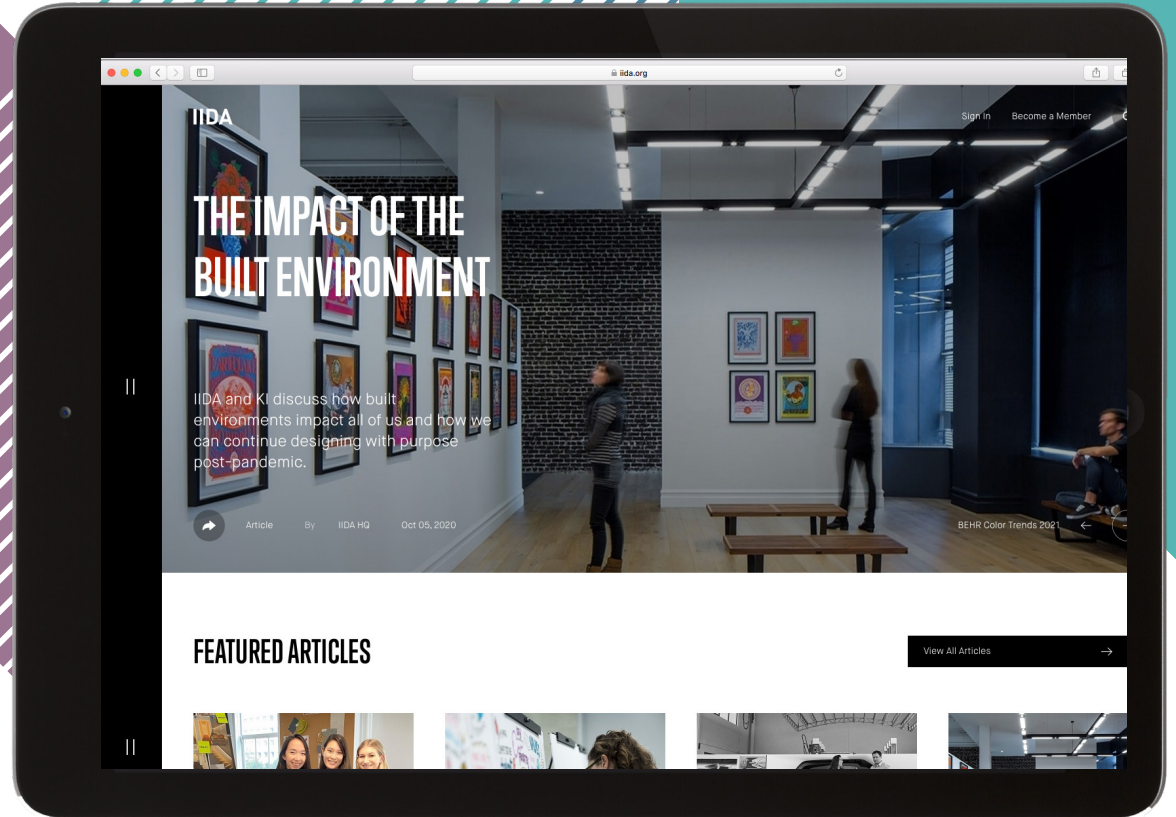


# IIDA MEDIA KIT



# IIDA is the commercial interior design association with global reach.

**Change makers and change agents.** Composed of more than 15,000 design professionals and industry influencers, IIDA's members are on the cutting edge of design. They're the product specifiers, project decision makers, and leaders who make projects happen.

**One size does not fit all.** IIDA tailors advertising and sponsorship opportunities to achieve your brand goals. Collaborating with you is the key to providing a customized solution that elevates your company, product, research, or service to our members. We also provide design industry consultant services and thought leadership spearheaded by industry expert, IIDA Executive Vice President and CEO, Cheryl S. Durst, Hon. FIIDA.

**Client outcomes.** IIDA is committed to developing enduring client relationships predicated on successful advertising and sponsorship outcomes.

