC V6P 6E5 p: 604-875-852 f: 604-875-8519 e: karly@datacore-resource.ca www.datacore-resource.ca Contact: Karly Black, General Manager

# **DIRECT MAIL MARKETING GROUP**

570B Steven Crt Newmarket, ON L3Y 6Z2 p: 416-675-MAIL f: 905-830-4496 e: bdi@dmmgroup.com www.dmmgroup.com Contact: David McArthur, Vice President, Marketing & Sales

# **DMW & ASSOCIATES, LETTERSHOP & FULFILLMENT SRVCS.**

1-1331 Crestlawn Dr. Mississauga, ON L4W 2P9 p: 416-503-4492 f: 416-503-2729 e: adekorte@dmwms.com www.dmwms.com Contact: Alex de Korte, Manager, Business Development

# **DST OUTPUT**

2637 14th Ave Markham, ON L3R 0H9 p: 905-470-2000 f: 905-470-2048 e: aidzior@dstoutput.ca www.dstoutput.ca Contact: Andrew Idzior, EVP Sales and Marketing

# **DYCOM DIRECT MAIL SERVICE**

495 Berry St Winnipeg, MB R3J 1N6 p: 204-786-6245 f: 204-774-3871 e: info@dycom.com www.dycom.com Contact: Bernie Rosney, Sales Manager

## **EMG MARKETING GROUP LTD**

2271-349 West Georgia St Vancouver, BC V6B 3W5 p: 604-251-6873 f: 604-251-6813 e: solutions@e-marketinggroup.com www.e-marketinggroup.com Contact: Andrew Holtzman, Director, Sales & Marketing Insanity is doing the same thing over and over again and expecting different results. As Business to Business sales and marketing specialists EMG Marketing Group understands how to cost-effectively generate NEW profitable sales, launch NEW products and create NEW customers all with measureable results.

## **EMPIRICAL**

5610 Timberlea Blvd Mississauga, ON L4W 4M6 p: 416-816-9981 www.emperical.com Contact: Brad Robinson, VP, Business

Development

## **FOREMOST MEDIA ONE**

6 Kenview Blvd Brampton, ON p: 905-793-7295 f: 905-793-8630 www.fmo.ca

Contact: Dave Lambert, VP, Business

Communications

# GLOBEL DIRECT INC.

1324 36 Ave NE Calgary, ABT2E 8S1 p: 403-531-6550 f: 403-531-6560 e: sandi.gilbert@globel.com www.globel.com Contact: Sandi Gilbert, Senior Vice President, Strategy

# **GTA MAILING**

12-1750 Plummer St Pickering, ON L1W 3L7 p: 905-837-8829 f: 905-837-8983 e: gtamailing@bellnet.ca Contact: Tom Moffat, President

# HELICOPTER GROUP, THE

200 West Beaver Creek Rd Richmond Hill, ON L4B 1B4 p: 905-731-2440 f: 905-731-4070 e: gd227@thehelicoptergroup.com www.thehelicoptergroup.com Contact: Gary Dubenofsky, VP, Sales Precise. Responsive. Experienced. These

are the hallmarks of The Helicopter Group, your one-stop-shop for Direct Marketing and Variable Colour Print-on-Demand. We are a client-oriented production company specializing in Data Processing and Management, High-Speed Lasering and Inkjetting, Variable Colour Print, extensive Lettershop, and response capture and fulfillment. We are a processoriented company, with some of the most knowledgeable staff in the business. Our people make the difference!

# INNOVATIVE RESPONSE MARKETING INC

4-2825 Argentia Road Mississauga, ON L5N 8G6 p: 905-826-1411 f: 905-826-1450 e: mstephens@inno-mktg.com www.inno-mktg.com Contact: Mark Stephens, President

# INTERLINC DIRECT CORPORATION

65 Superior Blvd, #1 Mississauga, ON L5T 2X9 p: 905-677-2620 f: 905-677-3391 e: paul@interlincdirect.com www.interlincdirect.com Contact: Paul Smith, VP, Sales & Marketing

# INTERNATIONAL DIRECT RESPONSE SERVICES

Delta, BC V4G 1J8 p: 604-951-6855 f: 604-951-6756 e: wendy@idrs.ca www.idrs.ca Contact: Wendy McGregor, President

# JONCAS POSTEXPERTS, INC.

10159 Nordel Crt

7875 rte Transcanadienne Saint-Laurent, QC H4S 1L3 p: 514-333-7480 f: 514-332-6915 e: llandry@postexperts.com www.postexperts.com Contact: Kathy Sweeney, Direct Marketing Consulant

# **KENNETH CORBER CONSULTING**

102-5900 Cavendish Blvd Montreal, QC H4W 3G9 p: 514-487-6274 f: 717-924-0677 e: knc@corber.ca www.komunik.ca Contact: Kenneth Corber, Owner

# KIRK INTEGRATED MARKETING

110-11388 No. 5 Road Richmond, BC V7A 4E7 p: 604-279-8484 f: 604-279-8406 e: info@kirkmarketing.com www.kirkmailing.com Contact: Natalie Green, VP, Sales & Marketing

## **KOPEL**

3360 2e Rue St. Hubert, QC J3Y 8Y7 p: 514-398-9595 f: 514-443-5251 e: c.gauthier@kopel.ca www.kopel.ca Contact: Christian Gauthier, Director

## **LAKE IMAGE SYSTEMS**

205 Summit Point, #2 Henrietta, NY 14467-9606 p: 585-421-9290 f: 585-421-9291 e: phoskins@lakeimage.com Contact: Pat Hoskins, Vice President

## **MAILENNIUM GROUP**

275 Watline Avenue Mississauga, ON L4Z 1P3 p: 905-501-0773 f: 905-501-9961

e: office@mailenniumgroup.com www.mailenniumgroup.com Contact: Laura Artibello, President

# MAILING INNOVATIONS

20-3397 American Dr Mississauga, ON L4V 1T8 p: 905-677-4441 / f: 905-677-4480 e: jkemp@mailinv.com www.mailinv.com Contact: Jonathan Kemp, General Manager

# MAILMARKETING CORP

455 Gordon Baker Rd Scarborough, ON M2H 4H2 p: 416-490-8030 / f: 416-490-8455 e: mmc@mailmarketing.com www.mailmarketing.com Contact: George Rachkovsky, President Mailmarketing is Canada's fastest growing 'one-stop' direct marketing service bureau offering offset printing, data management and processing, laser imaging, extensive lettershop and fulfillment services.

# **MEDIAIR DIRECT MAIL SERVICES**

45 Comstock Rd Scarborough, ON M1L 2G6 p: 416-288-8800 / f: 416-288-8881 e: brian@mediair.com www.mediair.com Contact: Brian Spence, Vice President



- ◆ Data Processing
- ◆ Laser Sheet, Continuous & MICR
- ◆ Colour Laser
- ◆ Full Bindery
- ◆ Full Lettershop
- **◆** Specialty Finishing Glue & Tipping
- ◆ ADS (7-P) production ◆ Complex Selfmailers
- Saddle Stitching
- ◆ Inkjetting simplex/duplex
- Statement Processing
- ◆ Poly bagging/Shrinkwrapping
- ◆ And more ...

Ph 416.354.4210 324 Horner Ave, Unit A Etobicoke, ON M8W 1Z3 Fx 416.461.9201 e-mail: jleonard@smartdm.ca or visit our websites: www.smartdm.ca or cover-all.ca

#### ONE TO ONE MAILING INC

4320 81 Ave Edmonton, AB T6B 2M2 p: 780-413-0488 e: craig@onetoonemailing.ca Contact: Craig Freer, President

# ORIGO DIRECT MARKETING COMMUNICATIONS CORP

4480 Chesswood Dr, Unit 20 Toronto, ON M3J 2B9 p: 416-398-7678 / f: 416-398-5684 e: sales@origo.ca www.origo.ca Contact: Laurie Gutmann, VP Origo knows direct mail and has been helping business do it better since 1983. SATISFACTION GUARANTEED 110%. We have the formula for successful DM campaigns. Our full-service operation offers you: Data Processing; Complete Lettershop; Specialized Hand Hand Assembly; Laser Personalization: Print: US/International Mail; PROMPT Service. COMPETITIVE Pricing. STRICT Attention to detail. A familyowned and operated company since 1983. WE KEEP YOU POSTED.

