

# In 2020 interiors+sources will be launching the **HOW TO SPECIFY** series

Design principals have suggested young designers do not fully understand the various aspects of product specification; in order to speed up this education process—and to reinforce best practices to more seasoned professionals—interiors+sources will be producing a monthly series featuring a print column contributed by industry associations, podcast and webinar series, and digital eblasts.

<b>January/February</b>	Wallcoverings	Wallcoverings Association
<b>March</b>	Resilient Flooring	Resilient Floor Covering Institute
<b>April</b>	Kitchen+Bath	National Kitchen and Bath Association
<b>May</b>	Furniture	BIFMA
<b>June</b>	Materials	Material Intelligence
<b>July/August</b>	Carpet	Carpet + Rug Institute
<b>September</b>	Lighting	Intl Association of Lighting Designers
<b>October</b>	Textiles	Association of Contract Textiles
<b>November/December</b>	Tile+Stone	Tile Council of North America

**Participate in this groundbreaking series and position your brand as a thought-leader in your respective product category.**

#### YOU RECEIVE:

- Full-page ad within print article
- Podcast interview between your company representative and interiors+sources editor, hosted on our website and roughly a dozen platforms including iTunes, Pocket Cast, and Anchor
- Featured Product ad within HOW TO SPECIFY e-newsletter

**RATE: \$7,000 PER TOPIC**

Total Impressions: 55,500

**ADDITIONAL OPPORTUNITY** (limited to 1 sponsor per topic)

#### HOW TO SPECIFY Webinar:

- Recognition of your sponsorship on intro and conclusion slides to include logo and website link
- Logo with link to your website on the event landing page and within all promotional emails; 3 eblasts minimum to the full interiors+sources email list
- Lead delivery of those individuals who registered or viewed webinar day of and 12-months post

**RATE: \$5,000 PER WEBINAR**

Total Impressions: 60,500