

2020/2021

ASID/i+d Digital Opportunities

- The ASID Insider Newsletter is distributed twice per month to all ASID members across North America
- The average open rate is 30%
- There are 2 banner positions offered

- The ASID LeadxDesign Newsletter, i+d Editor Newsletter and Chair's Letter are distributed monthly and every other month to all ASID members across North America
- The average open rate is 30%
- There is 1 banner position offered

ASID INSIDER

OCTOBER EDITION

MEET THE FY2021 ASID NATIONAL BOARD OF DIRECTORS

Announcing the 2021 ASID National Board of Directors!

ASID has announced the members of its National Board of Directors for 2021. Consisting of 11 volunteer members with three officers (Chair, Chair-Elect, Past-Chair), seven at-large Directors, and an Industry Partner Representative, the board acts as a crucial steering agency.

LEARN x DESIGN

ASID Presents Learn x Design at High Point Market Fall 2020

Take advantage of this opportunity to learn strategies from leading designers on how to improve your firm's adaptability in a changing environment, attract new business and communicate more effectively with clients.

THE ASID JOB BANK

TOP JOBS FOR OCTOBER

Looking for a job? The ASID Job Bank connects employers with thousands of highly engaged interior designers, including over 15,000 design members, 6,000 industry partner representatives, 6,000 student members and 350 chapters.

- Senior Interior Designer - Senior Living | San Francisco, CA | SmithGroup
- Detectors Drafter | Boston, MA | Eleven Interiors
- Senior Interior Designer - Senior Living | Remote/Telecommute, CA | SmithGroup
- Junior Interior Designer | Cambridge, MA | L2A Architecture and Interiors LLP
- Associate Interior Designer | Bainbridge Island, WA | Costes Design

View All Design Jobs

Interior Design RESILIENCY REPORT

ASID Interior Design Resiliency Report Now Available!

ASID TECHNOLOGY PROGRAM

Have You Taken Advantage of Your Exclusive Member Discount?

REDEFINE COMFORT

Meet the Vela Swivel Recliner.

LOOKING IN

- Take a look at the August 2020 i+d magazine today!
- Stick to 1982 the latest issue of i+d Magazine.
- Explore what's new on the ASID Academy!
- Protect your business with ASID Interior Design Contract Packages!
- Be an agent of the profession. Submit better interior design policy today.
- Empower Design. Be a part of the ASID Foundation!

AMERICAN SOCIETY OF INTERIOR DESIGNERS

1142 15th Street NW, Suite 510 | Washington, DC 20005

www.asid.org | 1-800-546-3490 | asid.org

Unsubscribe

Interested in advertising? Contact mgmt@asid.org for more information.

..... Position 1

..... Position 2

ASID LEADxDESIGN a curated learning digest

THE WELCOME ISSUE

ASID is excited to announce our new LeadxDesign newsletter! This monthly digest will deliver news, resources and content to help you navigate what is most relevant in your learning as you move forward in your career.

2020 OUTCOME (OF) DESIGN AWARDS

Proof in Design: ASID Outcome of Design Awards 2020 Winners

Learn from the 2020 Outcome of Design Awards winners and sponsors and learn how to build projects that yield research results and effectively communicate the impact of your design solutions to clients and other stakeholders.

Brought to you by ASID | Revealed October 15 | IDCCD 020 | 1:5 AM EDT

FEATURED CONTENT

Impact of Design Series, Vol. 6 | M Moser Associates Living Lab

Study the case brief detailing the impact of the M Moser Associates Living Lab, an ASID 2020 Outcome of Design Award winning project. M Moser, a leading global design company, works seamlessly through technological advancements and practices to solve global companies' most pressing people issues. The new Moser workspace in New York represents an agile, future-proof "living lab" for ongoing adaptation and change.

Brought to you by ASID Research | Report Case Brief

NEW MEMBER PERK

JOIN FOR 20% OFF ALL ORDERS >

Crate&Barrel C2B DESIGN TRADE PROGRAM

Position 1

Eight Attributes of Contract Furniture

There are many factors that go into specifying contract furniture. Evaluate your choices based on quality and craftsmanship, safety and performance, health and wellness, and sustainability.

