

## 2 GREAT WAYS TO ADVERTISE!

- FIRMS & VENDOR HOTLINKS
- ONLINE ADVERTISING  
BOX AND BUTTON/SKYSCRAPERS

Your company will be accessible to customers and clients from all over the world when you advertise on www.idsa.org, the web site industrial designers and those looking for ID services visit.

### WHO'S VISITING?

More than 201,000 unique visitors per month, representing 85 countries, visit this site. The IDSA web site is heavily trafficked by professional industrial designers. The site attracts designers and companies from across the globe by providing over 2,000 pages of up-to-the-minute news, contacts, hotlinks, events and employment listings.

- VISITORS INCLUDE:**
- 80% of users are commercial businesses
  - 11% of users are universities and students
  - The top three countries with visitors to the IDSA web site are the US, China and Canada

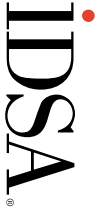
### TOP TEN VISITED PAGES:

- |                         |                             |
|-------------------------|-----------------------------|
| 1. ID Programs          | 6. Design News              |
| 2. Careers in ID        | 7. Employment               |
| 3. The Buzz             | 8. ID Defined               |
| 4. About IDSA: Overview | 9. Student-Mentor Directory |
| 5. Innovation           | 10. IDSA Membership         |

**AD SALES CONTACT**

IDSA ADVERTISING

PH: 703.707.6000 FX: 703.787.8501 EMAIL: ADVERTISING@IDSA .ORG



One easy step will increase your web site traffic. Add a hotlink to the IDSA Firms or Vendors pages. All links in this section of the site can be accessed via our searchable database organized by specialty, location and region. More than 3,000 users visit these pages each month looking for:

- industrial design services
- suppliers
- manufacturing and modelmaking services

Take your listing a step further by posting your company's profile, or a description of your services, specialty or anything else you want to say to promote your business. With a premium listing you get:

- 1,000-word profile description
- Complete contact information with email and web site links
- Complete specialty listing that is searchable from an easy-to-use drop-down menu
- Six (6) photos with room for a description of each

Basic and Premium listings may be purchased either quarterly or annually. Quarterly subscriptions must be paid three months in advance. Renewals will be automatically be invoiced to your account on your anniversary date.

Members	\$675/year (\$225/quarter)	\$1200/year (\$400/quarter)
Non-members	\$975/year (\$305/quarter)	\$1550/year (\$485/quarter)

## ONLINE ADVERTISING

### Box Ads

125 pixels x 125 pixels static or animated

### Button/Skyscraper Ads

125 x 600 pixels maximum

IDSA offers these web ad options in monthly increments with a three-month minimum purchase. Customers will be able to choose three different places on the web site for the ad to appear, but may not choose the IDSA home page. IDSA will randomly place the ad on two other page locations for a total of five page appearances.

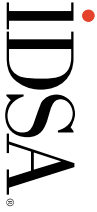
If pages become full with advertising, IDSA reserves the right to re-position the ad on the next highest visited page.

Three-month (minimum)	
Box	\$400
Button/Skyscraper	\$500
Six-month rate	
Box	\$700
Button/Skyscraper	\$950
One-year rate	
Box	\$1000
Button/Skyscraper	\$1450

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# www.idsa.org

## ADVERTISING ORDER FORM

Please fill out this form and fax to 703.787.8501 or click the link below to email to IDSA Advertising. Submit logos, profile copy, photos, etc., to advertising@idsa.org.

Advertising Company \_\_\_\_\_

Contact Name for Listing \_\_\_\_\_

Street \_\_\_\_\_ Suite No. \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Web site address to be used for listing link \_\_\_\_\_

Email address to be used for listing link \_\_\_\_\_

### Basic — Hotlink

#### Members

- \$675/year
- \$225/quarter

#### Non-members

- \$975/year
- \$305/quarter

### Premium — Profile + Hotlink

#### Members

- \$1200/year
- \$400/quarter

#### Non-members

- \$1550/year
- \$485/quarter

Please choose listing type:     ID Firm         Vendor

Also, please fill out form on next page.

### Online Advertising

#### 3 month minimum

- Box                      \$400
- Button/Skyscraper    \$500

#### Additional

- \$125
- \$100

Please remember to email all relevant documents. Your listing will be delayed without them.

Submit all space reservations to IDSA Advertising, advertising@idsa.org or via fax to 703.787.8501. All ad materials must be sent to 45195 Business Ct., Suite 250, Dulles, VA 20166

CREDIT CARD:    VISA    MC    AMEX                      SEND INVOICE    CHECK

CARD NO.	EXP. DATE
NAME	

SIGNATURE

## SEARCHABLE DATABASE SPECIALTIES — “THE LIST”

### Business & Industrial Products:

- Commercial & Industrial Equipment
- Communication Equipment
- Computers
- Computer Input Devices
- Computer Peripherals
- Heavy Machinery
- Professional Tools

### Business Development:

- Marketing Services
- Product Design Brokers
- Search Consultants

### Consumer Products:

- Accessories
- Appliances
- Consumer Electronics
- Consumer Products
- Consumer Tools
- Home Computers & Peripherals
- Housewares
- Juvenile Products
- Sporting & Fitness Products
- Toys & Games

### Design Explorations:

- Business & Industrial Concepts
- Concept Furniture
- Concept Vehicles
- Consumer Product Concepts
- Digital Media Concepts
- Medical & Scientific Concepts

### Design Resources:

- Building & Architectural Products
- Color Computer-Aided Design
- Educational Program
- Expert Witness
- Materials & Processes—Metals
- Materials & Processes—Plastics
- Mechanical Engineerin
- Media Services
- Modelmaking/Rapid Prototyping

### Design Strategy:

- Brand Design
- Corporate Design Strategy
- Design Management
- Product Planning
- Project Management

### Digital Media & Interfaces:

- Graphical User Interfaces
- Software, Web & Multimedia Designs

### Environments:

- Corporate, Public & Private Spaces
- Environmental Graphics & Signage
- Environments
- Exhibit Systems
- Museum Exhibits & Set Designs
- Showrooms & Retail Merchandising
- Themed Design
- Trade Show Exhibits

### Furniture:

- Contract Furniture
- Fixtures
- Lighting
- Residential Furniture

### Medical & Scientific Products:

- Clinical & Diagnostic Products
- Home-Care & Self-Care Products
- Industrial & Scientific Products
- Surgical & Therapeutic Products

### Packaging & Graphics:

- Corporate Identity
- Packaging Graphics
- Packaging Structures
- Product Graphics & Packaging

### Product Development Process:

- Design Research
- Ecological Design
- Ethnographic Research
- Human Factors Research
- Multidisciplinary Teams
- Product Development
- Universal Design

### Transportation:

- Automobiles
- Motorcycles
- Parts
- Recreational Vehicles
- Transportation Interiors
- Trucks & Commercial Transportation

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