

July 2009

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**Lunch & Golf at Deer Creek on August 4th... sign up today!**

The Annual KCDMA Golf Tournament--sponsored by InfoData--will be held Tuesday, August 4, 2009.

Join us for the annual KCDMA Fund Raiser with food, prizes, goodie bags, chances to win a big raffle ... and 18 holes at the Deer Creek championship golf course.

[More Info / Register Now!](#)

*Don't delay -- Registration closes at noon on Friday, July 31st!*



**FAQ: Can I participate if I don't golf?**

Yes! Even if you aren't a golfer, you can still join the fun by attending lunch! Join your friends and colleagues at an elegant dining experience provided by Deer Creek Golf Club. [Register Now!](#)

**Special thanks to our  
tournament sponsor:**



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**Tournament Sponsorships Still  
Available**

We have a few sponsorships still available for the Golf Tournament at Deer Creek. For as little as \$200, you can get your name in front of some of Kansas City's most influential marketers and businesses.

Contact **Matt Duncan** today at  
**913.599.0088.**

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**Want to Get More Involved with KCDMA?**

Help us improve membership by joining the Membership Committee. We are looking for your enthusiasm and fresh ideas! If interested in helping, please email **Stephanie Ayers** at [steph.ayers@gmail.com](mailto:steph.ayers@gmail.com).

If you've got a nose for news or a penchant for proofreading, join the newsletter committee! If interested, contact **Heather Bowen Ray** at [hgray@janemobley.com](mailto:hgray@janemobley.com).

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## Report Explores Email Open and Click-Through Rates

According a report by MailerMailer, 12.5% of unique marketing emails were opened in the second half of 2008. The figure is down from the first half of 2008, when 13.2% of messages were opened. How often emails were opened and clicked varied with the industry of the sender and the size of the list.

Messages delivered to small and medium lists had higher open and click-through rates than messages delivered to lists of 1,000 or more subscribers. Religious and spiritual emails had the highest open rates among large lists, followed by travel, general consumer and retail. Click-through rates for lists of over 1,000 recipients were also highest for religious organizations, followed by telecommunications and travel companies. [Full story...](#)

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*Thank you to the sponsors of KCDMA that make our events possible.*

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