# PDQ POST GROUP/PDQ PRINT SOLUTIONS

19134 95A Ave, 7/8 Surrey, BC V4N 4P2 p: 888-998-9878 / f: 604-888-4467 e: lorraine@pdqpostgroup.com www.pdqpostgroup.com Contact: Lorraine Duclos, President

# PEGASUS Direct Mail Wor

# **PEGASUS DIRECT MAIL WORX INC.**

90 Bay Street North Hamilton, ON L8R 3N3 p: 905-525-7364 / f: 905-525-9989 e: info@directmailworx.com www.directmailworx.com Contact: Dan Schottlander, General Manager

We take great pride in distinguishing ourselves from the competition. Utilizing the latest techniques and technology, your project will benefit from a proven quality assurance program through all stages of the process. When you partner with Pegasus Direct Mail Worx, you partner with

an organization that has dedicated itself to achieving your desired results. Contact us today and see how we can help you get your direct mail campaign on the right track. MailWorx: Always Delivering!

# PENNY LANE COMMUNICATIONS

16419-117 Ave Edmonton, AB T5M 3V3 p: 780-452-9103 / f: 780-452-2519 e: info@pennylane.ab.ca www.pennylane.ab.ca Contact: Gordon Russell, President

## **PILLAR DIRECT MARKETING SERVICES**

47-750 Birchmount Rd Scarborough, ON M1K 5H7 p: 416-755-9494 / f: 416-755-4343 e: rjones@pillardirect.com www.pillardirect.com Contact: Rod Jones, General Manager

## POSTE DESTINATION

4575 rue Hickmore, St. Laurent, QC H4T 1S5 p: 514-934-4545 / f: 514-934-5908 www.postedestination.com Contact: Chantal Cote, President

# Your complete, one-stop direct mail solution. Taking the direct, personal approach to all your mailing needs.

CMS is an innovative force in the mailing business. We differentiate ourselves from other full-service direct mailing houses by being dedicated to building strong, close relationships with our customers. Let our personal touch help connect you with your clients, on time and on budget.



Complete Mailing Service

1-888-683-2501 416-755-7761

info@completemailing.com www.completemailing.com

- ✓ Inkjet Envelopes or Direct Impression
- ✓ Inserting: Automated & Manual
- Addressed Admail & Publication Mail
- ✓ Polybagging, Tubing, Hand Assembling & Kits
- Mail Merge & Personalized Laser Printing
- ✓ Address Verification/Correction & Postal Sortation
- ✓ Data Entry & Database Management
- Photocopying, Collating, Stapling, Folding & Printing



#### **POSTLINX**

1170 Birchmount Road Scarborough, ON M1K 5M1 p: 416-752-8100 f: 416-752-8239 e: mprice@postlinx.com www.postlinx.com Contact: Greg McKenzie, President

# **RIDEAU MAILING SERVICE**

18-155 Colonnade Rd Ottawa, ON K2E 7K1 p: 613-727-1122 / f: 613-727-5002 e: frankl@rideaumailings.com www.rideaumailings.com Contact: Frank Lavryssen, Sales Manager

## **SMART DM**

324 Horner Ave, Unit A Toronto, ON M8W 1Z3 p: 416-354-4210 / f: 416-461-9201 e: jleonard@smartdm.ca www.smartdm.ca Contact: John Leonard, VP, Sales & Marketing

## **SPRING GLOBAL MAIL**

3198 Orlando Dr Mississauga, ON L4V 1R5 p: 905-405-8900 / f: 905-678-9788 e: spring.cs.ca@springglobalmail.com www.springglobalmail.com Contact: J J Hian-Cheong, General Manager, Canada

## TAYLOR-DEMERS MAIL PROCESSING

30 Rolark Dr Toronto, ON M1R 4G2 p: 416-412-0305 / f: 416-412-7443 e: todd@taylor-demers.com www.taylor-demers.com Contact: Todd Johnson, Account Manager

## **TBV BUSINESS SOLUTIONS**

4050 Graveley St Burnaby, BC V5C 4A5 p: 604-874-5626 / f: 604-874-7646 e: rgoyette@tbvets.org www.tbvbusinesssolutions.com Contact: Ron Goyette, General Manager

## **TDC DIRECT**

75 Superior Blvd Mississauga, ON L5T 2X9 p: 905-564-6616 / f: 905-564-6621 e: norm@datadirect.ca www.tdcdirect.com Contact: Norm Burns, VP



# THEREBATECOMPANY THEHUNTGROUP THEGIFTCARDGROUP

5875 Whittle Road
Mississauga, ON L4Z 2H4
p: 800-365-4844 / f: 905-890-7844
e: mdmckelvie@therebatecompany.com
www.therebatecompany.com
Contact: Michael McKelvie, VP, Marketing &
Communications
Everything we do is based on Best
Practice processes and is driven by our
passion to create an exceptional customer
experience while offering clients a
complete consumer reward solution. We



provide expert mail-in or online reward validation and management, creative & print, web, lettershop and customized reward cards. We distribute gift cards from the leading retailers and can engage your customers via direct or bulk mail, text messaging and publishing directly to BlackBerry and iPhone smart phones. Your consumer reward funds are protected by our SecureFund process, which includes an executed Trust Agreement. transparent promotion account balances and transactions, plus your company will be named on our comprehensive corporate insurance policies, with a Certification of Insurance that is renewed annually. Full protection at no additional cost. No Risk. Just Rewards. Call us now."

# TROI MAILING SERVICES INC

16-445 Midwest Rd Toronto, ON M1P 4Y9 p: 866-876-4624 / f: 416-757-4232 e: kirk\_barton@troimail.com www.troimail.com Contact: Kirk Barton, President

# WATT SOLUTIONS INC

40 Micro Crt
London, ON N6E 2T5
p: 519-681-6776 / f: 519-685-5695
e: info@wattsolutions.com
www.wattsolutions.com
Contact: Rob Milne, President
Watt Solutions specializes in the
production of high-volume, personalized
direct mail for distribution throughout

Canada and the United States. Since 1922, we have grown to provide a complete range of in-house solutions including database management, variable laser personalization, Canada Post and USPS Postal sortation discounts, fully automated lettershop, Sitma polybagging, sheet fed full-colour offset and digital printing, fulfillment services and much more.

## **WOOD & ASSOCIATES DIRECT**

237 Finchdene Sq, Unit 2
Toronto, ON M1X 2E1
p: 416-293-2511
f: 416-293-2594
e: Iruddy@wood-and-associates.com
Contact: Linda Ruddy, VP, Sales & Marketing

# Management Consultant (Strategy, Privacy, etc)

## A COUPLE OF CHICKS E-MARKETING

100-1150 Stavebank Rd Mississauga, ON L5G 2T9 p: 905-401-2249 Contact: Alicia Whalen, CEO

## **ACCENTURE CANADA**

2100-160 Elgin St Ottawa, ON K2P 2P7 p: 613-750-5000 Contact: William Morris, Managing Director, Canada

# **AGENCYLINK**

30 Ashgrove Place
Toronto, ON M3B 2Z1
p: 647-435-1105
e: sheila@agencylink.ca
www.agencylink.ca
Contact: Sheila Corriveau, Partner

## **ARCUS GROUP**

1801-1 Yonge St Toronto, ON M5E 1W7 p: 416-710-2727 / f: 416-335-8002 e: merril@arcusgroup.ca www.arcusgroup.ca Contact: Merril Mascarenhas, President



# **BAGHEERA CONSULTING**

151 Ronan Avenue
Toronto, ON M4N 2Y2
p: 416-953-3770 / f: 416-482-0068
e: bagheeraconsulting@rogers.com
Contact: Anne Claveau, Owner
A sole proprietorship that is well
connected in the Toronto market as
well as the international market (Europe

and US), my passion is Customer Relationship Management and how to help organizations make the transition to becoming more customer- centric through the delivery of leading-edge and enhanced multi-channel marketing and servicing initiatives.

