



INSPIRED LEADERS
SHAPING CITIES

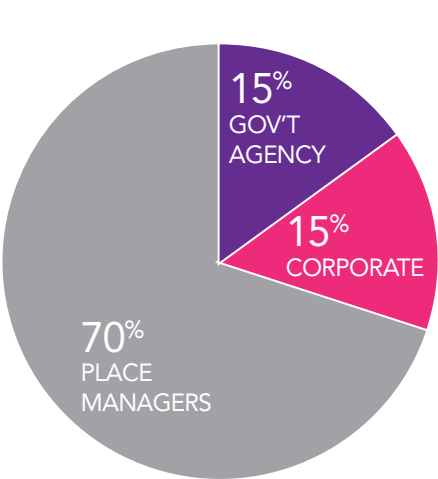
2024 MEDIA KIT

DIGITAL ADVERTISING OPPORTUNITIES

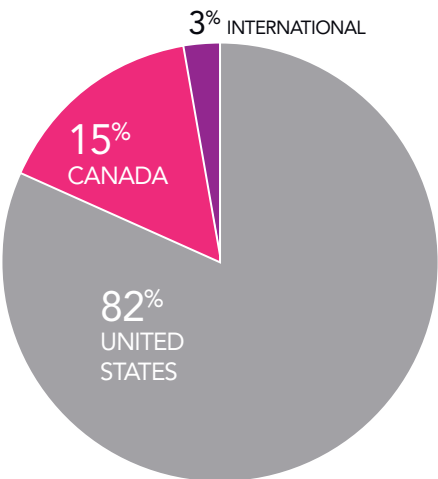


PHOTO CREDIT: DOWNTOWN SAN DIEGO PARTNERSHIP

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 7,900 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.



