

QUARTERLY OF THE INDUSTRIAL DESIGNERS SOCIETY OF AMERICA

INNOVATION

2016 Media Kit



IDSA[®]

INNOVATION® MEDIA KIT

2016 Advertising Information

INNOVATION is the voice of the industrial design profession and the quarterly publication of the Industrial Designers Society of America (IDSA). It provides in-depth coverage of industrial design issues while communicating the value of design to business and society at large. This award-winning quarterly is generously illustrated with images of cutting-edge designs. For the past several years, issues have been made available digitally to all members for review on their computers or tablets. Older issues and selected articles of every issue are available to anyone interested in industrial design. Issues of **INNOVATION** dating back to its origination in 1982 are available in offices worldwide for staff use—your ad will have longevity unrivaled by other design publications. **INNOVATION** reaches more industrial designers in North America than any other ID publication. It is the publication designers go to for content and substance on industrial design. You want to reach those designers who make the early decisions during product development.

CIRCULATION/READERSHIP

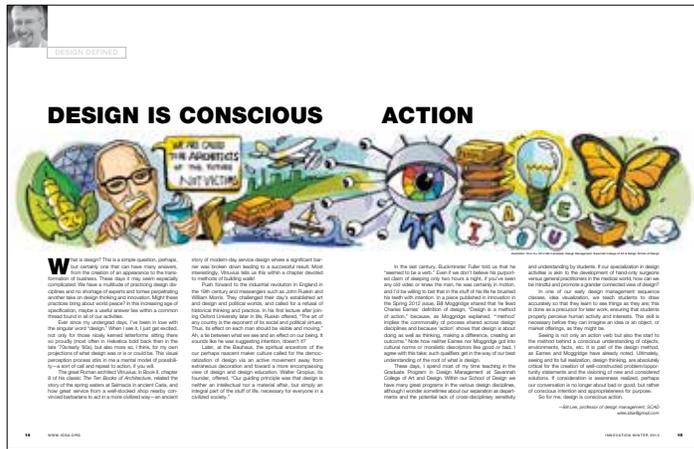
INNOVATION is available to over 3,000 IDSA members, including US and international design organizations, as well as executives in Fortune 500 companies. With many design firms electing to spread their association membership investment among several allied professional organizations, **INNOVATION** boasts a pass-along readership of over 12,000. Readers come from the following types of organizations: corporations (35%); industrial design firms (44%); design educators (7%) and others. Readers hold positions such as business executives, corporate design managers, heads of design firms and design consultants. Readers represent all segments of industrial design, including automotive, medical equipment, furniture, consumer electronics and housewares. There is no more cost-efficient way to reach industrial designers than by advertising in **INNOVATION**.

THEME ISSUES

INNOVATION is published four times a year. Each Spring, Summer and Winter issue is 64 pages plus cover and includes a core theme section centered on an area of importance to the industrial design profession. Each theme is guest edited by an IDSA member with expertise in a particular area of design. Each of these issues also contains other reviewed articles on different areas of design so there is always something for every reader.

IN EVERY ISSUE

Pages opposite any of **INNOVATION**'s regular columns create perfect preferred positions for advertisers. Appearing in every issue are the *HQ Report*, where IDSA's Executive Director Daniel Martinage updates the membership on important Society news; *From the Editor*, an introduction to the issue from Executive Editor, Mark Dziersk, FIDSA; *Business Concepts*; *Book Review*; *Design Defined*; and *Beautility*, a spirited look at the world of design by Tucker Viemeister, FIDSA.



ONLINE ACCESS

IDSA redesigned and rereleased its website idsa.org—at the start of this year. As part of the dramatic new design, **INNOVATION** has a prominent voice where readers can read the latest issue in full. Each issue includes all advertisements offering links to the company's website and author's emails. It is an engaging, digital, page turning experience that makes **INNOVATION** accessible anywhere. Issues back to 1992 are also searchable online by topic, issue and author for readers to explore a depth of areas such as design history, design excellence and more.