## **BARNES MARKETING & ASSOC. INC.**

3 Sydney Place St. Johns, NF A1A 3V4 p: 709-753-2733 / f: 709-753-8533 e: info@bmai-strategy.com Contact: James Barnes, President

# BASE CONSULTING AND MANAGEMENT INC

301-250 Consumers Rd North York, ON M2J 4V6 p: 416-494-1440 / f: 416-495-8723 e: rlevine@baseconsulting.ca www.baseconsulting.ca Contact: Renee Levine, VP Mktg & Communications

# **BC3 STRATEGIES**

151 Bloor Street W, #420 Toronto, ON M5S 1S4 Contact: Laurence Bernstein, Partner

# **BREININGER & ASSOCIATES**

3204 Victory Cres Mississauga, ON L4T 1L9 p: 905-956-1161 / f: 905-946-0818 e: gbreininger@breiningerassociates.com www.breiningerassociates.com Contact: Gary Breininger, President

# **BUILDINGSALESTEAMS.COM**

14 Manorpark Ct Toronto, ON M2J 1A2 p: 416-498-9440 / f: 416-498-9517 e: info@buildingsalesteams.com www.buildingsalesteams.com Contact: Eric Young, President

## **CANADA POST BORDERFREE**

1 Dundas St W, 4th Fl Toronto, ON M5G 2L5 p: 416-480-2558x511 f: 416-480-0665 e: psazon@borderfree.com Contact: Pauline Sazon, Marketing Manager

# **CLOSED LOOP INC**

904-245 Davisville Ave Toronto, ON M4A 3H4 p: 416-902-7404 / f: 866-674-2697 e: info@closedloop.ca www.closedloop.ca Contact: Don Clifford, President

# **CUSTOMER CONTACTS**

31 Skyview Cres Toronto, ON M2J 1B7 p: 416-498-9440 / f: 416-498-9517 e: eric@customercontacts.net www.customercontacts.net Contact: Eric Young, President & CEO



customer foresight group

# **CUSTOMER FORESIGHT GROUP LTD**

1513--111 Pacific Ave Toronto, ON M6P 2P2 p: 416-651-0143 / f: 416-651-7883 e: enrico@customerforesight.com www.customerforesight.com Contact: Enrico Codogno, President

# Management Consultant (Strategy, Privacy, etc)

Customer Foresight Group is a Competitive Intelligence and Market Research firm providing primary research to private sector firms in North America and Europe. Established in 1999, Customer Foresight Group has established a roster of high profile clients in a wide range of industries who rely on our expertise and professionalism. Among the industries we serve are banking and other financial services, transportation, telecommunications, industrial products and services, and computer hardware and software.

# **CUSTOMETRICS, INC.**

1 Valleywood Dr. #3A-4A Markham, ON L3R 5L9 p: 905-479-4181 / f: 905-479-9022 e: dbeaton@custometrics.ca www.custometrics.ca Contact: David Beaton, Sr. Partner, CEO Custometrics: a team of analytical and strategic experts with state-of-the-art skills in customer and market analysis. We help our clients make the tough decisions that can most effectively build their businesses. From our breakthrough product, Ad-Catalyst, which measures, predicts and optimizes all forms of marketing-communication activity, to our 1:1 Optimization solutions, to our segmentation and market structure insight tools, Custometrics delivers customized decision support tools designed to help marketers reach their goals. Custometrics— Better Marketing Decisions.

# **DEMAND METRIC**

300-1275 West 6th Ave Vancouver, BC V6H 1A6 p: 866-947-7744 e: info@demandmetric.com www.demandmetric.com Contact: Jesse Hopps, President

# **DIGITAL THEORY MEDIA CONSULTING**

91 Crawford St Toronto, ON M6J 2V1 p: 416-361-9926 e: khanley@digitaltheory.ca Contact: Kate Hanley, President

# DIRECTIMI

900-170 University Ave Toronto, ON M5B 3M3 Contact: Gwen Rodney, Director, Campaign Management

# **EGENCIA**

63 rue De Bresoles Montreal, QC H2Y 1V7 p: 514-285-6959

Contact: Omar Ahmad, Managing Director, Canada

# **EMG MARKETING GROUP LTD**

2271-349 West Georgia St

Vancouver, BC V6B 3W5
p: 604-251-6873
f: 604-251-6813
e: solutions@e-marketinggroup.com
www.e-marketinggroup.com
Contact: Andrew Holtzman, Director, Sales & Marketing
Insanity is doing the same thing over and over again and expecting different results. As Business to Business sales and marketing specialists EMG Marketing
Group understands how to cost-effectively generate NEW profitable sales, launch NEW products and create NEW customers all with measureable results.

# **EMMA WARRILLOW & ASSOCIATES**

88 Courcelette Rd. Unit 2 Toronto, ON M1N 2T2 p: 416-699-5730 f: 416-699-5730 e: emma@emmawarrillow.com Contact: Emma Warrillow, President

# FOX GROUP TELECOM CONSULTING

5022 Herald Rd, Fox Hollow Mount Albert, ON LOG 1M0 p: 905-473-3369 f: 905-473-3698 e: roberta.fox@foxgroup.ca www.foxgroup.ca Contact: Roberta Fox, President & Senior Partner

# **GOLDSTEIN GROUP, THE**

718-401 Queens Quay W Toronto, ON M5V 2Y2 p: 416-260-9311 e: mgoldstein@sympatico.ca Contact: Mona Goldstein, President

## **HJ LINNEN ASSOCIATES**

200-2161 Scarth St Regina, SK S4P 2H8 p: 306-586-9611 Contact: Harvey Linnen, President

# **INCISIVE MARKETING INC**

4680 Camlann Crt
Richmond, BC V7C 4S1
p: 604-277-6292
f: 604-277-6294
e: cgt@incisivemarketing.ca
www.incisivemarketing.ca
Contact: Gail Tibbo, President

# **INNOVAPOST**

365 March Road Kanata, ON K2K 3N5 p: 613-270-6191 e: info@innovapost.com www.innovapost.com Contact: Robert Leighton, SVP, Retail & Direct Marketing

#### IPSOS REID LOYALTY

300-160 Bloor Street East Toronto, ON M4W 1B9 p: 416-324-2107 e: steve.levy@ipsos-reid.com www.ipsosloyalty.com/ca Contact: Steve Levy, President, Eastern Canada

# **JC WILLIAMS GROUP**

17 Dundonald St, 3rd Fl Toronto, ON M4Y 1K3 p: 416-921-4181 f: 416-921-4184 e: jtorella@jcwg.com www.jcwg.com Contact: John Torella, Senior Partner

## **LINTBUCKET MEDIA**

2103-1088 Quebec St Vancouver, BC V6A 4H2 Contact: Kate Trgovac, President & Chief Catalyst

# [LM]ENT MARKETING ENTERPRISES

46 Zaduk Ct Conestogo, ON NOB 1NO p: 519-664-0363 f: 519-664-0363 e: lori@lment.ca www.lment.ca Contact: Lori McCrae, President

# LSM CONSULTING

502-67 Yonge St Toronto, ON M5E 1J8 p: 416-361-7033 e: bstuart@lsmconsulting.com Contact: Robert Stuart, Partner

# MAILPOWER

1125 Adirondack Drive Ottawa, ON K2C 2V2 p: 613-224-0164 f: 613-224-0164 e: donaldkeyes@gmail.com Contact: Donald Keyes, President

# MARCOUNT CONSULTING INC.

208 Evans Avenue Toronto, ON M8Z 1J7 Contact: James Higginson, President

# Management Consultant (Strategy, Privacy, etc)

#### **NUCLEUS**

502 King Street West Toronto, ON M4W 2H2 p: 416-922-2727 f: 416-922-9450 www.cossette.com

Contact: Andrew Bergstrom, Senior Vice-President, General Manager

#### NYMITY

1801-1 Yonge St Toronto, ON M5E 1W7 p: 416-214-7838 f: 416-946-1178 e: terry.mcquay@nymity.com www.nymity.com Contact: Terry McQuay, President

#### **ODDITIE INC**

134 Wells St Toronto, ON M5R 1P4 p: 416-536-2994 www.odditie.com Contact: Hugh Oddie, President

# **POSTAL MARKETING CONSULTANTS**

1243 Nathaniel Cres Burlington, ON L7S 2A6 p: 905-632-5824 Contact: Bruce Calvin, General Manager

# **QUESTBACK CANADA**

3 Robert Speck Parkway Mississauga, ON L4Z 1S1 p: 905-896-6946 f: 905-896-0311 e: john.mctrusty@questback.ca www.questback.ca Contact: John McTrusty, President

# **RAYBEC COMMUNICATIONS INC**

305-66 Gerrard St E
Toronto, ON M2L 2E5
p: 416-444-4003
f: 416-444-7004
e: bob@raybec.com
www.raybec.com
Contact: Robert Beckerman, President

# **RELEVENTION MARKETING INC.**

36043 Auguston Parkway S. Abbotsford, BC V3G 3G1 p: 604-755-8566 f: 604-756-0884 e: info@relevention.com www.relevention.com Contact: Braden Douglas, President

# SALESSOURCE INTERNATIONAL

201-12 Flowering Vine Lane Brampton, ON L6X 5A4 p: 905-457-2262 f: 905-457-2462

Contact: Michael Artichuk, President

# SILVERBACK CRM

606-130 Spadina Ave Toronto, ON M5V 2L4 p: 416-363-0060 f: 416-617-2836 e: mjeffery@silverback-media.com www.silverback-media.com Our objective is to develop and implement effective 1-to-1 initiatives that build customer relationships and profitability for our clients. BTi offers integrated solutions and professional services emanating from the principles of CRM: strategic consulting and program design, data analytics, segmentation and profiling, results tracking, superior creative, production and lettershop management. We specialize in both on- and off-line communications tools including our most recent technology. the Living Brochure that brings your e-brochure to life!