MEMBERS BY CATEGORY



MEMBERS BY COUNTRY

\$2.26M

AVERAGE
REVENUE

+2,500

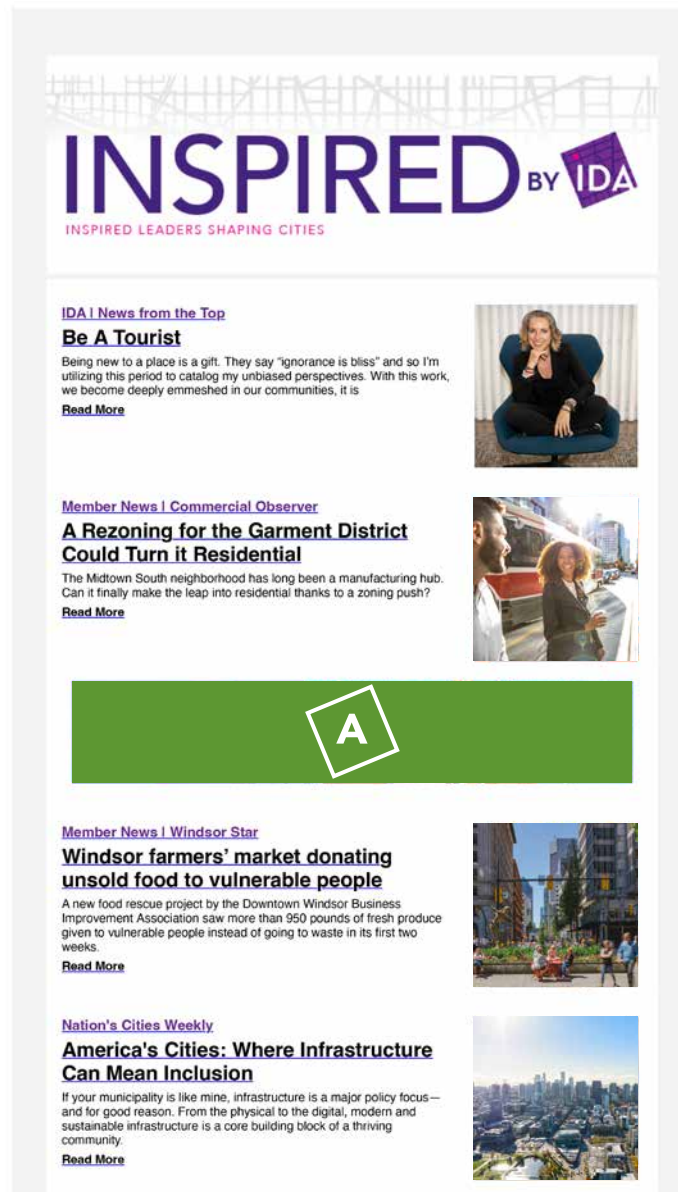
NORTH AMERICAN PLACE
MANAGEMENT ORGANIZATIONS

RECENT SPONSORS
& EXHIBITORS

AMERICAN CHRISTMAS	DOWNTOWN DECORATIONS	MIG, INC.	STARBUCKS COFFEE COMPANY
BIGBELLY	DOWNTOWN GIFT CARDS	MODSTREET	STREETPLUS
BIRD	EARTHPLANTER	MRI SPRINGBOARD	STREETSENSE
BLACHERE ILLUMINATION	ENCHANT STUDIOS	NOVABY	URBAN BIRD SERVICES
BLOCK BY BLOCK	GEOCENTRIC	PLACER. AI	VIBEMAP
CREOS	IKE SMART CITY	POP UP STREET PATIOS INC.	VICTOR STANLEY
DISTRICT 360	INTERSTATE PARKING DOWNTOWN	PUMA	VISTITY
DISTRICT WORKS	JIA	SAFECITY CONNECT	YIFTEE, INC.

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 7,900 urban champions every week by highlighting your company in *Inspired by IDA*. Prices are for 3 consecutive months.



PRODUCT	DIMENSIONS	PRICE	NOTES
A. Top Banner	550w x 100h	\$3,200	13 Weeks, Horizontal, Linked

B

Planetizen

New York's Airbnb Reform, One Month In

Weeks after New York City passed strict new regulations on short-term rentals, the city has returned the "vast majority" of applications for not meeting the new criteria, reports Natalie Lung in Crain's New York Business. According to Lung, "The city has received 4,794 applications as of Oct. 9 and has reviewed 1,697 of them. Of those, 57% have been..."

[Read More](#)

Nonprofit Quarterly

How Community-Based Public Space Can Build Civic Trust: Lessons from Akron

How can communities build civic trust? A multiyear effort in Akron, OH, has some lessons to share in how public space can be leveraged to support racial equity.

[Read More](#)

C

Planetizen

Former Landfill Doubles as Public Park, Energy Producer

Freshkills Park wetlands in Staten Island, New York. Last weekend marked a key moment in the transformation of "the world's largest dump" into a public park with the opening of North Park in Staten Island's Freshkills Park, writes Leslie Kaufman in Bloomberg Green. The former landfill, which at its high point received 29,000 tons of trash daily, has...

[Read More](#)

Talking Headways Podcast

Finding Resources to Do Big Things

We discuss how cities create budgets that reflect their policy goals and what it takes to find resources for big ideas with Chris Fabian of Resource X.

[Read More](#)

D

Happening at IDA

OCTOBER 27, 2023

Advancing Places: Strategic Planning for Your Organization

Join this session and hear from three seasoned professionals about their work to keep their strategic plans front and center.

[Read More](#)

NOVEMBER 1, 2023

2024 Emerging Leader Fellowship

IDA Emerging Leader Fellowship is a week-long experiential program that brings together a cohort of IDA professionals from within the place management profession.

[Read More](#)

