

2017 MEDIA PLANNER

# ICON





# ASID ICON

The official magazine of the American Society of Interior Designers



ASID ICON is the bimonthly membership magazine for ASID. ASID ICON, published by Stamats Communications, Inc., is a magazine for both designers and those who love design. It is a magazine about ideas, providing strategic guidance and inspiration for a professional interior designer, as well as insight into the transformative nature of design and the business and design knowledge that is essential to the profession. Written by the most respected authors in the field, it has earned the reputation as the voice of the interior design industry nationwide. **Visit [ICON.asid.org](http://ICON.asid.org) to view the current and archived issues of ASID ICON.**

# ABOUT ASID

Founded in 1975, the American Society of Interior Designers (ASID) is the oldest, largest professional organization for interior designers. The rich, vibrant history of the organization goes back much further, to the founding of its predecessor organizations, the American Institute of Interior Designers and the National Society of Interior Designers.

ASID believes that design transforms lives. ASID serves the full range of the interior design profession through the Society's programs, networks, and advocacy. ASID thrives on the strength of cross-functional and interdisciplinary relationships among designers of all specialties, including workplace,

healthcare, retail and hospitality, education, institutional, and residential design. ASID leads interior designers in shared conversations around topics that matter: from evidence-based and human-centric design, to social responsibility, well-being, and sustainability. We showcase the impact of design on the human experience and the value interior designers provide.

ASID has more than 26,000 members engaging in a variety of professional programs and activities through a network of 47 chapter throughout North America. **Learn more at [www.asid.org](http://www.asid.org)**



# STATE OF THE INDUSTRY

The business of interior design has been quite good over the last 12 months, and we expect that to continue. Last year's State of the Industry report showed that interior design had fully recovered to pre-recession levels, and the momentum carried through this year, with only slight moderation. With all indicators showing robust growth, this is a good time to be in the interior design business. **Learn more at [www.asid.org/knowledge-center/outlook2016](http://www.asid.org/knowledge-center/outlook2016)**

**68,067**   
**EMPLOYED INTERIOR DESIGNERS**

Source: U.S. Bureau of Labor Statistics, Occupational Employment Survey, and Labor Force Current Population Survey

**12,642**   
**TOTAL NUMBER OF DESIGN FIRMS  
 (INCREASE OF 6 PERCENT)**

Source: U.S. Bureau of Labor Statistics, Census of Employment and Wages

**\$9.1 BILLION**   
**VALUE OF SALES**

Source: Barnes Reports, 2016 U.S. Industry Market Report, Interior Design Services Industry

**29 PERCENT**   
**OF FIRMS LOOKING TO HIRE THIS YEAR  
 (INCREASE OF 4 PERCENT)**

Source: ASID Business Performance Survey

**UP 7,243 SINCE 2015**   
**TOTAL # OF DESIGNERS (INCREASE OF 11.9 PERCENT)**

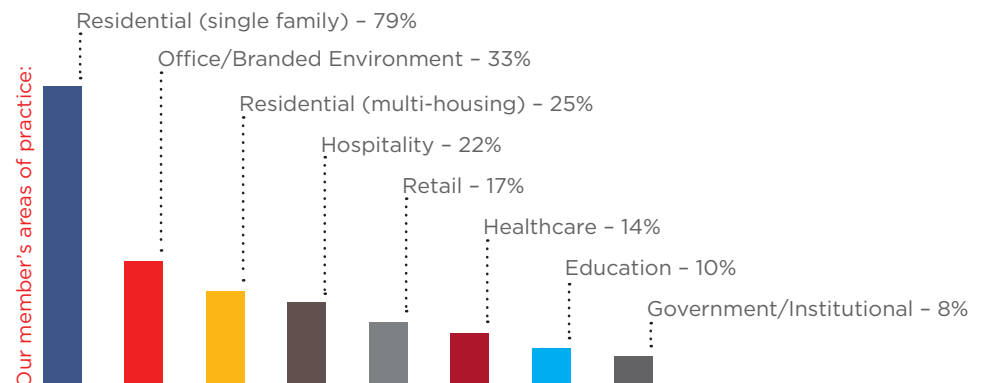
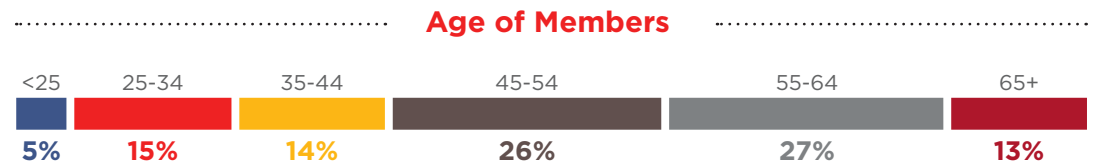
Source: U.S. Bureau of Labor Statistics, Current Employment Survey