# SIRIUSDECISIONS CANADA INC

598 Muscadet
Rosemere, QC J7A 4W8
p: 450-965-7391
f: 450-965-9314
e: amotz@siriusdecisions.com
www.siriusdecisions.com
Contact: Ally Motz, President & CEO

# SPB ORGANIZATIONAL PSYCHOLOGY

300-555 Boul Roland-Therrien Longueuil, QC J4H 4E7 p: 450-646-1022 f: 450-646-5184 e: kbaron@spb.ca www.spb.ca Contact: Kimberlea Baron, Consultant

# STEPPINGSTONES PARTNERSHIP INC

Box 8220 Edmonton, AB T6H 4P1 p: 780-430-8245 f: 780-434-0412

Contact: Russell Sawchuck, President, CEO

# STREETSMART MARKETER, THE

315 Cliffwood Rd.
Toronto, ON M2H 2E6
p: 416-204-0352
f: 416-204-0353
e: michael@streetsmartmarketer.com
www.streetsmartmarketer.com
Contact: Michael Hepworth, President

#### **TFNFO**

10 Brock St W, Box 915 Norwich, ON NOJ 1P0 p: 519-863-3975 f: 519-863-2563 e: lisa@promotionalconnections.com Contact: Lisa Leitch, VP, Sales & Marketing

## THE CLIENT

PO Box 2311 Stn M Calgary, AB T2P 2M6 p: 403-619-2786 www.theclient.ca Contact: Jim Carter, President

# THE OYSTER GROUP

59 Prince Albert Rd
Dartmouth, NS B2Y 1M1
p: 877-405-4858
e: fdrinnan@theoystergroup.ca
www.theoystergroup.ca
Contact: Faith Drinnan, President

# TMG INTERNATIONAL INC.

10 Four Seasons PI, #401 Toronto, ON M9B 6H7 f: 416-231-1375 Contact: Bill French, Partner

302-401 Queen's Quay West

Toronto, ON M5V 2Y2

# **VEREQUEST**

p: 416-362-6777
e: soatway@verequest.com
www.verequest.com
Contact: Sharon Oatway, President & CEO
VereQuest helps companies refine the
customer experience via telephone, email,
webchat, or face-to-face. Our multidisciplined, multi-channel approach helps
you listen to the clues customers leave with
every interaction. Our secure proprietary
technology enables us to deliver specific,
unbiased and actionable insight to drive a
superior experience.

# YORK UNIVERSITY, EXECUTIVE EDUCATION CENTRE

500-222 Bay St Toronto, ON M5K 1K2 p: 416-360-8850 f: 416-360-6105 Contact: Alan Middleton, Executive Director, Schulich Executive Education

DM Industry Sourcebook 2009 | DIRECT MARKETING

# Marketing/Market Research/Surveys/Polls

#### CANADAPLUS.COM

6220 Westar Dr LaSalle, ON N9J 0B5 p: 519-734-0292x220 / f: 519-734-1464 e: mike.meixner@canadaplus.com www.canadaplus.com Contact: Mike Meixner, Director, **International Logistics** 

## **COMPEREMEDIA**

351 W Hubbard St. 8th Fl Chicago, IL 60610 p: 312-932-0500 / f: 312-932-0473 e: info@comperemedia.com www.comperemedia.com Contact: Jill Jacobucci

# CUSTOMETRICS, INC.

1 Valleywood Dr, #3A-4A Markham, ON L3R 5L9 p: 905-479-4181 / f: 905-479-9022 e: dbeaton@custometrics.ca www.custometrics.ca Contact: David Beaton, Sr. Partner, CEO Custometrics: a team of analytical and strategic experts with state-of-the-art skills in customer and market analysis. We help our clients make the tough decisions that can most effectively build their businesses. From our breakthrough product, Ad-Catalyst, which measures, predicts and optimizes all forms of marketing-communication activity, to our 1:1 Optimization solutions, to our segmentation and market structure insight tools, Custometrics delivers customized decision support tools designed to help marketers reach their goals. Custometrics— Better Marketing Decisions.

# **EMG MARKETING GROUP LTD**

p: 604-251-6873 / f: 604-251-6813

2271-349 West Georgia St Vancouver, BC V6B 3W5

e: solutions@e-marketinggroup.com www.e-marketinggroup.com Contact: Andrew Holtzman, Director, Sales & Marketing Insanity is doing the same thing over and over again and expecting different results. As Business to Business sales and marketing specialists EMG Marketing Group understands how to cost-effectively generate NEW profitable sales, launch NEW products and create NEW customers all with measureable results.

# **GLOBAL MARKET INSITE (GMI)**

405-221 West Esplanade Ave Vancouver, BC V7M 3J3 p: 206-315-9300 e: thanson-drury@gmi-mr.com www.gmi-mr.com Contact: Tiama Hanson-Drury, Account Executive

## **JUSTASON**

1156 Hornby St Vancouver, BC V6Z 1V8 p: 604-783-4165 e: barb@justasonmi.com www.justasonmi.com Contact: Barbara Justason, Principal

## **KLIENTEL**

774, rue Saint-Paul Ouest, 2e etage Montreal, QC H3C 1M4 p: 514-876-4101 e: pverret@klientel.ca Contact: Paul Verret, Vice President

# **LEXISNEXIS CANADA INC**

700-123 Commerce Valley Drive E Markham, ON L3T 7W8 p: 905-479-2665 / f: 905-479-2826 Contact: Maia Tihista, VP of Marketing

# **MARITZ CANADA INC**

6900 Maritz Drive Mississauga, ON L5W 1L8 p: 905-696-9400 / f: 905-696-9921 e: contactuscanada@maritz.com www.maritzcanada.com Contact: Paul Gallant, Director, Loyalty Maritz Canada designs and delivers solutions that promote loyalty among consumers and channels. We offer additional services that focus on the human dimension of performance relating to learning, performance incentives, event and experiential marketing and research.

