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 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
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

STATE OF THE INDUSTRY

68,067
EMPLOYED INTERIOR DESIGNERS

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

$9.1 BILLION
VALUE OF SALES

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)
# Audience

**Design Practitioners**  
**Industry Influencers**  
**Students**

Reach more than 26,000 ASID members across North America

### Age of Members

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;25</td>
<td>5%</td>
</tr>
<tr>
<td>25-34</td>
<td>15%</td>
</tr>
<tr>
<td>35-44</td>
<td>14%</td>
</tr>
<tr>
<td>45-54</td>
<td>26%</td>
</tr>
<tr>
<td>55-64</td>
<td>27%</td>
</tr>
<tr>
<td>65+</td>
<td>13%</td>
</tr>
</tbody>
</table>

### Our members’ areas of practice:

- Residential (single family) - 79%
- Office/Branded Environment - 33%
- Residential (multi-housing) - 25%
- Hospitality - 22%
- Retail - 17%
- Healthcare - 14%
- Education - 10%
- Government / Institutional - 8%
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
SIMPLIFY.

WHERE YOU TAKE COLOR.

BEDDING LIGHTING ACCENT FURNITURE WALL DECOR THROW PILLOWS RUGS

ASID CEO tour of the new ASID office, which incorporates many innovations for these workers requires that we make a fundamental shift in companies, because healthier employees bring more energy, impact on occupant health through the lens of seven concepts: air, sound absorption (NRC) and sound blocking (CAC) in one system. Learn 3D/Mesh Calla School Zone™/Tegular/Tin™ Mineral Fiber™/Ultima™®

NEW FOR 2017

Showplace 4100

www.modulararts.com 206.788.4210

TECH TALK

Calla School Zone

REDEFINING

sound absorption (NRC) and sound blocking (CAC)

www.floridatile.com

A natural brick. Learn more about this and all of our porcelain tile collections at floridatile.com.

2. Depending on the application tech -

motion and activity, is theTYPE OF ENVIRONMENT.

High Point Market

www.silestoneusa.com

resistance with a 25-year warranty. Visit your local Cosentino Center to view slabs of our quartz.

Copyright 2016 Design Within Reach, Inc.

www.farrow-ball.com

Get a natural brick. Learn more about this and all of our porcelain tile collections at floridatile.com.

Audience: Members of ASID — leading and emerging practitioners and industry influencers interested in the latest trends and industry news

Distribution: Distributed among ASID members throughout North America and at major industry events and conferences

Editorial: Provides 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

Additional Reach: The ASID ICON digital issue is available on ICON.asid.org or download the ICON mobile app in iTunes, Google Play and Amazon.

Contact: Tom Davies | Tom.Davies@stamats.com | 319.861.5173

www.surya.com

Surya offers a broad selection of seamlessly coor -

www.xxx.com

That put the finishing touches on a perfect space —

that put the finishing touches on a perfect space —

that put the finishing touches on a perfect space —

that put the finishing touches on a perfect space —
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

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

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

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

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

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
# Print

<table>
<thead>
<tr>
<th>TYPE</th>
<th>1x</th>
<th>2x</th>
<th>4x</th>
<th>6x</th>
<th>LIVE AREA/ NON BLEED (0.25&quot; margin* on all sides)</th>
<th>TRIM (width x height)</th>
<th>TRIM + BLEED (0.125&quot; bleed on all sides)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>$10,835</td>
<td>$10,289</td>
<td>$9,207</td>
<td>$8,240</td>
<td>17.5&quot; x 10.375&quot;</td>
<td>18&quot; x 10.875&quot;</td>
<td>18.25&quot; x 11.25&quot;</td>
</tr>
<tr>
<td>Cover 2</td>
<td>$7,559</td>
<td>$7,244</td>
<td>$6,624</td>
<td>$5,928</td>
<td>8.5&quot; x 10.375&quot;</td>
<td>9&quot; x 10.875&quot;</td>
<td>9.25&quot; x 11.25&quot;</td>
</tr>
<tr>
<td>Cover 3</td>
<td>$7,559</td>
<td>$7,244</td>
<td>$6,624</td>
<td>$5,928</td>
<td>8.5&quot; x 10.375&quot;</td>
<td>9&quot; x 10.875&quot;</td>
<td>9.25&quot; x 11.25&quot;</td>
</tr>
<tr>
<td>Cover 4</td>
<td>$7,769</td>
<td>$7,454</td>
<td>$6,834</td>
<td>$6,116</td>
<td>8.5&quot; x 10.375&quot;</td>
<td>9&quot; x 10.875&quot;</td>
<td>9.25&quot; x 11.25&quot;</td>
</tr>
<tr>
<td>Full Page</td>
<td>$6,194</td>
<td>$5,879</td>
<td>$5,259</td>
<td>$4,707</td>
<td>8.5&quot; x 10.375&quot;</td>
<td>9&quot; x 10.875&quot;</td>
<td>9.25&quot; x 11.25&quot;</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>$3,936</td>
<td>$3,737</td>
<td>$3,348</td>
<td>$2,996</td>
<td>8&quot; x 5&quot;</td>
<td>-</td>
<td>bleed not offered</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>$3,936</td>
<td>$3,737</td>
<td>$3,348</td>
<td>$2,996</td>
<td>3.875&quot; x 10.125&quot;</td>
<td>-</td>
<td>bleed not offered</td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>$2,970</td>
<td>$2,823</td>
<td>$2,529</td>
<td>$2,263</td>
<td>5&quot; x 5&quot;</td>
<td>-</td>
<td>bleed not offered</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>$2,970</td>
<td>$2,823</td>
<td>$2,529</td>
<td>$2,263</td>
<td>2.5&quot; x 10.125&quot;</td>
<td>-</td>
<td>bleed not offered</td>
</tr>
<tr>
<td>1/4 Page Vertical</td>
<td>$2,277</td>
<td>$2,162</td>
<td>$1,931</td>
<td>$1,728</td>
<td>3.875&quot; x 5&quot;</td>
<td>-</td>
<td>bleed not offered</td>
</tr>
<tr>
<td>1/6 Page Vertical</td>
<td>$1,784</td>
<td>$1,689</td>
<td>$1,511</td>
<td>$1,352</td>
<td>2.5&quot; x 5&quot;</td>
<td>-</td>
<td>bleed not offered</td>
</tr>
<tr>
<td>1/8 Page Showroom Ad**</td>
<td>$945</td>
<td>$903</td>
<td>$819</td>
<td>$733</td>
<td>-</td>
<td>-</td>
<td>** 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&quot; x 2.25&quot; image.</td>
</tr>
</tbody>
</table>
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 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.

