

# DesignFlash ADVERTISING IN DESIGNFLASH

Put your message in front of existing and potential customers by advertising in DesignFlash. Published on Tuesday of each week, DesignFlash delivers to more than 19,000\* interior design professionals and provides up-to-date industry trends, news summaries, case studies, and more. In addition, the newsletter is featured on the interiors+sources website, gaining you added visibility by the more than 19,000 unique visitors\* to the site each month.

### RATES

AD SIZE	ENEWS ONLY	INTEGRATED PROGRAM
Leaderboard	\$2,040	\$1,480
Banner	\$2,040	\$1,480
Text Advert/Featured Sponsor	\$2,040	\$1,480
Featured Product	\$2,040	\$1,480
Featured Video	\$2,040	\$1,480

### MATERIALS DUE » RUN DATE

12/19 » 1/2	3/20 » 4/3	6/19 » 7/3	9/18 » 10/2
12/26 » 1/9	3/27 » 4/10	6/26 » 7/10	9/25 » 10/9
1/2 » 1/16	4/3 » 4/17	7/3 » 7/17	10/2 » 10/16
1/9 » 1/23	4/10 » 4/24	7/10 » 7/24	10/9 » 10/23
1/16 » 1/30	4/17 » 5/1	7/17 » 7/31	10/16 » 10/30
1/23 » 2/6	4/24 » 5/8	7/24 » 8/7	10/23 » 11/6
1/30 » 2/13	5/1 » 5/15	7/31 » 8/14	10/30 » 11/13
2/6 » 2/20	5/8 » 5/22	8/7 » 8/21	11/6 » 11/20
2/13 » 2/27	5/15 » 5/29	8/14 » 8/28	11/13 » 11/27
2/20 » 3/6	5/22 » 6/5	8/21 » 9/4	11/20 » 12/4
2/27 » 3/13	5/29 » 6/12	8/28 » 9/11	11/27 » 12/11
3/6 » 3/20	6/5 » 6/19	9/4 » 9/18	12/4 » 12/18
3/13 » 3/27	6/12 » 6/26	9/11 » 9/25	12/11 » 12/26

\*BPA Brand Report, June 2017

- LEADERBOARD**
  - 728 x 90 pixel banner
  - Maximum file size 30k, 72 dpi
  - Flat .gif or jpeg (no animation)
  - Click-thru URL
- FEATURED PRODUCT**
  - High quality .jpg or .tif
  - Minimum 800 pixel maximum dimension at 72dpi
  - 75 words of text, 25-word summary
  - Click-thru URL
- FEATURED SPONSOR**
  - 130 x 130 pixel image/logo,
  - Maximum file size 30k, 72 dpi
  - Flat .gif or jpeg (no animation)
  - Headline, 75 words of text
  - Click-thru URL
- BANNER**
  - 468 x 60 pixel banner
  - Maximum file size 30k, 72 dpi
  - Flat .gif or jpeg (no animation)
  - Click-thru URL
- FEATURED VIDEO**
  - Video link (YouTube preferred)
  - 3 minutes max.
  - Static image screen capture from video: 583x344 pixels
  - Headline
  - 25-word summary
  - Click-thru URL

# Specifics NEW PRODUCTS ADVERTISING IN SPECIFICS

Specifics is delivered to over 19,000\* A&D professionals twice a month, on the first and third Thursday. These interior design recipients asked for more information and detail on products available for them to specify for commercial design projects and Specifics is the result of their interest in a products-only specific newsletter.

## WHAT'S INCLUDED IN A SPONSORSHIP?

Specifics is also featured on the interiors+sources Website, and your sponsorship guarantees visibility there. Reports are provided on the number of newsletters sent, percentage opened, and the click-thru rate.

## RATES

AD SIZE	ENEWS ONLY	INTEGRATED PROGRAM
Leaderboard	\$2,040	\$1,480
Featured Product	\$2,040	\$1,480

## MATERIALS DUE » RUN DATE

12/21 » 1/4	3/22 » 4/5	6/21 » 7/5	9/20 » 10/4
1/4 » 1/18	4/5 » 4/19	7/5 » 7/19	10/4 » 10/18
1/18 » 2/1	4/19 » 5/3	7/19 » 8/2	10/18 » 11/1
2/1 » 2/15	5/3 » 5/17	8/2 » 8/16	11/1 » 11/15
2/15 » 3/1	5/24 » 6/7	8/23 » 9/6	11/22 » 12/6
3/1 » 3/15	6/7 » 6/21	9/6 » 9/20	12/6 » 12/20



- 1 LEADERBOARD**
  - ▶ 728 x 90 pixel banner
  - ▶ Maximum file size 30k, 72 dpi
  - ▶ Click-thru URL
- 2 FEATURED PRODUCT**
  - ▶ High quality .jpg or .tif
  - ▶ Minimum 800 pixel maximum dimension at 72dpi
  - ▶ Product name
  - ▶ Click-thru URL