## Ready to get to work? So are we.

Tracey Thomas  
Director of Strategic Sales  
[adsales@iida.org](mailto:adsales@iida.org)  
312.379.5135



**15,000+**  
**Members**



**394,250+**  
**Online Reach**

## AUDIENCE

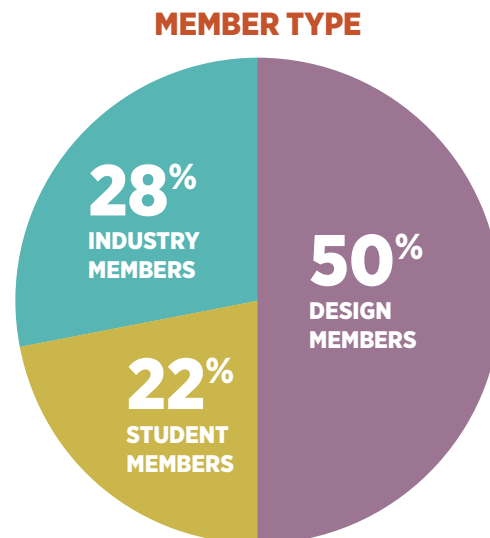
 **15,000+**  
MEMBERS

 **35**  
CHAPTERS

 **58**  
COUNTRIES


 **90**  
CITY CENTERS

 **120**  
CAMPUS CENTERS



 **FACEBOOK**  
**274,350+**  
Followers

 **INSTAGRAM**  
**26,000+**  
Followers

 **LINKEDIN**  
**60,500+**  
Followers

 **TWITTER**  
**35,000+**  
Followers

 **NEWSLETTERS**  
**17,000+**  
Subscriptions

 **WEBSITE**  
**229,000+**  
Unique Users

## DIGITAL ASSETS

**Emails** / 5

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Designed for Excellence

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Instagram

LinkedIn

Twitter

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## EMAILS

Market your product, service, research, or program directly to our 9,000+ commercial interiors-focused designers and student members with dedicated marketing emails segmented by membership type, location, job title, and more!

AVG. OPEN RATE: 22.25%

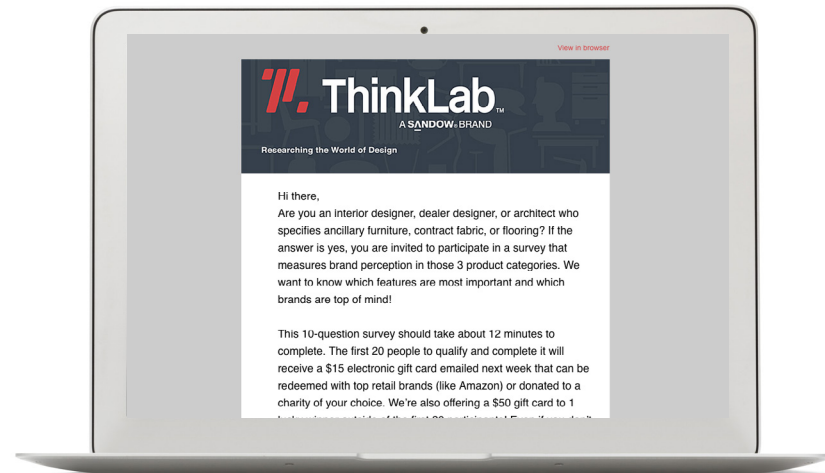
AVG. CLICK RATE: 1.21%

AVG. CLICK-TO-OPEN RATE: 5.4%

DELIVERABILITY: 98.95%

### Ad Specifications

All email files must be saved as a HTML file with linked images and/or graphics included separately.





# NEWSLETTERS

IIDA offers you the opportunity to reach engaged and informed commercial interior designers, manufacturers, and students through ads placed in one or all of our newsletters.

