

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

Single issue
One Month

MEMBER

\$425
\$1530

NONMEMBER

\$475
\$1710

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

designUpdate

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	SINGLE AD		4 ISSUES		3 MONTHS		6 MONTHS		1 YEAR	
	MEMBER	NONMEMBER	MEMBER	NONMEMBER	MEMBER	NONMEMBER	MEMBER	NONMEMBER	MEMBER	NONMEMBER
BANNER AD (600x100 px)	\$425	\$475	\$1530	\$1710	\$4335	\$4845	\$8000	\$8900	\$14875	\$16625
SPONSORED CONTENT	\$600	\$700	\$2160	\$2520	\$6120	\$7140	\$12,000	\$14000	\$21000	\$24500
TOTAL:										

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


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: IDSA Sales
 703.707.6000
 sales@idsa.org