We help your product, solution or program gain the awareness it needs to get implemented in cities across North America. **You will no longer struggle with ineffective outreach.** IDA helps you get in front of the right people. Over 7,500 of them! We can help you engage through a trusted platform including a weekly e-newsletter that enjoys an impressive open rate and a highly-engaged member networking site.

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**$2.26M**  
AVERAGE REVENUE  

**43%**  
$1M+  
BUDGETS  

**70%**  
PLACE MANAGERS  

**15%**  
GOVERNMENT AGENCY  

**15%**  
CORPORATE  

**82%**  
UNITED STATES  

**3%**  
INTERNATIONAL  

**MEMBERS BY CATEGORY**  

**TECHNOLOGY**  

**70%**  
PLACE MANAGERS  

**15%**  
GOVERNMENT AGENCY  

**15%**  
CORPORATE  

**MEMBERS BY COUNTRY**
Inspired by IDA: Weekly E-Newsletter

Inspired by IDA is the International Downtown Association’s weekly e-newsletter that includes curated headlines focused on delivering the most vital news and business intelligence for the urban place management leaders. Subscribers to Inspired by IDA have asked to receive this information, so you can be confident your ad won’t be mixed with junk mail or spam. Reach up to 7,500 urban champions every week by highlighting your company in Inspired by IDA. Prices are for a run of three consecutive months unless otherwise noted.

<table>
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<tr>
<th>PRODUCT</th>
<th>DIMENSIONS</th>
<th>PRICE</th>
<th>NOTES</th>
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<tr>
<td>A. Top Banner</td>
<td>550w x 100h</td>
<td>$3,000</td>
<td>3 Months, Linked JPEG</td>
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Nobody is going to conventions. Convention centers are growing anyway.

For decades, cities large and small have turned to gleaming convention centers and cavernous expo halls to revitalize downtown neighborhoods and perk up local economies. The pitch sounds like a... 

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Fort Worth Planning a New City Hall

The city of Fort Worth is moving to a site formerly occupied by the headquarters of Pier 1. 

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Happening at IDA

Advancing Places: 2020 Retrospective Roundtable

Join us for an interactive meeting to discuss our work at the local level from 2020. Share your experience as an urban place management professional from a year of pivots, pitfalls and progress. The... 

Advancing Places: Economic Development Foundations

Successful economic development approaches can sustain a healthy, diverse and prosperous district economy. This session will explore major trends in economic development and see which economic... 

Inspired by IDA: Weekly News from the International Downtown Association

Have editorial comments and questions? Email us! 
Looking to advertise in our newsletters? Download the Media Kit.

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<tr>
<td>C. Mid-Banner</td>
<td>550w x 100h</td>
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</tr>
<tr>
<td>D. Bottom Banner</td>
<td>550w x 100h</td>
<td>$1,800</td>
<td>3 Months, Linked JPEG</td>
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IDEA Connection

IDEA Connection, one of IDA’s most popular benefits, is a 24/7 member networking platform. This virtual community provides members the opportunity to share resources, ideas and best practices. Members can quickly ask and respond to questions, browse and contribute to a vast resource library, and connect with peers by searching member profiles.

In 2020, engagement on IDEA Connection nearly doubled as members of the IDA community looked to the platform as a vital tool for weathering the coronavirus pandemic. As new threads and discussion replies were added on a daily basis, IDEA Connection became the place to get real-time feedback from colleagues and corporate partners with valuable experience and advice.
### My Communities

**B. Communities Banner (top)**
- Dimensions: 940w x 125h
- Word CT.: N/A
- Price: $1,200
- Notes: 13 weeks, Horizontal, Linked, Rotating

**C. Communities Skyscraper**
- Dimensions: 125w x 600h
- Word CT.: N/A
- Price: $1,500
- Notes: 13 weeks, Vertical, Linked, Rotating

**D. Communities Banner (bottom)**
- Dimensions: 940w x 125h
- Word CT.: N/A
- Price: $1,000
- Notes: 13 weeks, Horizontal, Linked, Rotating
A. Contact Information

Company: ________________________________
Contact Name: ____________________________
Email: ______________________________________
Address: _________________________________
City: __________________ State/Province: ___
Zip/Postal Code: __________________________
Website: _________________________________

B. Ad Selection

<table>
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<tr>
<th>Inspired by IDA</th>
<th># of Quarters</th>
<th>Price/Qtr</th>
<th>Subtotal</th>
<th>Preferred Quarter (1st, 2nd, 3rd or 4th)</th>
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<tr>
<td>☐ C. Mid-Banner</td>
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<tr>
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<tr>
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C. Payment Information

Payment enclosed (U.S. Funds): $____________________.

☐ Check payable to International Downtown Association

Please charge my ☐ Visa ☐ MasterCard ☐ AmEx in the amount of $________

__________________________ / ______________________
Card Number Exp. Date CVN

Name (please print as it appears on card)

D. Agreement and Payment Authorization

Cancellations are not permitted as space is reserved on a first come, first served basis.

Authorized Signature ___________________________ Date ____________

F. Submit Signed Form & Payment

Tracie Clemmer
Director, Corporate Relations
Mail: IDA
910 17th St., NW, Suite 1050
Washington, DC 20006
Email: tracie@downtown.org

Questions? Call +1.202.798.5918