# AUDIENCE

Design Practitioners  
 Industry Influencers  
 Students

**Reach more than 26,000 ASID members across North America**



# AUDIENCE

**26,000+**

Total Membership

**47**

Professional Chapters

**300**

Student Chapters



ASID ICON will be available at major conferences and industry events, including:

**January/February issue:**  
Environments for Aging

**March/April issue:**  
Coverings  
HD Expo  
High Point Spring Market  
ICFF  
Impact Summit

**May/June issue:**  
Dwell on Design  
NeoCon

**July/August issue:**  
MetroCon

**September/October issue**  
Healthcare Design  
High Point Fall Market

**November/December issue:**  
KBIS  
Surfaces

\*Items in the lineup could change



# CALENDAR

## JANUARY/FEBRUARY

- Design for Senior Living: How Baby Boomers Are Demanding Change
- Interior Designers and Affordable Housing
- Business of Design: The Competency Approach to Defining Who Is a Professional
- How It's Made: Paint
- Tech Talk: Acoustical Privacy

SPACE RESERVE 12/5/16  
AD MATERIALS DUE 12/9/16

## MARCH/APRIL

- Residential Designer as Curator
- Global Design
- Wellness in the Home
- Business of Design: Social Media for Interior Designers
- How It's Made: Coverings

SPACE RESERVE 2/6/17  
AD MATERIALS DUE 2/10/17

## MAY/JUNE

- Accessible Interiors
- Design for the Visually Impaired
- New Amenities in Hospitality
- Law Office Design
- Business of Design: How Retail Fits in with Online Market

SPACE RESERVE 4/5/17  
AD MATERIALS DUE 4/10/17

## JULY/AUGUST

- Women and Minorities in ID Leadership Roles
- What's New in Restaurant Design
- Public Bathrooms: Innovations
- Business of Design: Putting Liens on Designed Interiors
- How It's Made: Circadian Lighting

SPACE RESERVE 6/5/17  
AD MATERIALS DUE 6/9/17

## SEPTEMBER/OCTOBER

- Succession Planning for Interior Designers
- Medicare Requirements and the Design of Healthcare Settings
- Education in Interior Design at the K-12 level
- Design for Learning
- Tech Talk: The Latest on Smart Homes

SPACE RESERVE 8/7/17  
AD MATERIALS DUE 8/11/17

## NOVEMBER/DECEMBER

- Design of Sports Facilities
- Spaces Are Getting Smaller
- Business of Design: The Circular Economy
- How Presentations Are Changing
- How It's Made: Chairs—Originals vs. Knockoffs

SPACE RESERVE 10/5/17  
AD MATERIALS DUE 10/10/17

*\*Items in this lineup could change  
\*\*Submit content for consideration to [icon@asid.org](mailto:icon@asid.org)*





