

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 17,000 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, December 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

The screenshot shows the DesignFlash website interface with five numbered callouts highlighting different ad placements:

- 1 LEADERBOARD:** Located at the top of the page, below the navigation bar.
- 2 FEATURED PRODUCT:** A large section featuring a product image (Starry Oak flooring) with a headline and summary.
- 3 FEATURED SPONSOR:** A section featuring a clock image with a headline and summary.
- 4 BANNER:** A horizontal banner located below the featured sponsor section.
- 5 FEATURED VIDEO:** A section featuring a video player with a play button and a headline.

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 |

*BPA Brand Report, December 2017



- 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