# **NIELSEN CANADA**

160 McNabb St Markham, ON L3R 4B8 p: 905-475-1131 f: 905-475-8357 www.ca.nielsen.com Contact: Stephen Churchill, Managing Director, Consumer Group

## NPD GROUP CANADA CORP

200-240 Duncan Mill Rd North York, ON M3B 3R6 p: 416-383-0224 f: 416-383-0227 e: adrian\_murphy@npd.com www.npd.com Contact: Adrian Murphy, Vice President

#### **POLLSTREAM**

224 Wallace Avenue, Suite 310 Toronto, ON M6H 1V7

p: 416-588-7324 e: law@pollstream.com Contact: Lawrence Pilch, VP Business Development

## PULSE VOICE INC.

90 Nolan Court, Suite 1a

Markham, ON L3R 4L9 p: 905-754-4163 f: 905-305-0779 e: sales@pulsevoice.com www.pulsevoice.com Contact: Dale McLellan, Account Manager

# **RESEARCH DIMENSIONS**

6fl-30 Soudan Ave Toronto, ON M4S 1V6 p: 416-486-6161 f: 416-486-6162 e: nsiller@researchdimensions.com www.researchdimensions.com Contact: Nancy Siller, Partner

# RSI RESEARCH SOLUTIONS INC.

212 Gainsborough Road Toronto, ON M4L 3C6 p: 416-760-3740x274 f: 416-760-3748 Contact: Don Penfold, Princial Director

STRATEGIC DIRECT

# MARKETING GROUP STRATEGIC DIRECT MARKETING GROUP

# 101, 1029 6th Street SW Calgary, ABT2R 0Z5

p: 403-770-2804 e: scott@sdmg.ca www.sdmg.ca

Contact: Scott Martin, Managing Parter Strategic Direct Marketing Group (SDMG) is a boutique direct marketing agency with a flair for response-based programs. SDMG works with companies in the retail, sport and travel industries helping them reach, acquire and retain customers with the right message at the right moment through direct media. SDMG uses a broad range of proprietary technologies to execute programs such as: Live Chat, Email Marketing, Direct to Desktop, contesting and analytics. The underpinnings of each program are in-depth strategy and traditional direct marketing tactics, giving customers the results they need. SDMG is headquartered in Calgary, AB, with clients such as Best Buy, FutureShop, Sears, HBC, Intrawest, Palace Sports & Entertainment, Travel Alberta, Sask Tourism, Calgary Stampede, SportChek, and WestJet, Visit sdmg.ca for more information.

# Marketing/Market Research/Surveys/Polls

#### STUDENTREWARDS INC

603-110 Eglinton Ave E
Toronto, ON M4P 2Y1
p: 416-332-3210
f: 416-322-3209
e: suzanne@studentrewards.com
www.studentrewards.com
Contact: Suzanne Tyson, President
Studentrewards.com has the largest
database of youth in Canada. With 1.6
million members registered since 1998 and
over 600,000 permission youth today, we
can help companies reach the elusive 17-29
year old Canadian demographic. We reach

our members through e-marketing, web advertising and strategic scholarship and awards programs.

# **VEREQUEST**

Toronto, ON M5V 2Y2
p: 416-362-6777
e: soatway@verequest.com
www.verequest.com
Contact: Sharon Oatway, President & CEO
VereQuest helps companies refine the
customer experience via telephone, email,

webchat, or face-to-face. Our multi-

302-401 Queen's Quay West

disciplined, multi-channel approach helps you listen to the clues customers leave with every interaction. Our secure proprietary technology enables us to deliver specific, unbiased and actionable insight to drive a superior experience.

# **WINK RESEARCH**

333 Adelaide St E
Toronto, ON M5A 4T4
p: 416-727-5204
e: christopherb@wink-research.com
Contact: Christopher Berry, Director of
Analytics

# **Online Advertising Network**

#### **ADCENTRICITY**

439 King St W, 3rd Fl
Toronto, ON M5V 1K4
p: 212-444-8661
e: rob@adcentricity.com
www.adcentricity.com
Contact: Rob Gorrie, President & Founder

# **AZOOGLE NETWORK**

140 Allstate Parkway, #505 Markham, ON L3R 5Y8 p: 905-946-0300x222 f: 888-666-3120 e: help@azoogleads.com www.azoogleads.com Contact: Joseph Speiser, Managing Director

# CANWEST MEDIAWORKS (CANADA.COM)

1700-250 Yonge Street Toronto, ON M5B 2L7 p: 416-593-2901 / f: 416-593-9833 e: jholgate@canwestmediaworks.com Contact: Jennifer Holgate, VP, Interactive

# **CASALE MEDIA INC.**

74 Wingold Ave.
Toronto, ON M6B 1P5
p: 416-785-5908 / f: 416-785-9309
e: julia.casale@casalemedia.com
wwww.casalemedia.com
Contact: Julie Casale-Amorim, Executive VP

## **CONVERSYS INC**

62-45 King St London, ON N6A 1B8 p: 519-673-3570 f: 519-673-3571 e: markb@conversysinc.com www.conversysinc.com Contact: Mark Baldwin, President

#### **EMG MARKETING GROUP LTD**

2271-349 West Georgia St Vancouver, BC V6B 3W5 p: 604-251-6873 / f: 604-251-6813
e: solutions@e-marketinggroup.com
www.e-marketinggroup.com
Contact: Andrew Holtzman, Director, Sales
& Marketing
Insanity is doing the same thing over
and over again and expecting different
results. As Business to Business sales and
marketing specialists EMG Marketing
Group understands how to cost-effectively
generate NEW profitable sales, launch NEW
products and create NEW customers all
with measureable results.

# **ENIXA.TV**

5140, Saint-Patrick Montreal, QC H4E 4N5 p: 514-791-7979 e: pierre.lefebvre@enixa.tv Contact: Pierre Lefebvre

## **EXPEDIA CANADA**

610-410 Adelaide St W Toronto, ON M5V 1S7 p: 416-703-7400 / f: 416-703-4001 Contact: Sean Shannon, Vice President & General Manager

# FPINFORMART.CA/CANWEST INTERACTIVE

1450 Don Mills Rd Toronto, ON M3B 2X7 p: 416-442-2121 / f: 416-442-2940 e: bberkenblit@canwest.com www.canwest.com Contact: Bobby Berkenblit, Marketing Specialist

# klıx.ca

AD NETWORK KLIX.CA

800 Square Victoria, #5, Box 330 Montreal, QC H4Z 0A3

p: 866-392-5549 f: 514-373-8147 e: sales@klix.ca www.klix.ca

Contact: Genevieve Landry, Marketing Research Analyst

Klix.ca is your pay-per-click advertising solution. The Klix.ca Ad Network is a performance-based CPC/PPC (banner and text advertising) product for online direct marketing. It's the ideal advertising solution that connects you to potential customers It's about driving traffic, clicks and conversions to your website. Klix.ca constantly optimizes to make each of your campaigns as effective as possible--and our pay-per-click technology means you only pay for results! Klix.ca Ad Network includes all Quebecor family sites: Canoe.ca, Sun Media dailies (Toronto Sun, Ottawa Sun, London Free Press, Winnipeg Sun, Calgary Sun, Edmonton Sun, 24Hours.ca), online community newspapers (Sun Media), weekly Quebec online newspapers, TVA and more.

# sdmg" | STRATEGIC DIRECT MARKETING GROUP

# STRATEGIC DIRECT MARKETING GROUP

101, 1029 6th Street SW Calgary, AB T2R 0Z5 p: 403-770-2804 e: scott@sdmg.ca www.sdmg.ca

Contact: Scott Martin, Managing Parter Strategic Direct Marketing Group (SDMG) is a boutique direct marketing agency with a flair for response-based programs. SDMG works with companies in the retail, sport and travel industries helping them reach, acquire and retain customers with the right message at the right moment through direct media. SDMG uses a broad range of proprietary technologies to execute programs such as: Live Chat, Email

# **Online Advertising Network**

Marketing, Direct to Desktop, contesting and analytics. The underpinnings of each program are in-depth strategy and traditional direct marketing tactics, giving customers the results they need. SDMG is headquartered in Calgary, AB, with clients such as Best Buy, FutureShop, Sears, HBC, Intrawest, Palace Sports & Entertainment, Travel Alberta, Sask Tourism, Calgary Stampede, SportChek, and WestJet. Visit sdmg.ca for more information.

## STUDENTREWARDS INC

603-110 Eglinton Ave E
Toronto, ON M4P 2Y1
p: 416-332-3210 /f: 416-322-3209
e: suzanne@studentrewards.com
www.studentrewards.com
Contact: Suzanne Tyson, President
Studentrewards.com has the largest
database of youth in Canada. With 1.6
million members registered since 1998 and

over 600,000 permission youth today, we can help companies reach the elusive 17-29 year old Canadian demographic. We reach our members through e-marketing, web advertising and strategic scholarship and awards programs.



#### **VFNNGO**

207-155 Rexdale Blvd
Toronto, ON M9W 5Z8
p: 416-240-1811
f: 416-240-1158
e: info@venngo.com
www.venngo.com
Contact: Paul Weissman, President
Venngo is Canada's leading provider of
fully-managed discount solutions. Through
AdPerks, you can generate new leads
and sales from our private audience of
almost 1.5 million business and household

consumers. We work with a growing list of Canada's most prestigious employers, associations and loyalty groups. Your special discount will help their staff and members through tough economic times, while providing you with excellent exposure and ROI.

