

WEBSITE¹

Connect with your target audience with an advertorial or digital ad on the new IIDA.org—focused on content and engagement with IIDA membership and the design industry at large.

229,000+ UNIQUE USERS

853,500 PAGE VIEWS

1:53 MINUTES ON SITE

Advertorial on IIDA.org

Advertorials are featured on IIDA.org under the “Articles” section and may also be featured on the IIDA.org homepage for up to two weeks and in *Design Matters* (please see page 6 for more information on *Design Matters*).

Advertorial Specifications

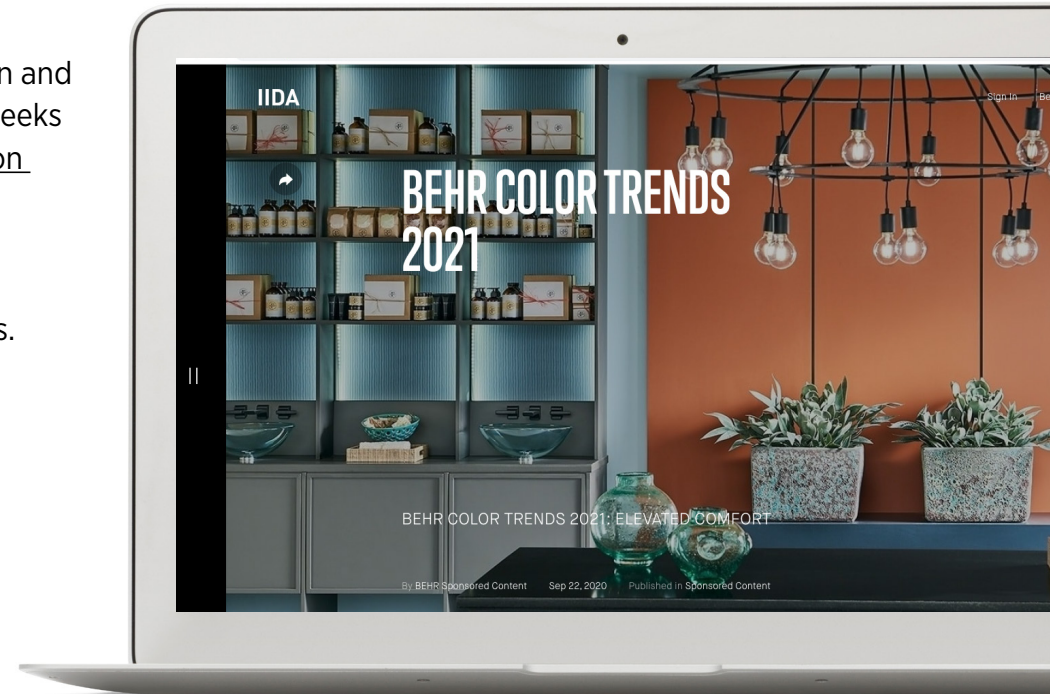
All image files should be saved as a jpg or jpeg. No video or GIFs.

Leader image: 1584x840 pixels; 72-150 dpi

Copy: 500-700 words

Supporting images: up to six total in varying sizes; minimum size 500x700, 72-150 dpi

Sample advertorial: [view here](#)



Perspective Digital Ads

Perspective is the award-winning IIDA design journal—offering compelling commentary and articles about the topics that matter most to designers today. From workplace and healthcare design to smart technology and biophilia, *Perspective* is the definitive source for interior design thought leadership. Advertise in *Perspective*—published digitally through 2021—and connect with a broad community of IIDA members and design professionals across the industry through premium content.

Perspective Digital Ad Specifications

Ads must use professional photography with minimal text or limited branding on the image (ideally just one logo). All ads are subject to review and approval by IIDA and will be labeled as sponsored material. All image files should be saved as a jpg or jpeg. No video or GIFs.

RIGHT SIDE AD WITH TEXT

Image: 512x736 pixels; 72-150 dpi; with URL destination link

RIGHT SIDE AD

Image: 612x325 pixels; 72-150 dpi; with URL destination link

LARGE IMAGE AD

Image: 1280x800 pixels; 72-150 dpi; with URL destination link