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KEY DEADLINES

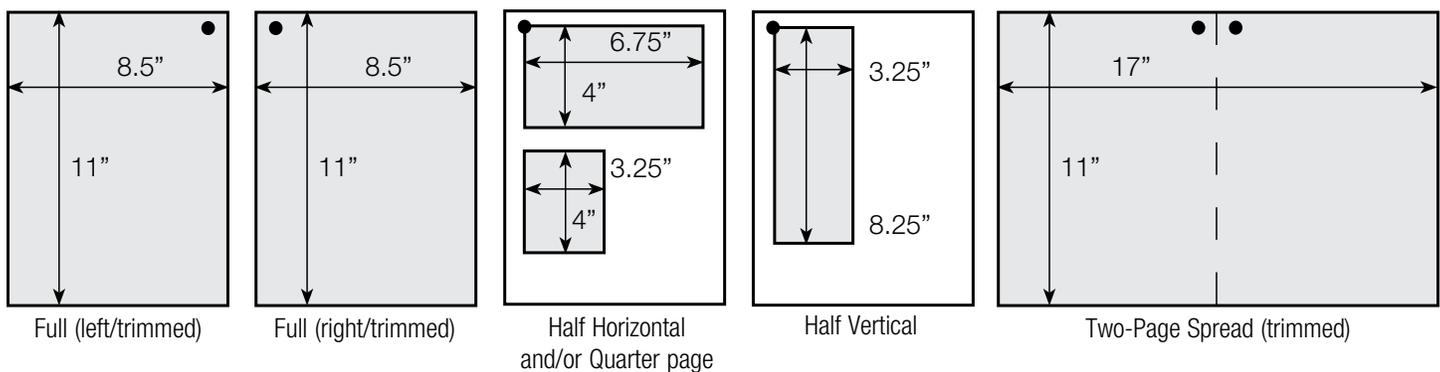
Issue	Spring 2016	Summer 2016	Fall/Yearbook 2016	Winter 2016
Ad Orders	Feb. 19	May 20	Aug. 26	Nov. 10
Showcase Submissions	March 4	May 27	n/a	Nov. 23
Ad Materials	March 4	May 27	Aug. 26	Nov. 23
Issue Release	Mar. 30	June 30	Sept. 30	Dec. 30

FOUR-COLOR AD COSTS

Size	Width	Height	Discounted Member Rates			Nonmember Rates		
			1x*	3x*	Yearbook	1x*	3x*	Yearbook
Full (inc. 1/8" bleed)	8.75"	11.25"	\$2,750	\$2,500	\$4,000	\$3,300	\$3,000	\$4,800
Half (vertical)	3.25"	9.25"	\$2,250	\$2,000	\$3,000	\$2,925	\$2,400	\$3,600
Half (horizontal)	6.75"	4.00"	\$2,250	\$2,000	\$3,000	\$2,925	\$2,400	\$3,600
Quarter page	3.25"	4.00"	\$1,000	—	—	\$1,500	—	—
2-page spread (w/bleed)	17.25"	11.25"	\$4,000	\$3,500	\$6,000	\$4,800	\$4,200	\$7,200

*Note: 1x and 3x rates do not include the Fall Yearbook.

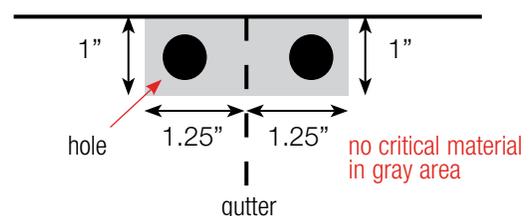
AD TRIM SIZES



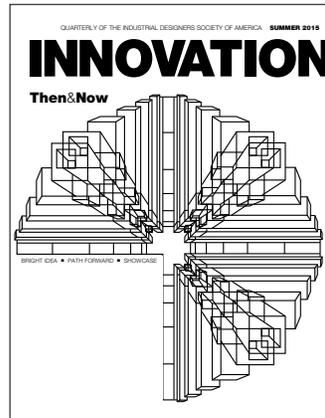
ADDITIONAL OPPORTUNITIES

Opportunity	All Issues	
	Member	Nonmember
Cover 2 (inside front)	+ \$1,000	+ \$1,250
Cover 3 (inside back)	+ \$750	+ \$1,000
Cover 4 (back)	+ \$1,500	+ \$1,750
Guaranteed position*	+ \$750	+ \$1,000

