

NEWSLETTERS

IIDA offers you the opportunity to reach engaged and informed commercial interior designers, manufacturers, and students through ads placed in one or all of our newsletters.

Design Matters

Sent to all 15,000+ IIDA members, IIDA's flagship newsletter provides readers with relevant IIDA and industry news, programs, and articles

AUDIENCE: ALL IIDA MEMBERS

FREQUENCY: BI-WEEKLY

AVERAGE OPEN RATE: 22.4%

DELIVERABILITY: 98%

Ad Specifications

All image files should be saved as a jpg, jpeg, or png file. No video or GIFs.

Advertorial

Image: 600x600 pixels; 150 dpi

Headline: 55 characters including spaces (two lines)

Description: 245 characters including spaces; single paragraph with linked text to destination URL

Banner Ad

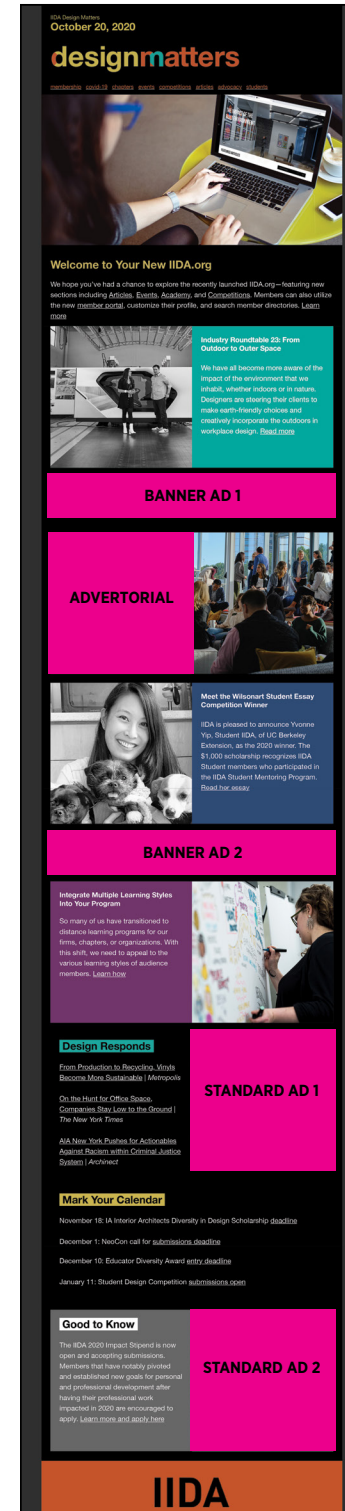
Image: 710x100 pixels; 72 dpi

Standard Ad

Image: 600x600 pixels; 150 dpi

Link: URL

Tracey Thomas | Director of Strategic Sales | +01 312 379 5135 | adsales@iida.org | IIDA.org



Designed for Excellence

This newsletter, dedicated to design awards and competitions, is sent to 25,000+ IIDA members and non-member subscribers consisting of representatives from top design firms nationally and internationally.

AUDIENCE: ALL IIDA MEMBERS, AND NON-MEMBER SUBSCRIBERS

FREQUENCY: BI-WEEKLY

AVERAGE OPEN RATE: 23.1%

DELIVERABILITY: 98.3%

Ad Specifications

All image files should be saved as a jpg, jpeg, or png file. No video or GIFs.

Advertorial

Image: 600x600 pixels; 150 dpi

Headline: 55 characters including spaces (two lines)

Description: 245 characters including spaces; single paragraph with linked text to destination URL

Banner Ad

Image: 710x100 pixels; 72 dpi

Standard Ad

Image: 600x600 pixels; 150 dpi

Link: URL

10th Competition
November 10, 2020

designedforexcellence

membership covid-19 classes events competitions awards advocacy students

Enter the 11th Annual Global Excellence Design Awards

Winners of this prestigious competition receive international recognition on IIDA.org, social media, and in the press, along with official award winner marketing collateral and an invitation to a virtual awards ceremony. Submit by December 1.

BANNER AD 1

Join IIDA for a Virtual Winners Celebration

On November 17, Cheryl S. Dunt, Hon. FIDA, and our distinguished jurors will present the winners of the 2020 Healthcare Design Awards and announce the Best of Competition Award. Hear directly from the winners about their projects. RSVP today.

ADVERTORIAL

Save on Submissions When You Join IIDA Today

Sign up for a 2021 IIDA membership today and enjoy member benefits like reduced competition fees tomorrow. [Learn more](#)

BANNER AD 2

STANDARD AD 1

Deadline Extended: 9th Annual IIDA Healthcare Design Awards

There's still time to show us how you've elevated healthcare interior design. Submit your project for a chance to be featured in Healthcare Design magazine, featured to 300,000+ on IIDA's social media, and more. Submissions close September 21.

STANDARD AD 2

Special thanks to:

DESIGN WORKS
A BROWN GROUP COMPANY

healthcare design

IIDA