# **YELLOW PAGES GROUP**

16 Place due Commerce Montreal, QC H3E 2A5 p: 514-934-2767 f: 514-394-2922 www.ypg.com Contact: Jean-Pascal Lion, VP, Marketing

# **Payment Processing/Credit & Order Management**

# **AUTOMATED FULFILLMENT SYSTEMS**

80 Van Kirk Dr Brampton, ON L7A 1B1 p: 905-840-4230 f: 905-840-4143

Contact: John Dickson, President

# **CERIDIAN CANADA LTD.**

515-675 Cochrane Drive Markham, ON L3R 0B8 p: 905-947-7453 e: bill\_stanvick@ceridian.ca

Contact: Bill Stanwick, Director, Marketing

## **EQUIFAX CANADA**

110 Sheppard Ave E, 5th Fl Toronto, ON M2N 6Y8 p: 416-227-5228 f: 416-227-5309

Contact: Nadim Abdo, Leader, Predictive Sciences & Business Intelligenc

## **ERNEX MARKETING TECHNOLOGIES**

225-4259 Canada Way Burnaby, BC V5G 1H1 p: 604-415-1500 f: 604-415-1591

Contact: Malcolm Fowler, Senior VP, GM

## **FIRST DATA CANADA**

2360 Skymark Ave
Mississauga, ON L4W 5A4
p: 519-667-2838
e: mark.manax@firstdata.com
www.firstdata.com
Contact: Mark Manax, New Merchant Sales

# HOSTED DATA TRANSACTION SOLUTIONS

PO Box 106 Toronto, ON M5H 3W4 p: 877-339-4848 f: 877-315-1946 e: paul.howell@dexit.com

Contact: Paul Howell, President & CEO

# **MASTERCARD CANADA**

1400-2 Bloor Street West Toronto, ON M4W 3E2 p: 416-365-5560 f: 416-365-6670 www.mastercard.ca Contact: Lilian Tomovich, VP Customer Marketing

# NORDIA INC.

3100, Cote-Vertu Boulevard, Suite 280 Montreal, QC H4R 2J8 p: 514-332-5888 f: 514-332-9930 e: pcarbonneau@nordia.ca www.nordia.ca Contact: Patrick Carbonneau, Senior Director, Business Development

# NORTH SHORE AGENCY INC.

751 Summa Avenue Westbury, NY 11590 p: 516-370-9300 f: 516-370-6520 www.northshoreagency.com Contact: Brian McLlhenney

## PACNET SERVICES LTD

595 Howe St, 4th FI Vancouver, BC V6C 2T5 p: 604-689-0518 / f: 604-689-0313 e: brendan@pacnetservices.com www.pacnetservices.com Contact: Brendan Mahar, Business Development Manager

# SILVERBACK CRM

606-130 Spadina Ave Toronto, ON M5V 2L4 p: 416-363-0060 f: 416-617-2836 e: mjeffery@silverback-media.com www.silverback-media.com Our objective is to develop and implement effective 1-to-1 initiatives that build customer relationships and profitability for our clients. BTi offers integrated solutions and professional services emanating from the principles of CRM: strategic consulting and program design, data analytics, segmentation and profiling, results tracking, superior creative, production and lettershop management. We specialize in both on- and off-line communications tools including our most recent technology, the Living Brochure that brings your e-brochure to life!

# SYMCOR

400-1 Robert Speck Parkway Mississauga, ON L4Z 4E7 p: 905-273-1058 f: 905-273-1345 e: macpherson@symcor.com

# Payment Processing/Credit & Order Management

www.symcor.com Contact: Marleen MacPherson, VP, Commercial Sales Canada

## TRANS UNION OF CANADA INC

1501-325 Milner Ave Toronto, ON M1B 5N1 p: 416-332-2430 f: 416-609-1994 e: dbreau@tuc.ca www.tuc.ca Contact: Derrick Breau, VP, Sales & Marketing

# **VISA CANADA CORPORATION**

40 King Street W, #3700 Toronto, ON M5H 3Y2 Contact: Alp GÅrsoy, Marketing Manager Brand Marketing

# **Premiums/Sales Promotion**



# **CANADIAN TIRE GIFT CARDS**

2180 Yonge St, 14th Fl N Toronto, ON M4P 2V8

p: 800-589-7092 f: 416-480-3970 e: giftcard@cantire.com www.ctgiftcard.com Contact: Sandra Gabriel, Gift Card Analyst Regardless of what you want to say, or to whom you want to say it, only one gift offers the greatest flexibility in recognizing a job well done! Canadian Tire Gift Cards are redeemable for over 95,000 products in over 470 stores, 460 service centres, and 265 gas bars nationally. With so much to choose from, everyone who gets one is sure to find something just right! What's more, Canadian Tire is conveniently located to service 91% of the population. Available in \$10, \$25, \$50 and \$100 denominations. Choose a gift card that fits your budget or select a variety of cards to tailor your multilevel incentive program. Volume discounts available. Visit us at www.ctgiftcard.com for more program information or to place an order today!

# **CHEXX INC.**

610-595 Howe St Vancouver, BC V6C 2T5 p: 604-689-0366 / f: 604-689-0311 e: info@chexxinc.com www.chexxinc.com Contact: Laura Moscovitz, General Manager

## **DACS MARKETING & SPONSORSHIP**

8-3405 American Dr Mississauga, ON L4V 1T6 p: 905-672-8283 f: 905-612-1633 e: info@dacs.ca www.dacs.ca Contact: David Schmidt, Partner

# **EMG MARKETING GROUP LTD**

2271-349 West Georgia St Vancouver, BC V6B 3W5 p: 604-251-6873 f: 604-251-6813 e: solutions@e-marketinggroup.com www.e-marketinggroup.com Contact: Andrew Holtzman, Director, Sales & Marketing Insanity is doing the same thing over and over again and expecting different results. As Business to Business sales and marketing specialists EMG Marketing Group understands how to cost-effectively generate NEW profitable sales, launch NEW products and create NEW customers all with measureable results.

# **EMPIRE MARKETING CORP**

111-10451 Shellbridge Way Richmond, BC V6X 2W8 p: 604-273-9100 f: 604-273-7399 e: info@empiremarketing.com www.empiremarketing.com Contact: Larry Moss, President

# **MARIN'S CANADA**

3380 South Service Road Burlington, ON L7N 3J5 p: 450-462-7976 f: 450-462-7896 Contact: Richard Boucher, President

## **OPTIMAL PAYMENTS**

700-2 Place Alexis-Nihon 3500 Maisonneueve Blvd. W Montreal, QC H3Z 3C1 e: info@optimalpayments.com Contact: Mitchell Garber, President & CEO

# **PARETO CORP**

1700-2225 Sheppard Ave. E.
Toronto, ON M4M 3B4
p: 416-844-9658
e: sbritton@pareto.ca
Contact: Sue Britton, VP, Elevate Incentive
Solutions

# RDM CORPORATION/MINDFLIGHT

4-608 Weber St N Waterloo, ON N2V 1K4 p: 519-746-8483 / f: 519-746-3317 e: info@rdmcorp.com www.rdmcorp.com Contact: Norm MacPherson

## SALESPROM MARKETING

19885 Butternut Lane Pitt Meadows, BC V3Y 2S7 p: 604-730-9801 f: 604-484-2379 Contact: Kerri Groves, President

# **SCRATCH MARKETING & PROMOTIONS**

67 Mowat Ave, #240 Toronto, ON M6K 3E3 p: 416-535-0636 www.scratchmarketing.com Contact: David Raibov, CEO

# SILVERBACK CRM

606-130 Spadina Ave Toronto, ON M5V 2L4 p: 416-363-0060 f: 416-617-2836 e: mjeffery@silverback-media.com www.silverback-media.com Contact: Martin Jeffery, EVP, Client Service Our objective is to develop and implement effective 1-to-1 initiatives that build customer relationships and profitability for our clients. BTi offers integrated solutions and professional services emanating from the principles of CRM: strategic consulting and program design, data analytics, segmentation and profiling, results tracking, superior creative, production and lettershop management. We specialize in both on- and off-line communications tools including our most recent technology, the Living Brochure that brings your e-brochure to life!