## Design Matters

Sent to all 15,000+ IIDA members, IIDA's flagship newsletter provides readers with relevant IIDA and industry news, programs, and articles

AUDIENCE: ALL IIDA MEMBERS

FREQUENCY: BI-WEEKLY

AVERAGE OPEN RATE: 22.4%

DELIVERABILITY: 98%

## Ad Specifications

All image files should be saved as a jpg, jpeg, or png file. No video or GIFs.

### Advertorial

*Image:* 600x600 pixels; 150 dpi

*Headline:* 55 characters including spaces (two lines)

*Description:* 245 characters including spaces;  
single paragraph with linked text to destination URL

### Banner Ad

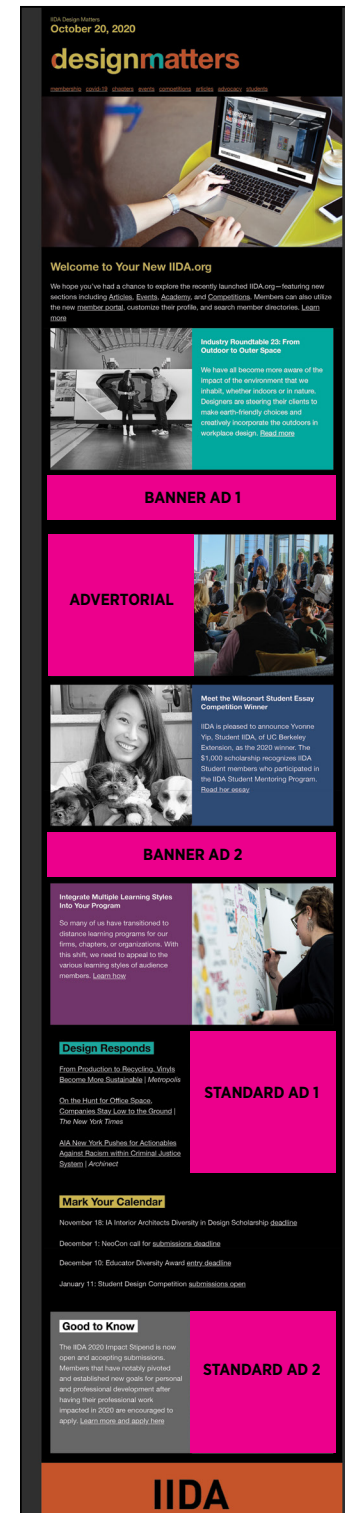
*Image:* 710x100 pixels; 72 dpi

### Standard Ad

*Image:* 600x600 pixels; 150 dpi

*Link:* URL

Tracey Thomas | Director of Strategic Sales | +01 312 379 5135 | [adsales@iida.org](mailto:adsales@iida.org) | [iida.org](http://iida.org)



## Designed for Excellence

This newsletter, dedicated to design awards and competitions, is sent to 25,000+ IIDA members and non-member subscribers consisting of representatives from top design firms nationally and internationally.

AUDIENCE: ALL IIDA MEMBERS, AND NON-MEMBER SUBSCRIBERS

FREQUENCY: BI-WEEKLY

AVERAGE OPEN RATE: 23.1%

DELIVERABILITY: 98.3%

## Ad Specifications

All image files should be saved as a jpg, jpeg, or png file. No video or GIFs.

### Advertorial

*Image:* 600x600 pixels; 150 dpi

*Headline:* 55 characters including spaces (two lines)

*Description:* 245 characters including spaces;  
single paragraph with linked text to destination URL