Contact: Tom Davies | Tom.Davies@stamats.com | 319.861.5173
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.**

**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.
## DIGITAL EDITION

<table>
<thead>
<tr>
<th>TYPE</th>
<th>DIMENSIONS</th>
<th>DISPLAY FILE</th>
<th>IMAGE QUALITY</th>
<th>FILE SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Left of Cover Ad</td>
<td>8.5W x 10.375H</td>
<td>PDF/X-1a</td>
<td>300 DPI (minimum)</td>
<td>-</td>
</tr>
<tr>
<td>Small Mobile Banner Ad</td>
<td>320W x 50H</td>
<td>JPEG, PNG OR GIF</td>
<td>72 DPI</td>
<td>40k</td>
</tr>
<tr>
<td>Medium Mobile Banner Ad</td>
<td>728W x 90H</td>
<td>JPEG, PNG OR GIF</td>
<td>72 DPI</td>
<td>40k</td>
</tr>
<tr>
<td>Large Mobile Banner Ad</td>
<td>960W x 90H</td>
<td>JPEG, PNG OR GIF</td>
<td>72 DPI</td>
<td>40k</td>
</tr>
</tbody>
</table>

- **Exclusive Digital Edition Advertising Package**: $2,000 net
- **All Digital Enhanced Advertisements**: $1,100 net
- **Split Creative for Print & Digital**: $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

Contact: Tom Davies | Tom.Davies@stamats.com | 319.861.5173
E-NEWSLETTER

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

ASID Chair’s Message is distributed on the 1st 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!
### 2017 AD RATES & SPECIFICATIONS

<table>
<thead>
<tr>
<th>TYPE</th>
<th>RATES</th>
<th>DIMENSIONS</th>
<th>DISPLAY FILE</th>
<th>IMAGE QUALITY</th>
<th>FILE SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chair’s Message Position 1 (Top) Banner Ad</td>
<td>1X</td>
<td>$2,000</td>
<td>680W X 125H</td>
<td>JPEG, PNG, OR GIF</td>
<td>72 DPI</td>
</tr>
<tr>
<td></td>
<td>3X</td>
<td>$4,500</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Insider Position 1 Banner Ad</td>
<td>1X</td>
<td>$1,500</td>
<td>680W X 125H</td>
<td>JPEG, PNG, OR GIF</td>
<td>72 DPI</td>
</tr>
<tr>
<td></td>
<td>3X</td>
<td>$3,900</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Insider Position 2 - 3 Banner Ad</td>
<td>1X</td>
<td>$1,000</td>
<td>680W X 125H</td>
<td>JPEG, PNG, OR GIF</td>
<td>72 DPI</td>
</tr>
<tr>
<td></td>
<td>3X</td>
<td>$2,400</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Insider Position 4 - 5 Banner Ad</td>
<td>1X</td>
<td>$800</td>
<td>680W X 125H</td>
<td>JPEG, PNG, OR GIF</td>
<td>72 DPI</td>
</tr>
<tr>
<td></td>
<td>3X</td>
<td>$1,800</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*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

**Contact:** Tom Davies | Tom.Davies@stamats.com | 319.861.5173
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 tradeshows, 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!
### ICON BLOG

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

*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.

Contact: Tom Davies | Tom.Davies@stamats.com | 319.861.5173
INDUSTRY PARTNER MEMBERSHIP

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

*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 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

Tom Davies
ASID ICON Integrated Media Consultant
tom.davies@stamats.com
319.861.5173

Mike Stanley
ASID ICON Publisher
mike.stanley@stamats.com
800.553.8878

Candy Holub
ASID ICON Production Manager
candy.holub@stamats.com
319.861.5025

Morgan Thenhaus
ASID ICON eMedia Specialist
morgan.thenhaus@stamats.com
319.861.5169

Olga Odeide
Vice President, Industry Partnership
oodeide@asid.org
202.675.2368

Joseph Cephas
Vice President, Communications
jcephas@asid.org
202-800-2124