ABOUT ASID

The American Society of Interior Designers believes that design impacts lives. ASID serves the full range of the interior design profession and practice through the Society’s programs, networks, and advocacy. We thrive on the strength of cross-functional and interdisciplinary relationships among designers of all specialties, including workplace, healthcare, retail and hospitality, education, institutional, and residential. We lead interior designers in shared conversations around topics that matter: from evidence-based and human-centric design to social responsibility, wellbeing, and sustainability. We showcase the impact of design on the human experience and the value interior designers provide.

ASID was founded over 40 years ago when two organizations became one, but its legacy dates back to the early 1930s. As we celebrate nearly 85 years of industry leadership, we are leading the future of interior design, continuing to integrate the advantages of local connections with national reach, of small firms with big, and of the places we live with the places we work, play, and heal.

ASID has more than 25,000 members engaging in a variety of professional programs and activities through a network of 47 chapters throughout North America. Learn more at asid.org.
ASID AUDIENCE

More than 25,000 ASID members across North America

Design Practitioners
Industry Influencers
Students

Primary Specializations of ASID Members

- Residential: 33%
- Healthcare/Education/Government: 23%
- Hospitality/Retail: 19%
- Office/Branded Environment: 15%
- Multihousing: 10%
The ASID Insider and the ASID Chair’s Message eNewsletters are distributed to ASID members across North America. The average open rates are over 25 percent!
# ASID E-NEWSLETTERS

## 2019 AD RATES & SPECIFICATIONS

<table>
<thead>
<tr>
<th>TYPE</th>
<th>RATES</th>
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<th>DISPLAY FILE</th>
<th>IMAGE QUALITY</th>
<th>FILE SIZE</th>
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*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 Morgan Thenhaus, eMedia Production Manager, at Morgan.Thenhaus@stamats.com

*The e-newsletter launch dates may be altered by ASID at anytime.

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