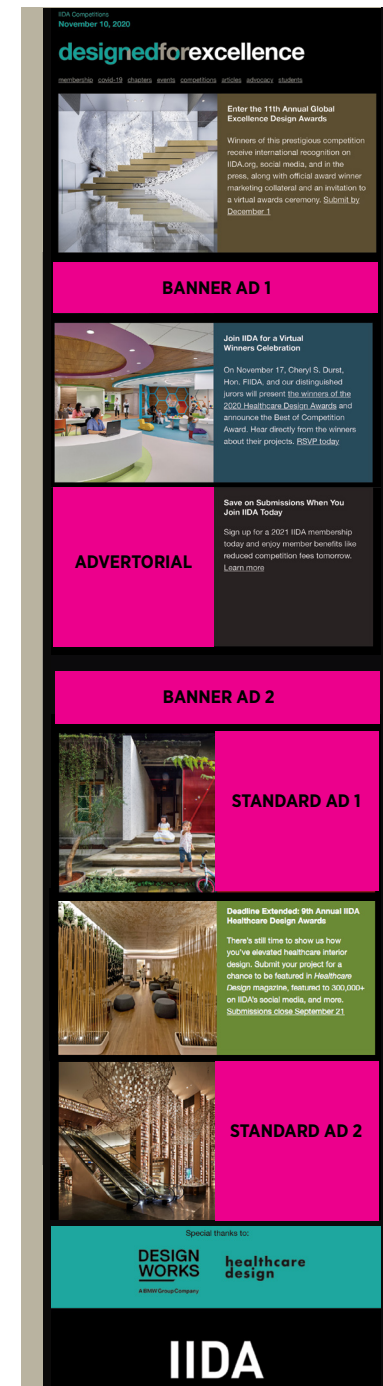
### Banner Ad

*Image:* 710x100 pixels; 72 dpi

### Standard Ad

*Image:* 600x600 pixels; 150 dpi

*Link:* URL



## WEBSITE<sup>1</sup>

Connect with your target audience with an advertorial or digital ad on the new IIDA.org—focused on content and engagement with IIDA membership and the design industry at large.

229,000+ UNIQUE USERS

853,500 PAGE VIEWS

1:53 MINUTES ON SITE

### Advertorial on IIDA.org

Advertorials are featured on IIDA.org under the “Articles” section and may also be featured on the IIDA.org homepage for up to two weeks and in *Design Matters* (please see page 6 for more information on *Design Matters*).

### Advertorial Specifications

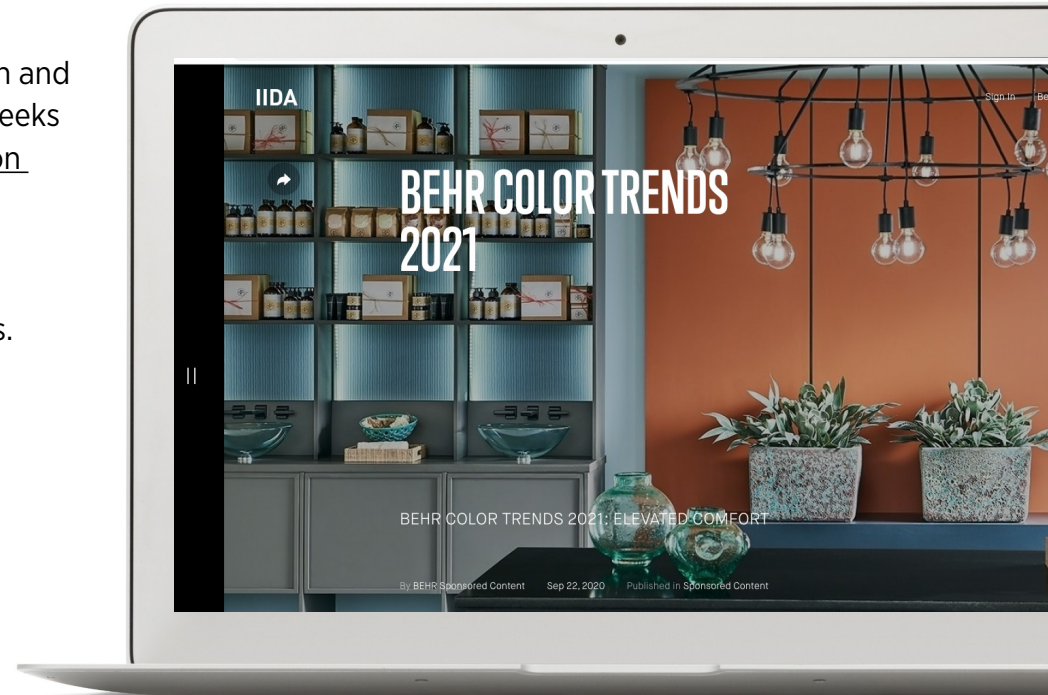
All image files should be saved as a jpg or jpeg. No video or GIFs.

