2022 MEDIA KIT
DIGITAL ADVERTISING OPPORTUNITIES
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 7,600 of them! We can help you engage through a trusted platform including a weekly newsletter that enjoys an impressive weekly open rate and a highly engaged member networking site.

**RECENT SPONSORS & EXHIBITORS**

- AEROMETREX
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- BANDWANGO, INC.
- BLOCK BY BLOCK
- BRIGHT BROTHERS STRATEGY GROUP
- BUXTON
- CREOS
- DISTRICT 360
- DOWNTOWN DECORATIONS
- DOWNTOWN GIFT CARDS
- EARTHPLANTER
- ENCHANT STUDIOS
- GOOGLE
- IKE SMART CITY
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- MIG, INC.
- MILLER ELECTRIC
- MODSTREET
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- STREEPLUS
- STREETSENSE
- TRACHTIK
- URBAN BIRD SERVICES
- URBANSPACE
- VICTOR STANLEY
- VISTITY
- YIFTEE

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$2.26M AVERAGE REVENUE | 43% BUDGETS $1M+
**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 7,600 urban champions every week by highlighting your company in *Inspired by IDA*. Prices are for 3 consecutive months.

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**SUBSCRIBE**

January 20, 2022

**IDA | NEWS FROM THE TOP**

**The Need For Innovation Has Never Been Greater**

Only eight short months until the IDA community again convenes for what I believe will be the most significant annual conference in this decade. I am so excited about the prospect of a return to a complete annual conference September 20 - 24 in Vancouver, British Columbia.

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**PRODUCT DIMENSIONS PRICE NOTES**

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>DIMENSIONS</th>
<th>PRICE</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Top Banner</td>
<td>550w x 100h</td>
<td>$3,200</td>
<td>13 Weeks, Horizontal, Linked</td>
</tr>
<tr>
<td>B. Mid-Banner</td>
<td>550w x 100h</td>
<td>$2,600</td>
<td>13 Weeks, Linked</td>
</tr>
<tr>
<td>C. Mid-Banner</td>
<td>550w x 100h</td>
<td>$2,600</td>
<td>13 Weeks, Linked</td>
</tr>
<tr>
<td>D. Bottom Banner</td>
<td>550w x 100h</td>
<td>$2,000</td>
<td>13 Weeks, Linked</td>
</tr>
</tbody>
</table>

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**PRODUCT**

**DIMENSIONS**

**PRICE**

**NOTES**

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**Greater Greater Washington**

**Breakfast Links: Librarians are DC’s latest overstretched front-line workers**

DC librarians are stretched to the limit. The network they have institutions everywhere are understaffed due to furloughs, and DC public librarians are no exception. On top of that, librarians are also being... Read More

**600 Demolished Housing Units and a Development Controversy In Downtown Reno**

600 Demolished Housing Units and a Development Controversy In Downtown Reno: A new imageArgentea campaign reports for ProPublica on a development controversy in... Read More

**Happening at IDA**

**Advancing Places: Effective Service Delivery through Inter-Governmental Agreements**

**Submit Your Session Proposal For The 66th Annual Conference & Marketplace**

**The Downtown Achievement Awards Early Submission Deadline**

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[Image 132x163 to 470x612]

[Image 694x133 to 1133x752]
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.
2022 Digital Advertisement Application

A. Contact Information

Company: __________________________
Contact Name: __________________________ Title: __________________________
Email: __________________________ Phone: __________________________
Address: __________________________
City: __________________________ State/Province: __________________________
Zip/Postal Code: __________________________ Country: __________________________
Website: __________________________

B. Ad Selection

<table>
<thead>
<tr>
<th>Inspired by IDA</th>
<th># of Quarters</th>
<th>Price/Qtr</th>
<th>Subtotal</th>
<th>Preferred Quarter Start Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Top Banner</td>
<td>N/A</td>
<td>X $3,200</td>
<td>= _______</td>
<td>ALL SPACES RESERVED</td>
</tr>
<tr>
<td>B. Mid-Banner</td>
<td>N/A</td>
<td>X $2,600</td>
<td>= _______</td>
<td>ALL SPACES RESERVED</td>
</tr>
<tr>
<td>C. Mid-Banner</td>
<td>_______</td>
<td>X $2,600</td>
<td>= _______</td>
<td>Quarter 2 or Quarter 4</td>
</tr>
<tr>
<td>D. Bottom Banner</td>
<td>_______</td>
<td>X $2,000</td>
<td>= _______</td>
<td>Quarter 3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>IDEA Connection</th>
<th># of Quarters</th>
<th>Price/Qtr</th>
<th>Subtotal</th>
<th>Preferred Ad Start Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Homepage Banner</td>
<td>N/A</td>
<td>Available exclusively for Thought Leaders Circle</td>
<td></td>
<td>(circle preferred months below)</td>
</tr>
<tr>
<td>B. Communities Banner (top)</td>
<td>_______</td>
<td>X $1,200</td>
<td>= _______</td>
<td>February March April May</td>
</tr>
<tr>
<td>C. Communities Skyscraper</td>
<td>_______</td>
<td>X $1,500</td>
<td>= _______</td>
<td>June July August September</td>
</tr>
<tr>
<td>D. Communities Banner (bottom)</td>
<td>_______</td>
<td>X $1,000</td>
<td>= _______</td>
<td>October November</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

E. Submit Signed Form & Payment

Tracie Clemmer  
Director, Corporate Relations  
Mail: IDA  
1275 K Street, NW, Suite 1000  
Washington, DC 20005  
Email: tracie@downtown.org