INNOVATION

Media Kit
2014 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**.

**BEAUTIFUL & USEFUL**

The story of the spring waters at Salmacis in ancient Caria, and his classic perception process stirs in me a mental model of possibility. Although I wonder sometimes about our separation as different kinds of creatures, I also see the possibility of being both. Ah, a tie between what we see and an effect on our being.

**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 Dan 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; A Look Back* by noted design historian Carroll Gantz, FIDSA; and **Beautility**, a spirited look at the world of design by Tucker Viemeister, FIDSA.
INNOVATION " MEDIA KIT

Special Opportunities

YEARBOOK OF DESIGN EXCELLENCE
The Fall issue highlights the winners and finalists of IDSA’s International Design Excellence Awards (IDEA) competition and is IDSA’s Yearbook of Design Excellence. Case studies of the Best of Show award winners are invaluable to design firms and managers in highlighting the value design brings to business. This 200+ page Yearbook is the highlight of the year for INNOVATION and your best opportunity to advertise your products and services. Yearbooks are used to monitor trends, inspire design staffs and displayed by design firms in lobbies across the US and abroad.

DESIGN SHOWCASE
Getting publicity for a newly released design can sometimes be difficult. As a member benefit, INNOVATION offers a Design Showcase feature in the Spring, Summer and Winter issues. For a low price you can submit any current design in any area of design for publication in the next issue of INNOVATION. All submissions are published with the product name, credits, a web address and up to 15 evocative words. The open white backgrounds allow for an engaging display of current design trends. As an added bonus, all web links are active in the online version of each publication. There is no restriction to the number of submissions or how often during the year you can participate. Discounts for scheduling multiple issues in advance are available.
2014 Advertising Information

KEY DEADLINES

<table>
<thead>
<tr>
<th>Issue</th>
<th>Spring 2014</th>
<th>Summer 2014</th>
<th>Fall/Yearbook 2014</th>
<th>Winter 2014</th>
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<tr>
<td>Ad Orders</td>
<td>Feb. 14</td>
<td>May 23</td>
<td>Aug. 22</td>
<td>Nov. 14</td>
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<td>May 23</td>
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<td>May 30</td>
<td>Aug. 29</td>
<td>Nov. 21</td>
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<td>Issue Release</td>
<td>Mar. 21</td>
<td>Jun. 27</td>
<td>Sept. 26</td>
<td>Dec. 31</td>
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FOUR-COLOR AD COSTS

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<tr>
<th>Size</th>
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<th>Discounted Member Rates</th>
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<tr>
<td></td>
<td></td>
<td></td>
<td>1x*</td>
<td>3x*</td>
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<tr>
<td>Full (inc. 1/8” bleed)</td>
<td>8.75”</td>
<td>11.25”</td>
<td>$2,750</td>
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<td>$2,000</td>
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<td>6.75”</td>
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<tr>
<td>2-page spread (w/bleed)</td>
<td>17.25”</td>
<td>11.25”</td>
<td>$4,000</td>
<td>$3,500</td>
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<table>
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<th>Size</th>
<th>Width</th>
<th>Height</th>
<th>Yearbook</th>
<th>Discounted Member Rates</th>
<th>Nonmember Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1x*</td>
<td>3x*</td>
</tr>
<tr>
<td>Full (right/trimmed)</td>
<td>8.5”</td>
<td>11”</td>
<td></td>
<td>$3,300</td>
<td>$3,000</td>
</tr>
<tr>
<td>Half Horizontal</td>
<td>6.75”</td>
<td>4”</td>
<td></td>
<td>$3,000</td>
<td>$3,000</td>
</tr>
<tr>
<td>Half Vertical</td>
<td>3.25”</td>
<td>11”</td>
<td></td>
<td>$4,800</td>
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<td>$7,200</td>
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*Note: 1x and 3x rates do not include the Fall Yearbook.