# PRINT

## 2017 AD RATES & SPECIFICATIONS

TYPE	1x	2x	4x	6x	LIVE AREA/ NON BLEED (0.25" margin* on all sides)	TRIM (width x height)	TRIM + BLEED (0.125" bleed on all sides)
<b>Spread</b>	\$10,835	\$10,289	\$9,207	\$8,240	17.5" x 10.375"	18" x 10.875"	18.25" x 11.125"
<b>Cover 2</b>	\$7,559	\$7,244	\$6,624	\$5,928	8.5" x 10.375"	9" x 10.875"	9.25" x 11.125"
<b>Cover 3</b>	\$7,559	\$7,244	\$6,624	\$5,928	8.5" x 10.375"	9" x 10.875"	9.25" x 11.125"
<b>Cover 4</b>	\$7,769	\$7,454	\$6,834	\$6,116	8.5" x 10.375"	9" x 10.875"	9.25" x 11.125"
<b>Full Page</b>	\$6,194	\$5,879	\$5,259	\$4,707	8.5" x 10.375"	9" x 10.875"	9.25" x 11.125"
<b>1/2 Page Horizontal</b>	\$3,936	\$3,737	\$3,348	\$2,996	8"x 5"	-	bleed not offered
<b>1/2 Page Vertical</b>	\$3,936	\$3,737	\$3,348	\$2,996	3.875" x 10.125"	-	bleed not offered
<b>1/3 Page Square</b>	\$2,970	\$2,823	\$2,529	\$2,263	5" x 5"	-	bleed not offered
<b>1/3 Page Vertical</b>	\$2,970	\$2,823	\$2,529	\$2,263	2.5" x 10.125"	-	bleed not offered
<b>1/4 Page Vertical</b>	\$2,277	\$2,162	\$1,931	\$1,728	3.875" x 5"	-	bleed not offered
<b>1/6 Page Vertical</b>	\$1,784	\$1,689	\$1,511	\$1,352	2.5" x 5"	-	bleed not offered
<b>1/8 Page Showroom Ad**</b>	\$945	\$903	\$819	\$733		-	-

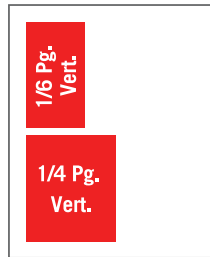
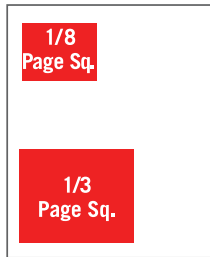
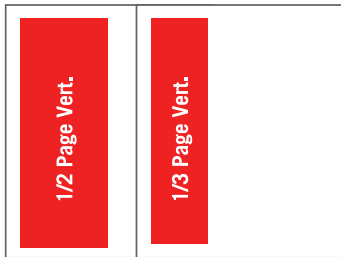
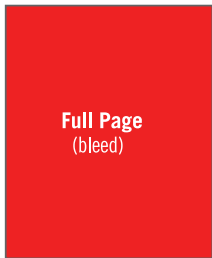
\* All type and important details should be inside 0.25" from the trim on all 4 sides.

\*\* Advertisers interested in running a photo of a product or logo, accompanied by text and contact information, can take advantage of the economical Showroom advertising section. Ad spaces are based on a 1/8-page template and allow for up to 90 words (including basic contact information) and a 1.58" x 2.25" image.

\* Industry partners, National Industry Partners, and sponsors across all levels receive a pre-negotiated discount.

Contact: Tom Davies | [Tom.Davies@stamats.com](mailto:Tom.Davies@stamats.com) | 319.861.5173

# PRINT



## 2017 AD FORMATS & SPECIFICATIONS

### SHOWROOM ADVERTISING SECTION

Advertisers interested in running a photo of a product or a logo accompanied by text and contact information, can take advantage of the economical Showroom advertising section. Ad spaces are based on a 1/8-page template and allow for up to 90 words (including basic contact information) and a 1.58" x 2.25" image.