NOVEMBER 8, 2023

Remote Work Drives Downtown Success

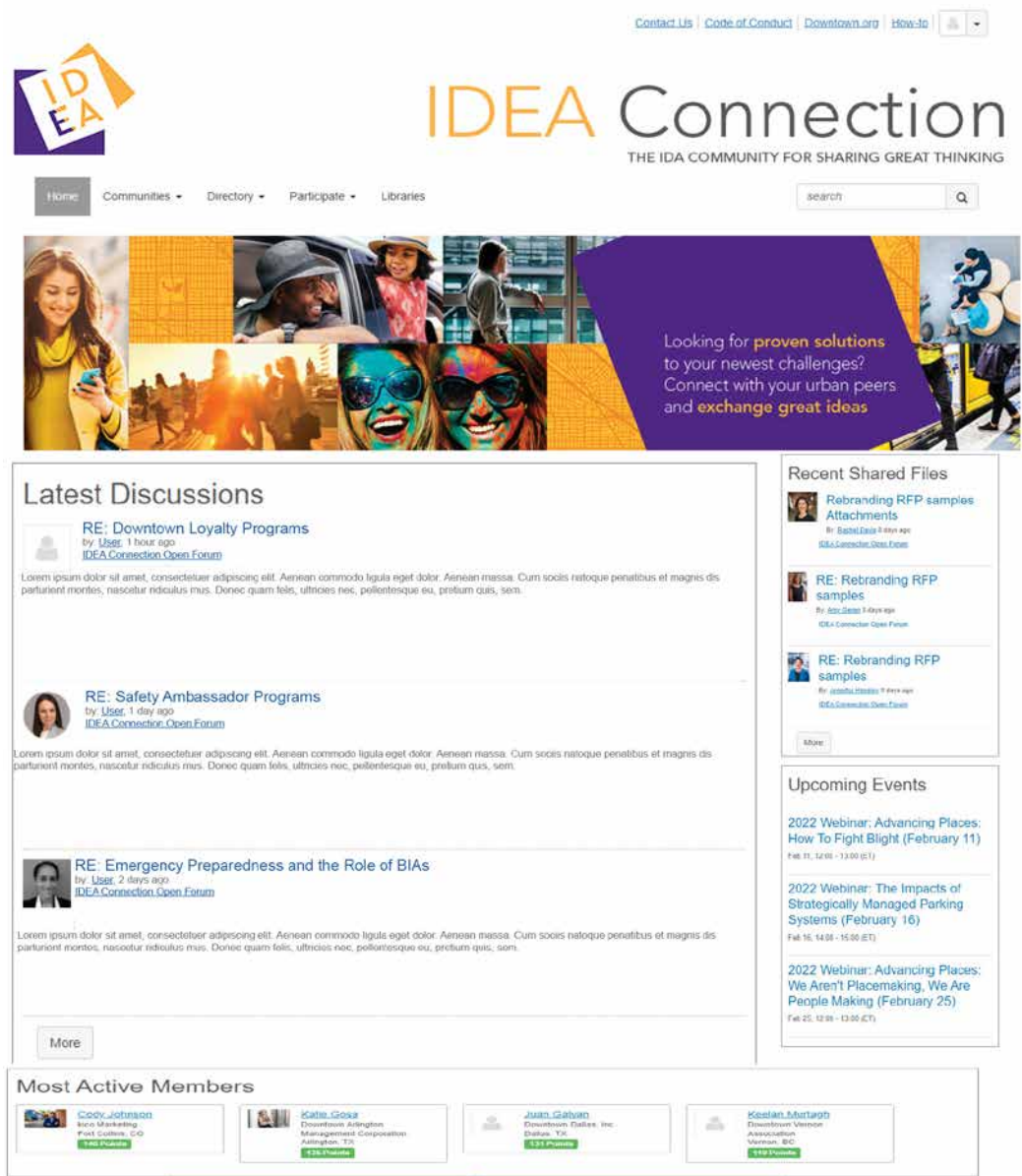
In this webinar, explore how many downtowns are finding success in the remote work world. We'll look at various retail districts and discuss how they are repositioning to take advantage of having remote workers.

[Read More](#)

PRODUCT	DIMENSIONS	PRICE	NOTES
B. Mid-Banner	550w x 100h	\$2,600	13 Weeks, Linked
C. Mid-Banner	550w x 100h	\$2,600	13 Weeks, Linked
D. Bottom Banner	550w x 100h	\$2,000	13 Weeks, Linked

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.



PRODUCT	DIMENSIONS	WORD CT.	PRICE	NOTES
A. Homepage Banner	962w x 125h	N/A	N/A	Available Exclusively for Thought Leaders Circle

IDA’s online networking hub of over 4,700 members is continuously growing with 438 new users this year and over 6,100 logins in the last twelve months. Interested in getting connected? Content is king and this is your chance to market alongside IDA member-generated content.



PRODUCT	DIMENSIONS	WORD CT.	PRICE	NOTES
B. Communities Banner (top)	940w x 125h	N/A	\$1,200	13 weeks, Horizontal, Linked, Rotating
C. Communities Skyscraper	125w x 600h	N/A	\$1,500	13 weeks, Vertical, Linked, Rotating
D. Communities Banner (bottom)	940w x 125h	N/A	\$1,000	13 weeks, Horizontal, Linked, Rotating

2024 Digital Advertisement Application



A. Contact Information

Company: _____
Contact Name: _____ Title: _____
Email: _____ Phone: _____
Address: _____
City: _____ State/Province: _____
Zip/Postal Code: _____ Country: _____
Website: _____ Link ad to: _____

B. Ad Selection

Inspired by IDA	# of Quarters		Price/Qtr		Subtotal	Preferred Quarter Start Date
<input type="checkbox"/> A. Top Banner	_____	X	\$3,200	=	_____	
<input type="checkbox"/> B. Mid-Banner	_____	X	\$2,600	=	_____	
<input type="checkbox"/> C. Mid-Banner	_____	X	\$2,600	=	_____	
<input type="checkbox"/> D. Bottom Banner	_____	X	\$2,000	=	_____	

IDEA Connection	# of Quarters		Price/Qtr		Subtotal	Preferred Ad Start Date
<input type="checkbox"/> A. Homepage Banner	N/A	Available exclusively for Thought Leaders Circle				(select preferred month start)
<input type="checkbox"/> B. Communities Banner (top)	_____	X	\$1,200	=	_____	
<input type="checkbox"/> C. Communities Skyscraper	_____	X	\$1,500	=	_____	
<input type="checkbox"/> D. Communities Banner (bottom)	_____	X	\$1,000	=	_____	

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
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