designUpdate

Reach over 19,000 industrial designers with your banner ad or sponsored content in this weekly electronic publication. This trusted newsletter is packed with society and member news and delivered every Thursday.

EDITORIAL FOCUS
Each issue includes articles on IDSA news and events, IDSA chapter, section and member news, as well as industry news.

FREQUENCY / CIRCULATION / READERSHIP
The designUpdate electronic newsletter is emailed to over 19,000 subscribers weekly. Readers include design educators and industrial designers from consultancies and corporations from diverse product categories that include:
- Technology
- Consumer electronics
- Transportation
- Medical equipment
- Housewares
- Furniture
- Toys
- Industrial equipment
- and much more!

DEADLINES
Space reservations and ad materials are due to IDSA no later than the Friday the week before the Thursday newsletter distribution.

Opportunities for Your Business
- Banner Advertisement
- Sponsored Content

Banner Ad Specifications
- 600 pixels (wide) x 100 pixels (tall)
- File formats: .PNG, .GIF, .JPG
- Preferred URL to link image

Sponsored Content Specifications
- 100 pixel (wide) x 100 pixel (tall) icon image
- Title (50 characters or less)
- 60–85 word blurb
- Preferred URL to link content

RATES
<table>
<thead>
<tr>
<th></th>
<th>MEMBER</th>
<th>NONMEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single issue</td>
<td>$425</td>
<td>$475</td>
</tr>
<tr>
<td>One Month</td>
<td>$1530</td>
<td>$1710</td>
</tr>
</tbody>
</table>

INTERESTED? NEXT STEPS:
1. Fill out and sign the Contract found on the next page and email to sales@idsa.org
2. Submit your artwork and the hyperlink to sales@idsa.org
CONTACT INFORMATION

Company Name (Company information for all published information)

Contact Name  Title

Address

City  State  Zip/Postal Code  Country

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

Website  Phone  Fax

Client agrees to pay 100% before the ad or sponsored content is placed on in the designUpdate. If payment is not received by this date, it will stall the release of the listing. No refunds will be processed for cancellations. designUpdate ads are assigned on a first-come, first-served basis, based on the order in which contracts and payment are received. If IDSA is unable to fulfill any of your choices, we will contact you for an alternate choice.

MEMBER INFORMATION

Current Member Name  Member Number

PRICING CHART

<table>
<thead>
<tr>
<th></th>
<th>SINGLE AD</th>
<th>4 ISSUES</th>
<th>3 MONTHS</th>
<th>6 MONTHS</th>
<th>1 YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MEMBER</td>
<td>NONMEMBER</td>
<td>MEMBER</td>
<td>NONMEMBER</td>
<td>MEMBER</td>
</tr>
<tr>
<td>BANNER AD</td>
<td>$425</td>
<td>$475</td>
<td>$1530</td>
<td>$1710</td>
<td>$4335</td>
</tr>
<tr>
<td>SPONSORED CONTENT</td>
<td>$600</td>
<td>$700</td>
<td>$2160</td>
<td>$2520</td>
<td>$6120</td>
</tr>
<tr>
<td>TOTAL:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

RESERVATION DATE(S)

Please List Dates of Ad Placement

CONTRACT AUTHORIZATION

Client agrees to abide by and be bound to all terms and conditions set forth in this contract and that the designUpdate ads will be assigned by IDSA Management according to their Rules and Regulations and the best interest of IDSA Management as a whole.

Authorized Signature and Title  Date

PAYMENT

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: IDSA Sales
703.707.6000
sales@idsa.org