### ACCEPTABLE FILE FORMAT

We accept only digital files in the PDF/X-1a format. Ensure that all elements are a minimum of 300 dpi and 100% in size. The color space must be CMYK or grayscale. Do not submit files in RGB. Export using an offset of 12 pt (0.1667") and include trim, bleed, and file information.

### ACCEPTABLE PROOFS

To ensure the highest quality of print reproduction, we ask that all digital files be accompanied by a SWOP-certified proof that represents the final file at 100%. In the absence of a SWOP-certified proof, the color reproduction of the ad will be based on industry standard best practices to achieve color as accurate as possible from the supplied digital file. You

may request that ASID ICON pull a proof for you at a production charge that will be applied to your invoice. ASID ICON will not accept responsibility for a digital ad's content or color if a digital proof is not supplied.

### ACCEPTABLE TRANSMISSION METHODS

URL: <http://Transfer.Buildings.com>  
 USER NAME: Icon  
 PASSWORD: Transfer (case sensitive)  
 Create a new folder titled with your company name. If you are a submitting agency, please title the folder with your client's name. Click on the blue up arrow to upload and drag and drop your files into your folder. Once your files have successfully uploaded, please notify Candy Holub, Production Manager, by e-mail to: [candy.holub@stamats.com](mailto:candy.holub@stamats.com) and indicate the file name.

### NOTES

Receipt of your insertion order indicates your acceptance of the requirements shown on the following Copy and Contract Regulations. There is no added charge for bleed. Only full-page and spread ads can have bleed; fractional bleed ads are not available.

All material remaining after 12 months will be destroyed.

# DIGITAL EDITION

ASID ICON offers distribution in a digital format as well as print, plus the digital edition is available on the ASID ICON blog for members and non-members to read, save and share.

Exclusive Digital Edition Advertising Package - **INCLUDES LEFT OF COVER AD AND BANNER ADS WITHIN THE ICON APP.**

This media channel provides you with an unlimited number of ways to stand out and present your message to your customers and prospects.

Take advantage of this rich media format with: **VIDEO, LINKS TO RELEVANT CONTENT, BLOW IN, BELLY BANDS, FLASH ENHANCEMENTS & SLIDE SHOWS.**

Left of Cover Ad.....



**NOTE:** Our digital edition technology automatically picks up all html links at no extra charge. Splitting the creative allows you to add additional links to your digital edition advertisements while keeping your print ad a print ad.



.....Banner Ad

.....Banner Ad

# DIGITAL EDITION

**2017 AD RATES & SPECIFICATIONS**

TYPE	DIMENSIONS	DISPLAY FILE	IMAGE QUALITY	FILE SIZE
<b>Full Page Left of Cover Ad</b>	8.5W x 10.375H	PDF/X-1a	300 DPI (minimum)	-
<b>Small Mobile Banner Ad</b>	320W x 50H	JPEG, PNG OR GIF	72 DPI	40k
<b>Medium Mobile Banner Ad</b>	728W x 90H	JPEG, PNG OR GIF	72 DPI	40k
<b>Large Mobile Banner Ad</b>	960W x 90H	JPEG, PNG OR GIF	72 DPI	40k
<b>Exclusive Digital Edition Advertising Package</b>	\$2,000 net			
<b>All Digital Enhanced Advertisements</b>	\$1,100 net			
<b>Split Creative for Print &amp; Digital</b>	\$300 net			