*Leader image:* 1584x840 pixels; 72-150 dpi

*Copy:* 500-700 words

*Supporting images:* up to six total in varying sizes; minimum size 500x700, 72-150 dpi

*Sample advertorial:* [view here](#)





## Perspective Digital Ads

*Perspective* is the award-winning IIDA design journal—offering compelling commentary and articles about the topics that matter most to designers today. From workplace and healthcare design to smart technology and biophilia, *Perspective* is the definitive source for interior design thought leadership. Advertise in *Perspective*—published digitally through 2021—and connect with a broad community of IIDA members and design professionals across the industry through premium content.

## Perspective Digital Ad Specifications

Ads must use professional photography with minimal text or limited branding on the image (ideally just one logo). All ads are subject to review and approval by IIDA and will be labeled as sponsored material. All image files should be saved as a jpg or jpeg. No video or GIFs.

### RIGHT SIDE AD WITH TEXT

*Image:* 512x736 pixels; 72-150 dpi; with URL destination link

### RIGHT SIDE AD

*Image:* 612x325 pixels; 72-150 dpi; with URL destination link

### LARGE IMAGE AD

*Image:* 1280x800 pixels; 72-150 dpi; with URL destination link



## SOCIAL

Share your message with our nearly 400,000 followers across Facebook, Instagram, LinkedIn, and Twitter with sponsored posts.

### Sponsored Post Specifications

Posts must use professional photography with no text or branding on the image. Companies will be tagged in the post copy and image where applicable. All sponsored posts are subject to review and approval by IIDA and will be labeled as sponsored content.



**f**  
**FACEBOOK**  
**274,350+**  
**Followers**  
**55,955 AVERAGE**  
**IMPRESSIONS / MONTH**



**Twitter**  
**35,000+**  
**Followers**  
**23,300 AVERAGE**  
**IMPRESSIONS / MONTH**



**Instagram**  
**26,000+**  
**Followers**  
**90,962 AVERAGE**  
**IMPRESSIONS / MONTH**



**in**  
**LINKEDIN**  
**60,500+**  
**Followers**  
**60,900 AVERAGE**  
**IMPRESSIONS / MONTH**

## FOCUS GROUPS

Focus groups are an opportunity for a manufacturer to learn about overall company perceptions, effective communication, and most importantly, what specifiers think about a manufacturer's products from a group of 15-20 IIDA member participants. The format and questions are developed by the manufacturer, with IIDA providing feedback, edits, and more to ensure questions garner as much beneficial information as possible.



## WEBINARS OR VIRTUAL PROGRAMS

Connect, inform, and educate IIDA members and designers through live webinars, panel discussions, or product demonstrations. Utilizing Zoom webinar and meeting technology, you have the opportunity to share your expertise by providing continuing education or product introductions germane to the commercial interior design industry. Multiple virtual event options are available from intimate, invitation-only events to large seminars open to the public.