# **SNAP PROMOTIONS**

101-2780 East Broadway Vancouver, BC V5M 1Y8 p: 604-687-3114 / f: 604-687-3364

# **Call Centres/Contact Centres/Customer Services**

e: info@snapromotions.com www.snapromotions.com Contact: Brad Watson, Business Manager

## **TAKAMATSU GROUP INC**

107-1 Eva Rd Toronto, ON M9C 4Z5 p: 416-239-5999 Contact: Rick Takamatsu



# THEREBATECOMPANY THEHUNTGROUP THEGIFTCARDGROUP

5875 Whittle Road Mississauga, ON L4Z 2H4 p: 800-365-4844 f: 905-890-7844

e: mdmckelvie@therebatecompany.com www.therebatecompany.com

Contact: Michael McKelvie, VP, Marketing & Communications

Everything we do is based on Best
Practice processes and is driven by our
passion to create an exceptional customer
experience while offering clients a
complete consumer reward solution. We
provide expert mail-in or online reward
validation and management, creative &
print, web, lettershop and customized
reward cards. We distribute gift cards
from the leading retailers and can engage
your customers via direct or bulk mail,
text messaging and publishing directly
to BlackBerry and iPhone smart phones.

Your consumer reward funds are protected by our SecureFund process, which includes an executed Trust Agreement, transparent promotion account balances and transactions, plus your company will be named on our comprehensive corporate insurance policies, with a Certification of Insurance that is renewed annually. Full protection at no additional cost. No Risk. Just Rewards. Call us now."

## VIRTUAL IMPACT MARKETING INC

9-5195 Harvester Rd Burlington, ON L7L 4Y8 p: 905-681-9126 f: 905-631-7119 Contact: Dave Kalust

# **Search Engine Marketing**

## ASKMEN.COM

801-4200 St-Laurent Montreal, QC H2W 2R2 p: 514-315-2008 e: carolina@askmen.com Contact: Carolina Bravo

# **CLICKINSIGHT CORPORATION**

267-3044 Bloor Street West Toronto, ON M8X 2Y8 p: 416-207-9623 e: june.li@clickinsight.ca www.clickinsight.ca Contact: June Li, Managing Director

# **CUSTOMETRICS, INC.**

1 Valleywood Dr, #3A-4A Markham, ON L3R 5L9 p: 905-479-4181 f: 905-479-9022 e: dbeaton@custometrics.ca www.custometrics.ca Contact: David Beaton, Sr. Partner, CEO Custometrics: a team of analytical and strategic experts with state-of-the-art skills in customer and market analysis. We help our clients make the tough decisions that can most effectively build their businesses. From our breakthrough product, Ad-Catalyst, which measures, predicts and optimizes all forms of marketing-communication activity, to our 1:1 Optimization solutions, to our segmentation and market structure insight tools, Custometrics delivers customized decision support tools designed to help marketers reach their goals. Custometrics— Better Marketing Decisions.

## **DAC GROUP**

455 Fenelon Blvd, #107 Dorval, QC H9S 5T8 p: 514-633-1322x203 f: 514-633-1386 e: mlemieux@dacgroup.com www.dacgroup.com Contact: Mario Lemieux, President

## **GOOGLE CANADA**

161 Bay St, 27th Floor Toronto, ON M5J 2A1 p: 416-572-2121 f: 416-572-2451 Contact: Sabrina Geremia, Head, Business Development, Branding & Fin. Svs

# klıx.ca

# AD NETWORK KLIX.CA

800 Square Victoria, #5, Box 330 Montreal, QC H4Z 0A3 p: 866-392-5549 f: 514-373-8147 e: sales@klix.ca www.klix.ca Contact: Genevieve Landry, Marketing

Research Analyst
Klix.ca is your pay-per-click advertising
solution. The Klix.ca Ad Network is a
performance-based CPC/PPC (banner
and text advertising) product for online
direct marketing. It's the ideal advertising
solution that connects you to potential
customers It's about driving traffic, clicks
and conversions to your website. Klix.ca
constantly optimizes to make each of your
campaigns as effective as possible--and our

pay-per-click technology means you only pay for results! Klix.ca Ad Network includes all Quebecor family sites: Canoe.ca, Sun Media dailies (Toronto Sun, Ottawa Sun, London Free Press, Winnipeg Sun, Calgary Sun, Edmonton Sun, 24Hours.ca), online community newspapers (Sun Media), weekly Quebec online newspapers, TVA and more.

# MARCO CORPORATION, THE

470 Hardy Rd
Brantford, ON N3V 6T1
p: 519-751-2227
f: 519-751-0561
e: scruickshank@themarcocorporation.com
www.themarcocorporation.com
Contact: Scott Cruickshank, Sales Manager

# MINDBLOSSOM INC.

210-447 Richmond St. W.
Toronto, ON M5V 3E7
p: 416-203-2224x102
Contact: Jane Sckolnik, Senior Manager,
Business Development

# NORTHERN RESPONSE (INT'L) LTD

18 Skagway Ave
Toronto, ON M1M 3V1
p: 416-261-6699
f: 416-261-4159
e: david@nresponse.com
www.shopnorthern.com
Contact: David Baldassi, New Business
Development

# **Search Engine Marketing**

#### **POWERSPIRIT**

601 Finch Ave. W., #411 Toronto, ON M2R 1N9 p: 416-804-9621

Contact: Jacob Filipp, Founder

## **SOCIAL MEDIA GROUP**

10 Ogilvie St Dundas, ON L9H 2S2 p: 905-628-4978

Contact: Maggie Fox, CEO

#### TWIST MARKETING

201-30 Kinnear Ct Richmond Hill, ON L4B 1K8 p: 905-737-0911 Contact: David Kane

# **WANNAWIN, DIV. SKOOZ CANADA**

1450 city councillors, suite 425 Montreal, QC H3A 2E6 p: 514-787-1769 f: 514-666-1087

Contact: Laurent Lucas, President

#### YAHOO! CANADA

106 Front Street, Suite 200
Toronto, ON M5A 1E1
p: 416-848-6187
f: 416-569-8487
e: mdaniel@yahoo-inc.com
Contact: Maor Daniel, National Marketing

Manager

# Variable Imaging/1 to 1 Printing/Custom Printing



## **ASSETPRINT**

200-1111 St-Urbain

Montral, QC H2Z 1Y6
p: 514-847-5361
e: fgill@assetprint.ca
www.assetprint.ca
Contact: Felix Gill, CEO
Canada's most cutting edge peronalized
printing and fulfillment services. Grab and
retain your customers' attention to greatly
improve conversion. Great quality, high
security and on demand digital print facility
with the best prices out there! Located in
downtown Montreal. Call 1-866-PRINT-38
or upload your files to www.assetprint.ca

# CLICKSTREAM INTERACTIVE GROUP CORP

57 Martin St
Regina, SK S4S 3W4
p: 306-596-4210
e: smyth@clickstream.ca
www.clickstream.ca
Contact: Brian Smyth, President
Search engine marketing and search
engine optimization specialist. Professional
web analysis of web statistics. Organic
listings and pay per click experience that
drives quality traffic.

# **COPYWELL DIGITAL PRINTING**

334 Rowntree Dairy Rd Woodbridge, ON L4L 8H2 p: 905-264-6006 f: 905-264-8959 Contact: Henry Go, President

# **CUSTOM DATA IMAGING CORPORATION**

9/10-35 Riviera Dr Markham, ON L3R 8N4 p: 905-415-2342 f: 905-415-9197 e: info@customdataimaging.com www.customdataimaging.com Contact: Sylvia McPherson, VP/VDP Marketing

CDIC is a recognized leader and specialist in providing Variable Data Print solutions for 1 to 1 direct marketing initiatives. From concept to completion, we provide all of the services required to create, produce and mail your high-impact, data-driven programs. CDIC clients typically achieve results that significantly outperform traditional direct mail programs. Our fundamental goal is to help you achieve a better bottom line. It's 'top of mind' in everything we do.

# **DATA DIRECT GROUP**

75 Superior Blvd
Mississauga, ON L5T 1H4
p: 905-564-0150
f: 905-564-7246
www.datadirect.ca
Contact: Debbie Major, Director New
Business Development
Canada's largest processing company,
offering data processing, laser/inkjet
printing, personalization, print on demand,
lettershop finishing, poly-wrapping, print
management, fulillment & distribution.