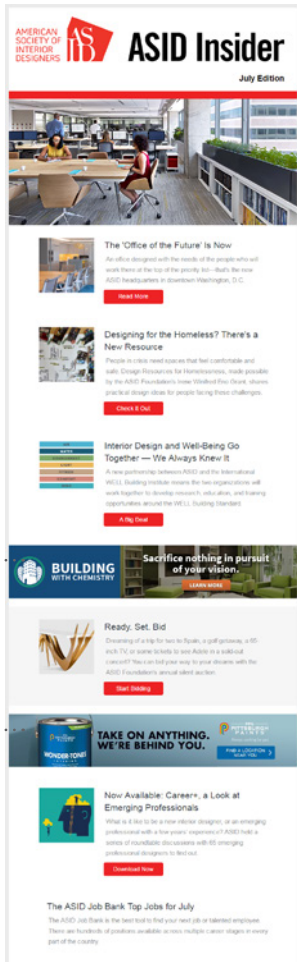
- \*One (1) URL or email link per ad
- \*JPEG, PNG, and GIF static files only
- \*3rd party ad server tags are not accepted
- \*Creative materials are due 14 days before launch dates
- \*Send files to Candy Holub, ASID ICON Production Manager, at [candy.holub@stamats.com](mailto:candy.holub@stamats.com)

# E-NEWSLETTER

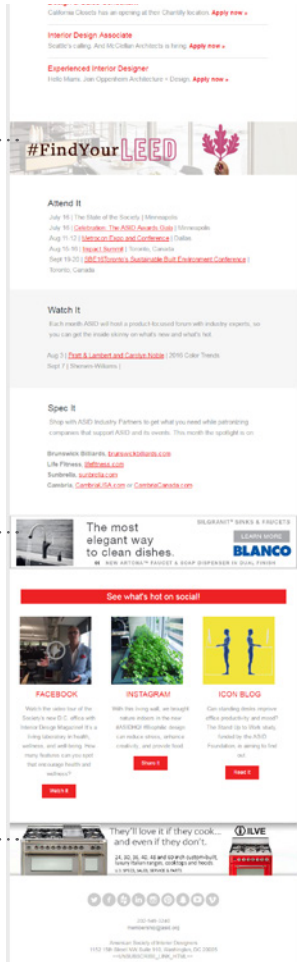
**ASID Insider is distributed on the 2nd Thursday (+/-1-4 days) of each month.**

Expand your reach and advertise in one of two ASID monthly e-newsletters: the ASID Insider and the ASID Chair's Message. Distributed to ASID members across North America, our e-newsletter open rates average over 25 percent!

**ASID Chair's Message is distributed on the 1st Thursday (+/-1-4 days) of each month**



Position 3  
Banner Ad

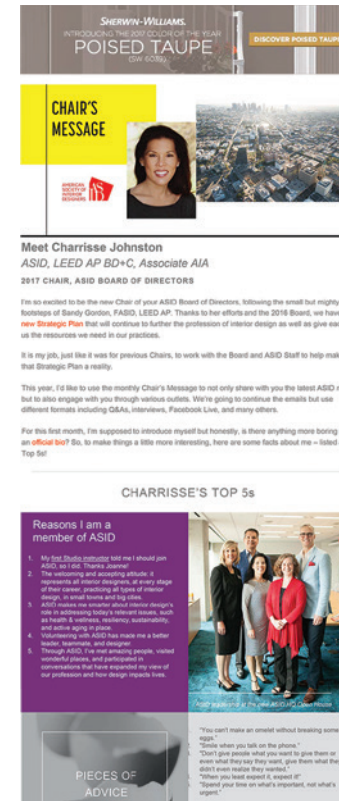


Position 4  
Banner Ad

Position 5  
Banner Ad

Position 1  
Banner Ad

Position 2  
Banner Ad



Position 1 (Top)  
Banner Ad

# E-NEWSLETTER

**2017 AD RATES & SPECIFICATIONS**

TYPE		RATES	DIMENSIONS	DISPLAY FILE	IMAGE QUALITY	FILE SIZE
<b>Chair's Message Position 1 (Top) Banner Ad</b>	<b>1X</b>	\$2,000	680W X 125H	JPEG, PNG, OR GIF	72 DPI	40K
	<b>3X</b>	\$4,500				
<b>Insider Position 1 Banner Ad</b>	<b>1X</b>	\$1,500	680W X 125H	JPEG, PNG, OR GIF	72 DPI	40K
	<b>3X</b>	\$3,900				
<b>Insider Position 2 - 3 Banner Ad</b>	<b>1X</b>	\$1,000	680W X 125H	JPEG, PNG, OR GIF	72 DPI	40K
	<b>3X</b>	\$2,400				
<b>Insider Position 4 - 5 Banner Ad</b>	<b>1X</b>	\$800	680W X 125H	JPEG, PNG, OR GIF	72 DPI	40K
	<b>3X</b>	\$1,800				