Sponsored by Kallman | Content by WPM | On-Demand Course | IDCCD 020 | 1:5 AM EDT

Design for Sensory Well-being

Learn how research informs design implications to enhance sensory well-being for people with autism spectrum disorders or other atypical sensory processing. This course presents an overview and findings from research funded by the ASID Foundation Transform Grant on a winning 2020 Outcome of Design project conducted by HKSL, Inc.

Brought to you by ASID Foundation | On-Demand Course | IDCCD 020 | 1 AM EDT

Skills That Transfer: Lessons Learned Through Remote Work

Learn from leading designers on what they've learned from working remotely with teams and clients, focusing on skills that will positively impact your work and processes in the future.

Brought to you by ASID | Revealed October 1 | IDCCD 020

The ASID Chair + Design Business Practices Issue was brought to you by ASID, ASID Research, and Kallman.

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Unsubscribe Here

2020/2021

ASID/i+D Digital Opportunities



- **ASID.org** reaches an extensive online audience with 180K+ monthly page views, 52K+ monthly visits and 38K+ monthly unique visitors
- Pages available are BELONG, RESOURCES, CAREER, EVENTS, NEWS, ABOUT, JOB BANK
- There are varying positions available depending upon page

ASID Page Ad Placements

728 x 90 (Leaderboard)

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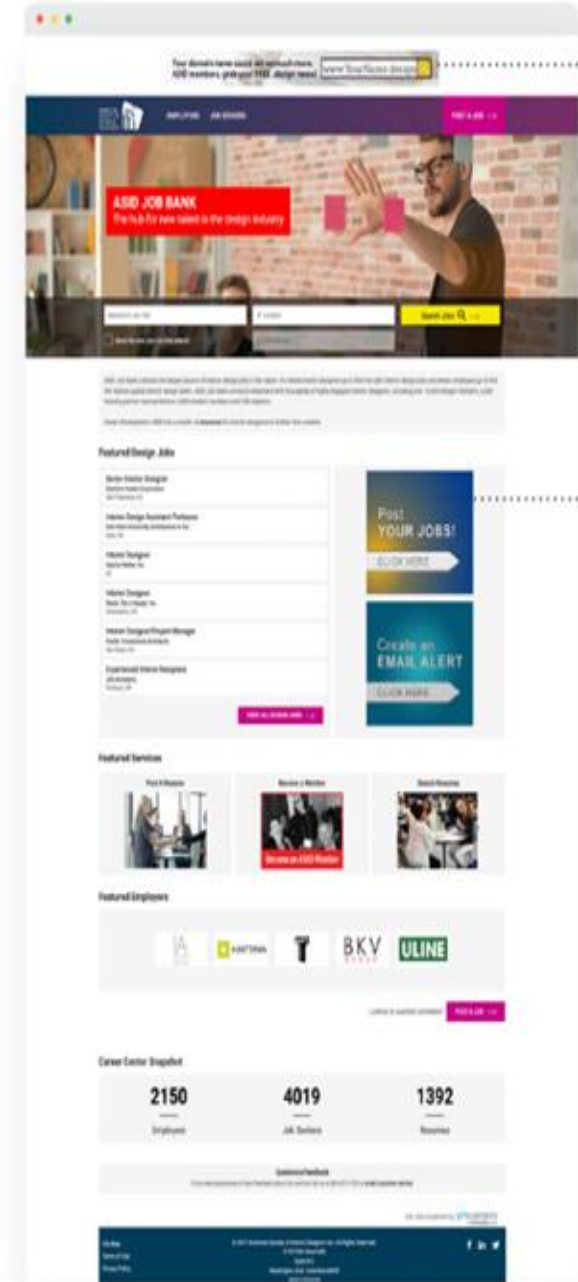
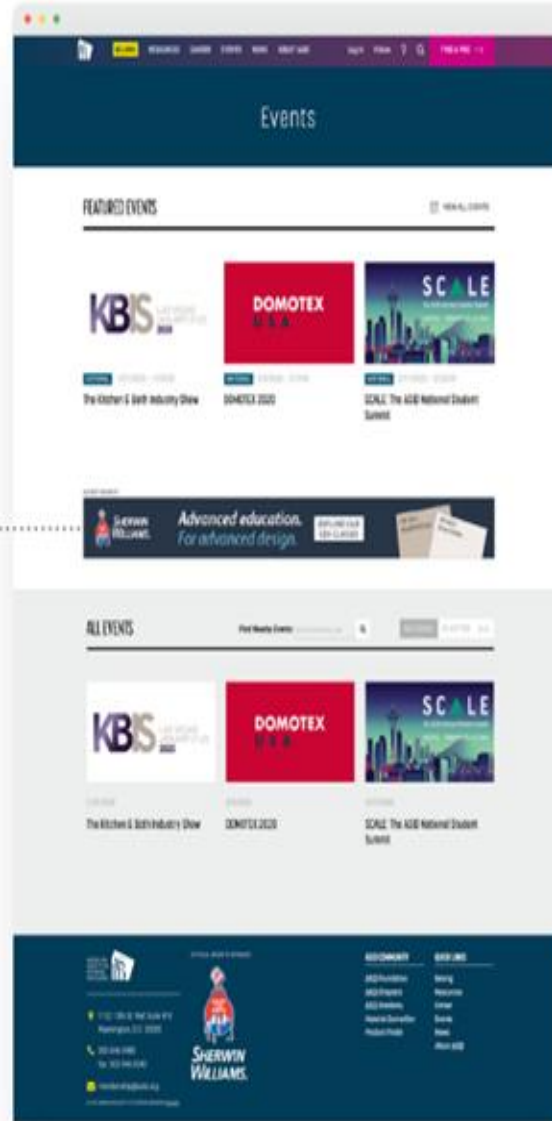
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300 x 250 (Medium Rec)