### For Public CEU Events

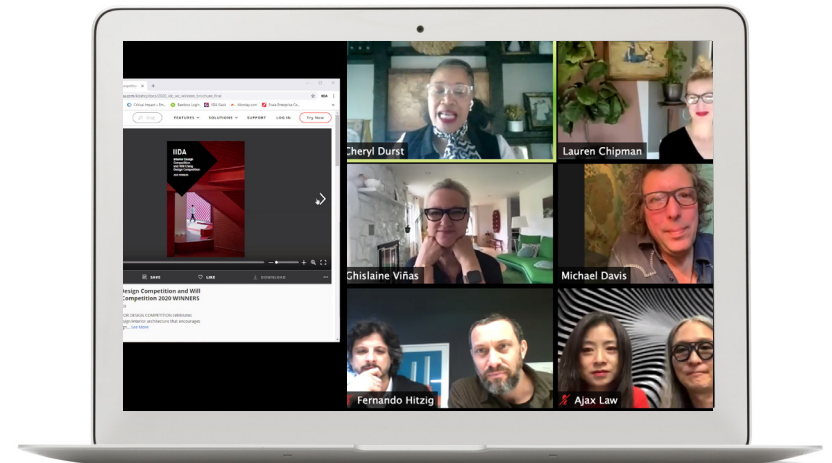
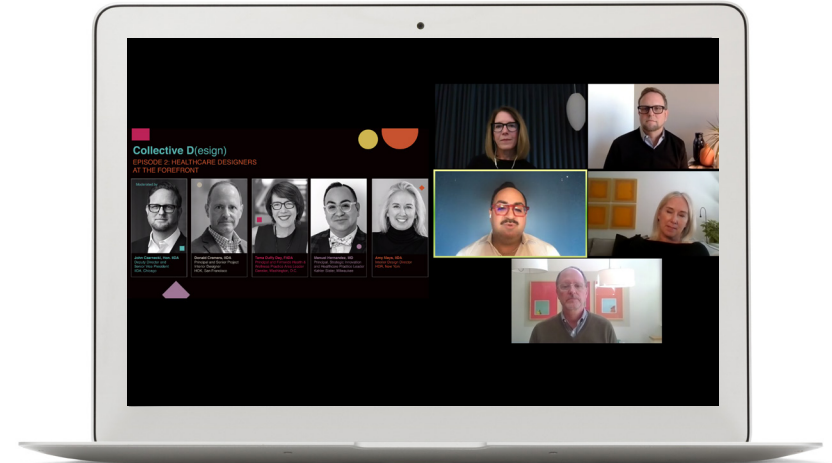
AVG. REGISTRATION: 1,100 ATTENDEES

HIGHEST CEU REGISTRATION: 1,600 ATTENDEES

### Standard Ad

*Image:* 600x600 pixels; 150 dpi

*Link:* URL



## **PAYMENT TERMS**

1. Payment is required 7 days prior to publication of any advertisement or program event date.
2. In the event of nonpayment, IIDA reserves the right to hold the advertiser and/or its agency jointly liable for such monies due.
3. Advertisers will be liable for 100% of the advertisement or program cost if a cancellation is made within 7 days of publication date and/or program event date. All cancellations must be made in writing.

### **Cancellation and Changes**

1. IIDA reserves the right to reject or cancel any advertisement or program for any reason without liability, even if previously acknowledged or accepted.
2. Advertisers may not cancel orders for, or make changes in, advertising or programs after the stated closing date. In the event IIDA accepts cancellation after the deadline, such acceptance must be in writing, and such cancellation may be subject to additional charges at IIDA's discretion.

### **Liability**

1. IIDA is not liable for any failure or delay in publishing and/or event postponement or cancellation caused by or arising from an act of God, accident, action by any governmental agency, explosion, embargo, fire, flood, insurrection, riot, strike, terrorism, or other occurrence beyond IIDA's control.
2. The advertiser agrees to indemnify and protect IIDA from any claims of expenses resulting from the advertiser's unauthorized use of any name, photograph, imagery, sketch, or words protected by copyright or registered trademark.
3. Advertorials or advertisements that appear editorial in nature will be clearly labeled as "Sponsored Content" or "Sponsored Material."

### **Analytics**

1. Upon written request, an advertiser may receive select analytics related to their advertisement and/or event such as open rates, click rates, registration numbers, etc.

**QUESTIONS? Please contact [adsales@iida.org](mailto:adsales@iida.org) or call 312-379-5135.**