AD TRIM SIZES

- Full (left/trimmed) 8.5” x 11”
- Full (right/trimmed) 8.5” x 11”
- Half Horizontal 6.75” x 4”
- Half Vertical 3.25” x 8.25”
- Two-Page Spread (trimmed) 17” x 11”

ADDITIONAL OPPORTUNITIES

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>All Issues</th>
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<tr>
<td></td>
<td>Member</td>
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<tr>
<td>Cover 2 (inside front)</td>
<td>+ $1,000</td>
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<tr>
<td>Cover 3 (inside back)</td>
<td>+ $750</td>
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<tr>
<td>Cover 4 (back)</td>
<td>+ $1,500</td>
</tr>
<tr>
<td>Guaranteed position*</td>
<td>+ $750</td>
</tr>
</tbody>
</table>

HOLE

- 1” gutter
- 1.25” hole
- No critical material in gray area
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.
2014 Editorial Calendar

SPRING: Design/Art/Craft: Our Expanding Field
Guest Editor: Scott Klinker, IDSA, Cranbrook Academy of Art
Release Date: March 21

Thirty years ago, the field of design was primarily about mass production. Since then, we’ve seen design discourse expand to include significant areas of overlap with the fine arts, crafts, architecture and fashion. If the industrial era gave us industrial design, then our current post-industrial era has given us an expanded field of ‘Design Culture’ that offers a wide range of perspectives on the man-made world. This issue will look specifically at the thinkers and makers who work in the hybrid spaces of Design/Art/Craft and discuss what Design Culture means in the American scene. A number of questions will be addressed. How have the boundaries between design, art and craft been redrawn? To what extent do the boundaries still matter? Is it a case of “anything goes?” And if not, what are the limits? What does “design thinking” look like in this expanded field? Where is Design Culture? Is it an American, European, Asian or transnational phenomenon? How does it operate at different scales? And is anybody driving it?

SUMMER: Medical Design
Guest Editor: Sean Hägen, IDSA, BlackHägen Design
Release Date: June 27

There are so many topical issues that industrial design can and does impact in the healthcare space these days that dedicating an issue of INNOVATION was a welcome challenge for Hägen who also is the Chair of the first Annual Medical Device Design Conference scheduled for late 2014. The challenge being how to cover the width and breadth of the problems and opportunities for design—as Mary Beth Privitera, IDSA says, “It’s a problem-solver’s playground.” Of all the diverse market niches industrial designers excel in and add value, the healthcare space is unique, as it is the most regulated from the government initiative to reform a dysfunctional insurance and care delivery system to domestic and international agencies charted to ensure safe and effective medical devices. The Affordable Care Act is in the mainstream spotlight and the FDA dominates the trade media with issues around usability standards and efficacy of new technologies (i.e. smart phones and 23&Me).

FALL: 2014 Yearbook of Design Excellence
Release Date: September 26

INNOVATION profiles the winners of the 2014 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: Design Education
Guest Editor: Lorraine Justice, FIDSA, Rochester Institute of Art
Release Date: December 31

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, A Look Back, Design Defined, Beautility 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.
## 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

<table>
<thead>
<tr>
<th>OPPORTUNITY</th>
<th>MEMBER RATES</th>
<th>NONMEMBER RATES</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>1X</td>
<td>3X</td>
</tr>
<tr>
<td><strong>BASE PRICE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,750</td>
<td>$2,500</td>
</tr>
<tr>
<td>Half Page (indicate V or H)</td>
<td>$2,250</td>
<td>$2,000</td>
</tr>
<tr>
<td>2-page Spread</td>
<td>$4,000</td>
<td>$3,500</td>
</tr>
<tr>
<td><strong>ADDITIONAL FEES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Guaranteed Position</td>
<td>+ $750</td>
<td>+ $750</td>
</tr>
<tr>
<td>C2 - Inside Front Cover</td>
<td>+ $1,000</td>
<td>+ $1,000</td>
</tr>
<tr>
<td>C3 - Inside Back Cover</td>
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<td>+ $750</td>
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<tr>
<td>C4 - Back Cover</td>
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<td>+ $1,500</td>
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<td><strong>SHOWCASE</strong></td>
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<tr>
<td>Per Design (fill-in info below)</td>
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<td>$400 ea.*</td>
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<tr>
<td><strong>ISSUE(S)</strong></td>
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<td></td>
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<tr>
<td>Please indicate which issue(s) by circling</td>
<td>SPRING</td>
<td>SUMMER</td>
</tr>
</tbody>
</table>

*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

**Questions?**  
Contact: Karen Berube  
703.707.6000 x102  
karenb@idsa.org