300 x 600 (Skyscraper)

Events Page Banner



Position 1

Position 2

2020/2021

ASID/i+D Digital Opportunities

- The i+D digital issue is mailed to 28,000 design professionals and can be found on ASID.org
- The ads follow the reader from front to back cover and remain on the issue in perpetuity.
- 3 positions are available:
 - leaderboard
 - left hand skyscraper
 - right hand skyscraper
- Video content can be used

Leaderboard



Left Skyscraper



Right Skyscraper



2020/2021

ASID/i+D Digital Opportunities



Based on overwhelming requests from professional design members, *i+D* Magazine is publishing its first annual *Design Product Guide*!

This digital guide will help companies stay connected to our design community (ASID and IDC members) by showcasing their products and services to more than 28,000 designers, architects, and thought leaders.

The *i+D Design Product Guide* will be released at the end of August and will feature firms' latest and greatest products with direct links to their websites. There also will be opportunities to feature video and audio content embedded into individual company pages. The guide will be distributed via e-mail and social media to all current subscribers and members, as well as archived on asid.org.

2020/2021

ASID/i+D Digital Opportunities

Example of Advertorial Spread

KEILHAUER



— Lorem ipsum

When designing Swurve, Keilhauer eliminated carbon emissions at every turn by sustainably sourcing materials, responsibly manufacturing all elements of the chair, and implementing an end-of-life recycling plan. As such, every Swurve sold will produce net-zero carbon emissions.



— Lorem ipsum

From neutrals to bold hues taken from nature, Swurve's expansive color offering makes it highly versatile. Available in 22 different mesh colors, over 44 vinyl and leather options you can find a stylish solution and color that works for any space.



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2020/2021 ASID/i+D Digital Spec and Rate Sheet

ITEM	FREQUENCY	RATES	SPECS
Insider e-Newsletter	Twice/Month	Position 1 - \$1,250 Position 2 - \$750	680W X 125H 680W X 125H
Lead X Design	Monthly	Position 1 - \$1,500	680W X 125H
Chair's Message	Every Other Month	Position 1 - \$1,500	680W X 125H
I+D Editor's Letter	Every Other Month	Position 1 - \$1,500	680W X 125H
BELONG, RESOURCES, CAREER, NEWS, ABOUT	Monthly	Leaderboard - \$750 Skyscraper - \$750 Medium Rectangle - \$750	728W X 90H 300W X 600H 300W X 250H
EVENTS PAGE	Monthly	Banner Ad - \$1,500	1170W X 125H
JOB BANK	Monthly	Position 1 - \$750 Position 2 - \$750	1170W X 125H 300W X 250H
i+D Digital Issue	J/F, M/A, M/J, J/A, S/O, N/D	Leaderboard - \$1,000 Skyscrapers - \$1,000/each	728W X 90H 190W X 783H
I+D Design Product Guide	Sept	Advertorial Spread \$2,000	4 images (50 words per image including URL) Company Bio (75 words + company name, phone number, e-mail, URL, Instagram)