## **DIGIGRAPHICS**

Executive

206 Concession Rd Kingston, ON K7K 2B5 p: 613-548-4546 f: 613-548-8386

Contact: Doug Burget, President

# **DOMINKNOW LEARNING SYSTEMS**

40 Sunset Blvd.
Perth, ON K7H 2Y4
p: 613-264-0096
f: 613-264-9847
e: dominknow-frank@hotmail.com
Contact: Frank Scheffer, Senior Account

# **ENQUIRO**

410-1620 Dickson Ave Kelowna, BC V1Y 9Y2 p: 250-861-5252 f: 250-861-5235 e: info@enquiro.com www.enquiro.com

Contact: Gord Hotchkiss, President & CEO

## **NETSETGO MARKETING**

1129-1124 Lonsdale Ave North Vancouver, BC V7M 2H1 p: 604-985-0205 e: andrea@netsetgo.com www.netsetgo.com Contact: Andrea Hadley, President

## **NSTEIN TECHNOLOGIES**

75 Queen #4400

Montreal, QC H3C 2N6 p: 514-908-5406 f: 514-908-5407 e: sebastien.labbe@nstein.com Contact: Sebastien Labbe, Web Developer - Marketing

## **OTC SYSTEMS LTD**

P.O. Box 25115 London, ON N6C 6A8 p: 888-439-1682 f: 888-438-1682 e: tgraham@otcsystems.com www.otcsystems.com Contact: Tim Graham, President

# PDQ POST GROUP/PDQ PRINT SOLUTIONS

19134 95A Ave, 7/8 Surrey, BC V4N 4P2 p: 888-998-9878 f: 604-888-4467 e: lorraine@pdqpostgroup.com www.pdqpostgroup.com Contact: Lorraine Duclos, President

# Variable Imaging/1 to 1 Printing/Custom Printing

#### **SEARCHCOUNSEL**

2-448 Royal York Rd Toronto, ON M8Y 2S2 p: 416-255-7450 e: ramsite@canada.com Contact: Robin McRae, Consultant

# WAM INTERACTIVE INFORMATION INC

1 Promenade Circle #300a Thornhill, ON L4J 4P8 p: 905-731-7132 e: brian@waminc.net www.waminc.net

Contact: Brian Greenspan, Business

Development

# WATT SOLUTIONS INC

40 Micro Crt London, ON N6E 2T5 p: 519-681-6776 f: 519-685-5695 e: info@wattsolutions.com www.wattsolutions.com Contact: Rob Milne, President Watt Solutions specializes in the production of high-volume, personalized direct mail for distribution throughout Canada and the United States, Since 1922, we have grown to provide a complete range of in-house solutions including database management, variable laser

personalization, Canada Post and USPS Postal sortation discounts, fully automated lettershop, Sitma polybagging, sheet fed full-colour offset and digital printing, fulfillment services and much more.

## YWG WEB SITE PROMOTION

2006-411 Cumberland Ave Winnipeg, MB R3B 1P7 p: 866-267-3695 f: 204-989-4324 e: csr@ywg-web.com www.ywg-web.com Contact: Michael Kannon, President

# Web Analytics/Tracking

## APPLECORE INTERACTIVE

PO Box 21043 St. John's, NL A1A 5B2 p: 709-753-3652 f: 709-737-0395

Contact: Wilma Hartmann, President

# **COMSCORE MEDIA METRIX**

100-90 Sheppard Avenue East Toronto, ON M2N 3A1 p: 416-445-8881 / f: 416-921-3972 e: bbernie@comscore.com Contact: Brent Lowe-Bernie, President

# **CUSTOMETRICS, INC.** 1 Valleywood Dr, #3A-4A

Markham, ON L3R 5L9 p: 905-479-4181 f: 905-479-9022 e: dbeaton@custometrics.ca www.custometrics.ca Contact: David Beaton, Sr. Partner, CEO Custometrics: a team of analytical and strategic experts with state-of-the-art skills in customer and market analysis. We help our clients make the tough decisions that can most effectively build their businesses. From our breakthrough product, Ad-Catalyst, which measures, predicts and optimizes all forms of marketing-communication activity, to our 1:1 Optimization solutions, to our segmentation and market structure insight tools, Custometrics delivers customized decision support tools designed to help marketers reach their goals. Custometrics— Better Marketing Decisions.

# **DATATEL INC.**

712-1200 Eglinton Avenue E Toronto, ON M3C 1H9 p: 416-444-9172 f: 416-444-2581 e: d.brucesinclair@datatel-systems.com www.datatel-systems.com Contact: D. Bruce Sinclair, Director of **Business Development** 

# HOT BANANA SOFTWARE INC.

402-85 Bayfield St Barrie, ON L4M 3A7 p: 705-792-3880 f: 705-733-8859 www.hotbanana.com

Contact: David Terry, VP, Sales & Marketing

# LYRIS TECHNOLOGIES

12 Fairview Rd Barrie, ON L4N 4P3 p: 705-792-3880 e: ieff.iones@lvris.com www.lyris.com Contact: Jeff Jones, Account Manager

# **NETIQ CANADA**

1205-20 Bay St Toronto, ON M5J 2N8 p: 647-436-1177 e: info@netiq.com www.netig.com Contact: Territory Manager

100-5800 Explorer Drive

# **NETSUITE**

Mississauaga, ON L4W 5K9 p: 905-629-8486 f: 905-219-8450 e: netsuitecanada@netsuite.com Contact: Marc Huffman, Regional Vice President

# NORTHERN RESPONSE (INT'L) LTD

18 Skagway Ave Toronto, ON M1M 3V1 p: 416-261-6699 f: 416-261-4159 e: david@nresponse.com www.shopnorthern.com Contact: David Baldassi, New Business Development

## PLUS EMARKETING

1201 West Pender St Vancouver, BC V6E 2V2 p: 604-678-1425 www.plusemarketing.com Contact: Simon Lewis, Team Leader



# STRATEGIC DIRECT MARKETING GROUP

101, 1029 6th Street SW Calgary, ABT2R 0Z5 p: 403-770-2804 e: scott@sdmg.ca www.sdmg.ca

Contact: Scott Martin, Managing Parter Strategic Direct Marketing Group (SDMG) is a boutique direct marketing agency with a flair for response-based programs. SDMG works with companies in the retail, sport and travel industries helping them reach, acquire and retain customers with the right message at the right moment through direct media. SDMG uses a broad range of proprietary technologies to execute programs such as: Live Chat, Email Marketing, Direct to Desktop, contesting and analytics. The underpinnings of each program are in-depth strategy and traditional direct marketing tactics, giving customers the results they need. SDMG is headquartered in Calgary, AB, with clients such as Best Buy, FutureShop, Sears, HBC, Intrawest, Palace Sports & Entertainment, Travel Alberta, Sask Tourism, Calgary Stampede, SportChek, and WestJet. Visit sdmg.ca for more information.

# Web Analytics/Tracking

# TNS MEDIA INTELLIGENCE/EVALIANT SERVICES

8718 Royal Bluff Dr
Charlotte, NC 28269
p: 877-598-7054
f: 704-599-6250
e: cheryl.sargeant@tns-mi.com
www.tns-mi.com
Contact: Cheryl Sargeant, Sr. Dir., Canadian
Operations

Comprehensive and timely online ad tracking services, tracking a growing list of

over 200 leading ad-supported Canadian websites covering thousands of brands in virtually all categories...every day.

## **UNILYTICS CORPORATION**

708-1200 Eglinton Ave. East Toronto, ON M3C 1H9 p: 416-441-9009 e: kelly@unilytics.com www.unilytics.com

Contact: Kelly Kubrick, Consultant

# WEBTROPOLIS INC.

13 Delaney Cres Toronto, ON M6K 1P9 p: 888-770-1369 f: 905-877-9237 e: jjowett@webtropolis.com www.webtropolis.com Contact: Jan Jowett, Sales

# Voice Broadcast/Voice-Based Lead Generation

## BOXPILOT, INC.

400-600 Bay St Toronto, ON M5G 1M6 p: 416-341-0623 f: 416-341-0625 e: sales@boxpilot.com www.boxpilot.com Contact: Mike Kaitila, CEO

# VENTRILOQUIST VOICE SOLUTIONS INTERNATIONAL INC

5025 Orbitor Dr, #300 Mississauga, ON L4W 4Y5 p: 866-446-0860 e: mstrauss@vvsii.com www.vvsii.com Contact: Myriam Strauss, VP Sales & Marketing