HOLE



INNOVATION® MEDIA KIT



PRINT AD SPECS

- Trim size is 8.5" x 11" / live matter should be kept within 7" x 10".
See the note below concerning the hole.
- All ads should be reduced to a single file with all fonts outlined and graphics embedded. Ads in native programs will be denied.
- File resolution should be 300 dpi, CMYK with bleeds and crop marks included. Do not include trim lines in your file. Crop marks should be outside the bleed area.
- Preferred file types include tiffs, eps and PDFs. PDFs must be created for print using Acrobat Version 4.
- Any costs incurred by the publisher will be rebilled to the advertiser at cost plus 35%.
- The Publisher has the right to insert the advertising anywhere in the issue at its discretion, and any condition on contracts, orders or copy instructions involving the placement of ads within an issue will be treated as a request only and cannot be guaranteed unless paid for. The Publisher's inability to comply with any such request that is not paid guaranteed positioning shall not relieve the agency or advertiser of the obligation to pay for the advertising.

THE HOLE

The design of **INNOVATION** includes a unique .5" diameter hole drilled all the way through the upper bound side or gutter side corner. The hole allows the readership to hang the magazine where it can be read by more people. Advertisers must take this design feature into account when designing their ads. Generally, it is suggested that no critical elements be placed in the upper corners 1" down and 1.25" in from either edge. It is the advertiser's responsibility to request a right- or left-hand page and pay for a position should they need to do so to accommodate the hole. Do not attempt to design around the hole.

AD POLICIES

IDSA reserves the right to decline any advertisement that is contrary to the mission, goals and guiding principles of the Society. The appearance of an advertisement does not constitute an IDSA endorsement.

Dual Responsibility for Payment: In the event of nonpayment, the publisher reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for payment due.

Publisher's Copy Protective Clause: Advertisers and their agencies assume liability for the content of printed advertising. The publisher is not liable for errors in key numbers nor for any inquiries or mail received by advertisers resulting from the ad.

Cancellations: Ads may not be cancelled after the space reservation closing date. In the event that an ad is pulled after this date, the advertiser will be responsible for 100% of the contracted amount in the insertion order.

DESIGN SHOWCASE

Each issue, with the exception of the Fall Yearbook issue, contains a feature Design Showcase. This special opportunity enables designers to publish their work with credits and a short provocative statement. This placement is available to members for \$450 and nonmembers for \$750.

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2016 Editorial Calendar

SPRING: The Human Hand

Guest Editor: Bryce Rutter, IDSA, Metaphase

Release Date: March 30

Over 95% of all the products we interface with daily involve the use of our hands in some way... We use our anatomic tools to pull, twist, grip, pinch, move, steer, hold, squeeze, turn, lift, scratch, slide, tighten, bend, tap, and open, among other things. But how do we know when to use two, three, four or five fingers? How do sense and control our hands and fingers to type an email or dissect heart tissue when the brain needs to control 36 floating joints affording 42 degrees of freedom? How do we sense textures, surfaces and materials? How do our hands age and how does this impact our ability to perform day-to-day tasks?

In this issue we begin with how hands work, what they afford, and how we control them. We will look at how children acquire motor control, coordination, and strength and the implications on designing products for infants, toddlers, and youths. We look at the hot topic of CTD's and RSI's and how mobile devices have introduced a new set of ergonomic performance requirements. Next we explore industry specific topic areas including wearables, digital interface design, med-surg instrument design, and packaging design. We conclude the issue by peering into the future with a review of state-of-the-art research on hands and how this will shape and inform tomorrow's industrial designers.

SUMMER: The State of Design

Release Date: June 30

Consultants, designers from corporations and educators address the state of the industrial design profession in thought-provoking essays. A collection of nearly 50 of the brightest minds in the industry answer the forward-thinking questions of where we are and where we are headed.

FALL: 2016 Yearbook of Design Excellence

Release Date: September 30

INNOVATION profiles the winners of the 2016 International Design Excellence Awards (IDEA). This Yearbook of Design Excellence chronicles the year's best designs in a full-color, bold presentation. In addition to presenting the Gold, Silver, Bronze and Finalist winners the Best in Show winners are highlighted with an indepth case study. The esteemed IDEA jury comments on the current state of design and remarks on individual winners. Past Yearbooks are displayed proudly in design offices across the country and used by design directors and corporate managers to sell the power of design to clients and higher level management.

