2020 MEDIA KIT
DIGITAL ADVERTISING OPPORTUNITIES
REVISED APRIL 2020
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 newsletter that enjoys a 43% open rate and a highly engaged member networking site. IDA is at the intersection of great ideas and the action needed by city leaders to make things happen. **Let us be your advertising partner.**

![Members by Category](image1)

**Members by Category**
- 65% PLACE MANAGERS
- 21% CORP/OTHER
- 14% GOVT AGENCY

![Members by Country](image2)

**Members by Country**
- 82% UNITED STATES
- 15% CANADA
- 3% INTL

**$2.26M Average Revenue**

**43% Budgets $1M+**

**Recent Sponsors & Exhibitors**
- ABM
- ALLIED UNIVERSAL SECURITY SERVICES
- BANNERSAVER
- BDS PLANNING & URBAN DESIGN
- BLACHERE ILLUMINATION
- BLOCK BY BLOCK
- BIRD
- CPS ENERGY
- CUBE84
- DOWNTOWN DECORATIONS
- DUKE ENERGY/CITYPOST
- EARTHPLANTER
- ECO-COUNTER
- GEOCENTRIC
- GOOGLE
- ICE RINK EVENTS
- ICSC
- IKE SMART CITY
- LARISA ORTIZ ASSOCIATES
- MAY MOBILITY
- MIG
- PAPE-DAWSON ENGINEERS
- THE PORTLAND LOO
- PUMA
- SALTWATER SOFTWARE
- SKY CONNECT NETWORKS
- SPRINGBOARD
- STANTEC
- STREET GRAFFITI SOLUTIONS
- STREETPLUS
- VICTOR STANLEY
- WESTON URBAN
Inspired by IDA: Weekly E-Newsletter

Inspired by IDA is the International Downtown Association’s weekly e-newsletter that includes curated headlines, member spotlights and recognition, announcements from the association, and additional business intelligence for the urban place management industry. 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 13 e-mails (one 90 day cycle), unless otherwise noted.

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>DIMENSIONS</th>
<th>WORD CT.</th>
<th>PRICE</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Leaderboard</td>
<td>728w x 90h</td>
<td>N/A</td>
<td>$2,500</td>
<td>13 Weeks, Horizontal, Linked</td>
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<tr>
<td>B. Banner (top)</td>
<td>580w x 74h</td>
<td>N/A</td>
<td>$1,850</td>
<td>13 Weeks, Horizontal, Linked</td>
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<tr>
<td>C. Skyscraper (long)</td>
<td>120w x 600h</td>
<td>N/A</td>
<td>$2,000</td>
<td>13 Weeks, Vertical, Linked, Placed by availability</td>
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</table>
Unleash Your Inner Nerd

In its third year, the IDA Top Issues Councils have brought together over 45 members, each exploring a key topic within our industry and authoring a guidebook for sharing trends, case studies, and recommendations. This year’s topics include economic development, parking, place branding, inclusive places, nighttime economy and urban mobility. All six reports are now on sale as PDF bundles or individual reports in the IDA webstore.

LEARN MORE

Stay Connected

Open the IDA Annual Conference & Tradeshow app to view available presentations from the 64th Annual Conference under the agenda tab. Members and attendees can also log in to IDEA Connection to view available presentations by clicking Libraries then Session Presentations to view or download PDF versions.

Make a Difference in your Downtown

Every year, IDA recognizes outstanding improvements to downtown by the work of dedicated individuals around the globe through the Downtown Achievement Awards. Review summaries and full project presentations that could help make a difference in your downtown. Visit our YouTube channel to view videos highlighting the 2018 award winners.

Apply for #IDAELF19

The Emerging Leader Fellowship is a week-long experiential program in June 2019. Fellows will learn essential leadership and place management skills, and gain practical tools in the areas of place-based economic development, the live-work-play experience, and public-private partnerships. Deadline to apply is November 30, 2018.

APPLY TODAY

Happening @ IDA

San Antonio, the Nation’s Fastest-Growing City, Sees Downtown Rebound

CURBED

A 300-year-old capital of Latinx culture on the cusp of change.

READ MORE

PRODUCT | DIMENSIONS | WORD CT. | PRICE | NOTES
--- | --- | --- | --- | ---
D. Skyscraper (short) | 120w x 300h | N/A | $1,200 | 13 Weeks, Vertical, Linked
E. Banner (mid) | 580w x 125h | N/A | $1,700 | 13 Weeks, Horizontal, Linked
F. Sponsored Content | N/A | 40 words, linked to your url for article | $250/issue | Limited availability. Subject to editorial approval.
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 while also serving as THE place to ask questions of colleagues and corporate partners that can share their experience and advice. Members can quickly ask and respond to questions, browse and contribute to a vast resource library, and connect with peers by searching member profiles.

Since 2018, IDA’s online community of over 3,000 members has started over 3,400 new threads, posted 8,300 discussion replies, sent 3,000 messages and shared 960 resources. Interested in getting connected? Content is king and this is your chance to market alongside IDA member-generated content. Priced quarterly. Discounted yearly options also available.
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<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
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<td>$1,000</td>
<td>13 weeks, Horizontal, Linked, Rotating</td>
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2020 Digital Advertisement Application

A. Contact Information

Company: ________________________________

Contact Name: ____________________________  Title: ________________________________

Email: ________________________________  Phone: ________________________________

Address: ________________________________________________________________

City: ____________________________  State/Province: ____________________________

Zip/Postal Code: ____________________________  Country: ____________________________

Website: ________________________________

B. Ad Selection

Inspired by IDA

<table>
<thead>
<tr>
<th>Ad Type</th>
<th># of Quarters</th>
<th>Price/Qtr</th>
<th>Subtotal</th>
<th>Preferred Thursday Start Date</th>
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<tbody>
<tr>
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<td>______</td>
<td>$2,500</td>
<td>______</td>
<td>____________________________</td>
</tr>
<tr>
<td>B. Banner (top)</td>
<td>______</td>
<td>$1,850</td>
<td>______</td>
<td>____________________________</td>
</tr>
<tr>
<td>C. Skyscraper (long)</td>
<td>______</td>
<td>$2,000</td>
<td>______</td>
<td>____________________________</td>
</tr>
<tr>
<td>D. Skyscraper (short)</td>
<td>______</td>
<td>$1,200</td>
<td>______</td>
<td>____________________________</td>
</tr>
<tr>
<td>E. Banner (mid)</td>
<td>______</td>
<td>$1,700</td>
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IDEA Connection

<table>
<thead>
<tr>
<th>Ad Type</th>
<th># of Quarters</th>
<th>Price/Qtr</th>
<th>Subtotal</th>
<th>Preferred Ad Start Date</th>
</tr>
</thead>
<tbody>
<tr>
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<td>Available exclusively for Thought Leaders Circle</td>
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<td></td>
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<tr>
<td>B. Communities Banner (top)</td>
<td>______</td>
<td>$1,200</td>
<td>______</td>
<td>____________________________</td>
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<tr>
<td>D. Communities Banner (bottom)</td>
<td>______</td>
<td>$1,000</td>
<td>______</td>
<td>____________________________</td>
</tr>
</tbody>
</table>

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__________