\*One (1) URL or email link per ad

\*JPEG, PNG, and GIF static files only

\*3rd party ad server tags are not accepted

\*Creative materials are due 14 days before launch dates

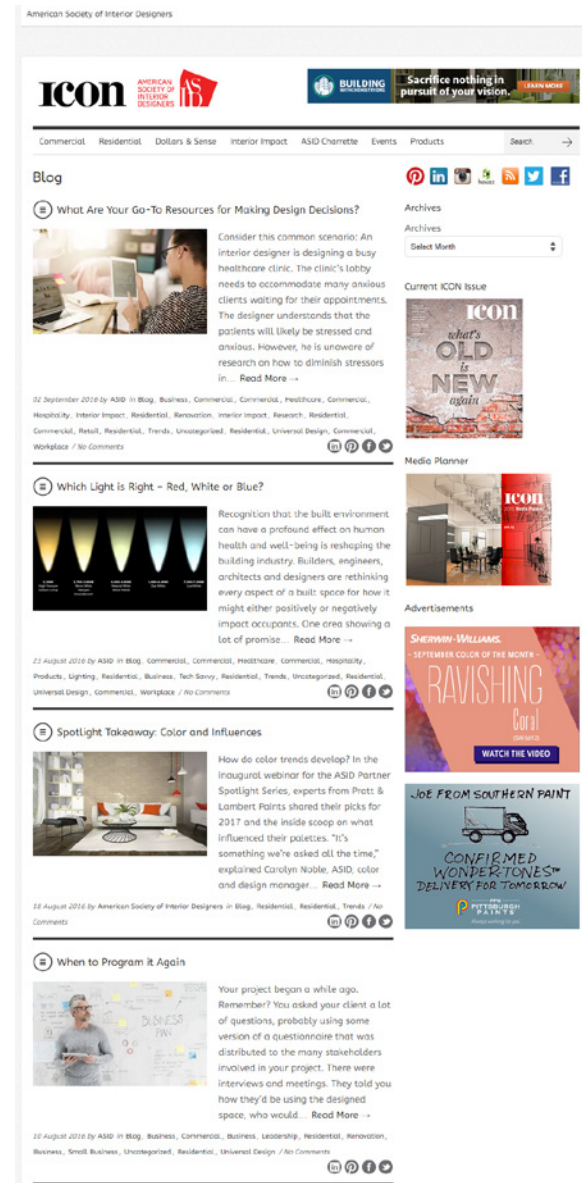
\*Send files to Candy Holub, ASID ICON Production Manager, at [candy.holub@stamats.com](mailto:candy.holub@stamats.com)

# ICON BLOG

The **ASID ICON** blog gives our members timely access to the high-quality, groundbreaking coverage that they've come to expect from ASID. From the **ASID ICON** blog our audience can expect:

- Access to digital editions of the magazine – read, save, and share ASID ICON anytime, anywhere
- Blog posts from ASID leadership and industry experts – get the back story on the articles you see in the magazine and find out what we're working on next
- Web exclusive features - keep an eye out for upcoming articles on industry tradeshow, resiliency, health and wellness, sustainability, and work/life balance, just to name a few topics
- Outtakes – all the case studies, interviews, and products that we just don't have room for in the print edition of the magazine

**Advertising** on the **ASID ICON** blog gets you in front of both ASID members and nonmembers who are interested in staying up-to-date on the latest from ASID!