WINTER: The Story Behind the Design

Guest Editor: Prasad Bordakar, IDSA, Arizona State University and Lee Gutkind, Creative Nonfiction

Release Date: December 31

We know that there's a living visible structure to design—it's all in what we see, feel and sense in the spaces we occupy and in most things we need and use—products like furniture, housewares, athletic equipment, medical devices, etc. And the creation of these items and ideas begin and end with story—precipitated by an obvious need or a problem perceived. The story is the primary motivating event that leads to design and to innovation.

There's also a structure to true storytelling, a genre referred to in the literary/publishing world as narrative nonfiction or creative nonfiction. This form of writing also has a design; it too follows a process from start to finish in the way it is crafted.

IN EVERY ISSUE

Each issue of **INNOVATION** includes themed articles and articles of other interest to the design community. In addition, there are regular featured columns, including Book Reviews, Design Defined, Beauty and Editorials.

ARTICLE SUBMISSION

Article proposals are reviewed on an on-going basis throughout the year. Each themed issue contains 2-3 nontheme articles which offer readers a different perspective on industrial design. One-page article submissions can be sent at any time in the year to **INNOVATION** Managing Editor Karen Berube at karenb@idsa.org.

INNOVATION[®] Advertising & Showcase Contract

CONTACT

Company Name (Company information for all published information)

Contact Name Title

Current Member Name Member Number

Address

City State Zip/Postal Code Country

E-mail address (Important updates sent via e-mail)

Website Phone Fax

PRICING	OPPORTUNITY	MEMBER RATES			NONMEMBER RATES			TOTAL
		1X	3X	YEARBOOK	1X	3X	YEARBOOK	
BASE PRICE	Full Page	\$2,750	\$2,500	\$4,000	\$3,300	\$3,000	\$4,800	
	Half Page (indicate V or H)	\$2,250	\$2,000	\$3,000	\$2,925	\$2,400	\$3,600	
	Quarter page	\$1,000	—	—	\$1,500	—	—	
	2-page Spread	\$4,000	\$3,500	\$6,000	\$4,800	\$4,200	\$7,200	
ADDITIONAL FEES	Guaranteed Position	+ \$750	+ \$750	+ \$750	+ \$1,000	+ \$1,000	+ \$1,000	
	C2 - Inside Front Cover	+ \$1,000	+ \$1,000	+ \$1,000	+ \$1,250	+ \$1,250	+ \$1,250	
	C3 - Inside Back Cover	+ \$750	+ \$750	+ \$750	+ \$1,000	+ \$1,000	+ \$1,000	
	C4 - Back Cover	+ \$1,500	+ \$1,500	+ \$1,500	+ \$1,750	+ \$1,750	+ \$1,750	
SHOWCASE	Per Design (Fill-in info below)	\$450 ea.	\$400 ea.*	—	\$750 ea.	\$725 ea.*	—	
ISSUE(S)	Please indicate which issue(s) by circling	SPRING	SUMMER	FALL	WINTER	TOTAL COST		

*Each issue would require a new product submission.

SHOWCASE DETAILS

Product Name designed by Design Firm for Client Name; Web Address

Provocative Statement (15 words max.)

PAYMENT

Client agrees to pay in full. No refunds will be processed for cancellations. Ads are assigned on a first-come, first-served basis. If IDSA is unable to fulfill any of your choices, we will contact you for an alternate choice.

Authorized Signature Title

Make checks payable (in U.S. Dollars) to IDSA. Or, you may also pay by Credit Card: AMEX M/C Visa

Amount to Charge Card No. Security Code No. Exp. Date

Print Name as it Appears on Card Card Holder Signature

IDSA
 Mail, fax or e-mail signed form complete with payment to:
 IDSA
 555 Grove St., Suite 200
 Herndon, VA 20170
 703-707-6000; FAX: 703-787-8501

Domestic Wires
 SunTrust Bank
 ABA # 061000104
 Account Number: 1000179906671
 Title on acct: INDUSTRIAL DESIGNERS
 SOCIETY OF AMERICA
 Special Instructions: if needed

International Wires
 SunTrust Bank
 25 Park Place, Atlanta, GA 30303
 Swift Code: SNTRUS3A
 Account Number: 1000179906671
 Title on acct: INDUSTRIAL DESIGNERS
 SOCIETY OF AMERICA
 Special Instructions: if needed

Questions?
 Contact: Katrina Kona
 703.707.6000 x100
 katrinak@idsa.org