468x60  
Horizontal

300x250  
Medium  
Rectangle

300x250  
Medium  
Rectangle

# ICON BLOG

## 2017 AD RATES & SPECIFICATIONS

TYPE	RATES	DIMENSIONS	DISPLAY FILE	IMAGE QUALITY	FILE SIZE
<b>Horizontal</b>	\$1,400/mo	468W x 60H	HTML, JPEG, PNG, OR GIF	72 DPI	40K
<b>Medium Rectangle</b>	\$1,200/mo	300W x 250H	HTML, JPEG, PNG, OR GIF	72 DPI	40K

- \*One (1) URL or email link per ad
- \*Rich media ads are not accepted
- \*3rd party ad server tags are accepted
- \*Creative materials are due 14 days before launch dates
- \*Send files to Morgan Thenhaus, ASID ICON eMedia Specialist, at [morgan.thenhaus@stamats.com](mailto:morgan.thenhaus@stamats.com).



# INDUSTRY PARTNER MEMBERSHIP

Membership Type	Annual Dues	Application Fee*	Number of Representatives	Maximum number of additional representatives* Or Chapters that can be added for \$175 Each
<b>National</b>	\$7,500	\$0	49	Unlimited
<b>International</b>	\$1,000	\$0	2	15
<b>Regional</b>	\$830	\$50	2	15
<b>Local</b>	\$485	\$100	1	Only one chapter may be added for an additional \$175. No additional representatives can be added.

\*Additional complimentary representatives may be included in sponsorship packages. See application for further detail on the four membership categories and be sure to check out the Industry Partners section of the website for more information.

**Appellation:** Company Name, Industry Partner of ASID

### Industry Partner Membership Sponsorship Opportunities

There is no better way to get your name out to the design community and be recognized than to sponsor an ASID national event. Our 26,000 plus membership reaches Professional, Allied, Associate, Student, and Industry Partner members.

Through ASID Sponsorships there are countless ways to not only support ASID, but to reach out to the design community as a whole. Our sponsorship opportunities help to increase brand visibility and exposure and offer networking with designers of all kinds.

If you have any questions about sponsorship opportunities, please feel free to contact [industrypartners@asid.org](mailto:industrypartners@asid.org) or 202-546-3480.

### Industry Partner Membership Benefits

- Networking with interior designers and peers
- Educate and showcase your products/services to the industry
- Local chapter membership and participation
- Chapter leadership and volunteer opportunities
- Education and information about the interior design Industry
- Opportunities for in-house educational programs
- Access to the industry's leading source of information and research
- Subscription to ASID ICON, the Society's award-winning bi-monthly publication
- Sponsorship and marketing opportunities
- Exclusive sponsorship of ASID education and research programs
- Listing in the online Industry Partner Directory
- Link from ASID website to company website
- Discounted ad rates in ASID ICON
- Tools for your business
- Use of prestigious ASID Industry Partner logo
- Low-cost group, life, disability, and professional insurance

# ADVERTISING POLICY

## **PUBLISHER'S PROTECTIVE CLAUSE**

ASID and the publisher reserve the right to position, revise or refuse to publish any advertising. Ultimate responsibility for controlling the content of American Society of Interior Designers lies with ASID. Positioning of advertisements is at the discretion of the publisher, unless the advertiser has contracted for a premium guaranteed position. The advertiser and the advertising agency agree that the American Society of Interior Designers shall not be under no liability for the failure, for any cause, to insert any advertisement. The publisher shall be entitled to payment upon having completed the printing or the insertion of the advertisement and having taken reasonable steps to see that the publication is distributed.

While every effort is made to assure the timely release of each issue, the publisher accepts no liability for any issue that is published late. Photographs made for, or additional costs concurred by, advertisers are charged in addition to earned space rate.

Editorial Style Advertisements adopting a style similar to the regular editorial style of ASID professional magazine will carry, by way of disclaimer, the word "Advertisement" immediately above it.



# CONTACTS

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Vice President, Communications  
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