



INSPIRED LEADERS
SHAPING CITIES

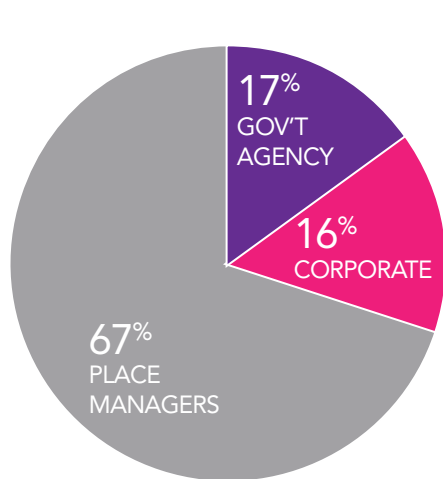
2025 MEDIA KIT

DIGITAL ADVERTISING OPPORTUNITIES

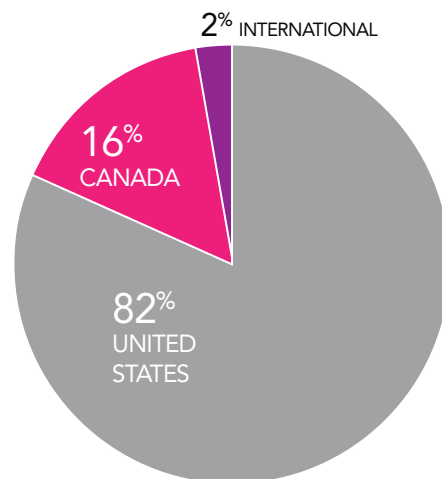


PHOTO CREDIT: THE EAST CUT COMMUNITY BENEFIT DISTRICT

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 8,300 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 COMPANIES MARKETING WITH IDA

AMAZON
 AMERICAN CHRISTMAS
 BIGBELLY
 BLOCK BY BLOCK
 CONTAINER POTTY
 CREOS
 DISTRICT360
 DOWNTOWN DECORATIONS

DOWNTOWN GIFT CARDS
 EARTHPLANTER
 EXMURO ART PUBLIC
 GEOCENTRIC
 IKE SMART CITY
 JACK WORLD
 JIA
 MIG, INC.

MODSTREET
 MRI SPRINGBOARD
 NOVABY
 PLACER. AI
 POP UP STREET PATIOS INC.
 PUMA
 SAFECITY CONNECT
 STARBUCKS COFFEE COMPANY

STREETPLUS
 THRONE LABS
 TL²
 UNCOMMON BRIDGES
 VIBEMAP
 VICTOR STANLEY
 VISTITY
 WIREFRAME

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 8,300 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

Forbes

Manulife Singapore BrandVoice: Smart Planning Ensures Lasting Legacies

Asia's wealthy are planning their legacies as \$2.5 trillion changes hands by 2030. Early estate planning secures assets, overcomes challenges, and educates heirs for smooth wealth transitions.

[Read More](#)



Urban Institute

Sustainable Homeownership and Wealth Preservation for Communities of Color

Join the Urban Institute and the Robert Wood Johnson Foundation for an event where we present new research findings and participate in evidence-based discussions about loss mitigation, home repair and preservation, and climate risk.

[Read More](#)



C

Urban Land Magazine

2025: An Inflection Point for the Multifamily Market

The multifamily market is stabilizing after past declines, with improving sales and debt conditions poised for growth in 2025, supported by renewed investor interest and strong demand.

[Read More](#)



Next City

Why a Memorial for Victims of Traffic Violence Matters

A view of names etched into the granite face of the Vietnam Veterans Memorial (Photo by National Park Service / CC BY 2.0) We hear the statistic often, as if the number itself will move us: On American roads and streets, traffic violence kills about 40,000 people each year.

[Read More](#)



D

Happening at IDA

OCTOBER 10, 2024

Leadership in Place Management (LPM) Certification

IDA's Leadership in Place Management (LPM) certification recognizes place management professionals who demonstrate the knowledge and skills to manage and lead a place management organization. The first step towards earning your LPM credential is to complete the application. The deadline to apply for the November 2024 exam is Thursday, October 10, 2024.

[Read More](#)

OCTOBER 10, 2024

WCUDF25: Submit Your Session Proposal

The 2025 West Coast Urban District Forum will focus on how place management organizations' stewardship, programming, arts and culture, innovation and transformation are key to reimagining our downtowns. We invite you to submit session proposals by Thursday, October 10, 2024. Submission details and topic guidelines can be found at the link below.

[Read More](#)

OCTOBER 18, 2024

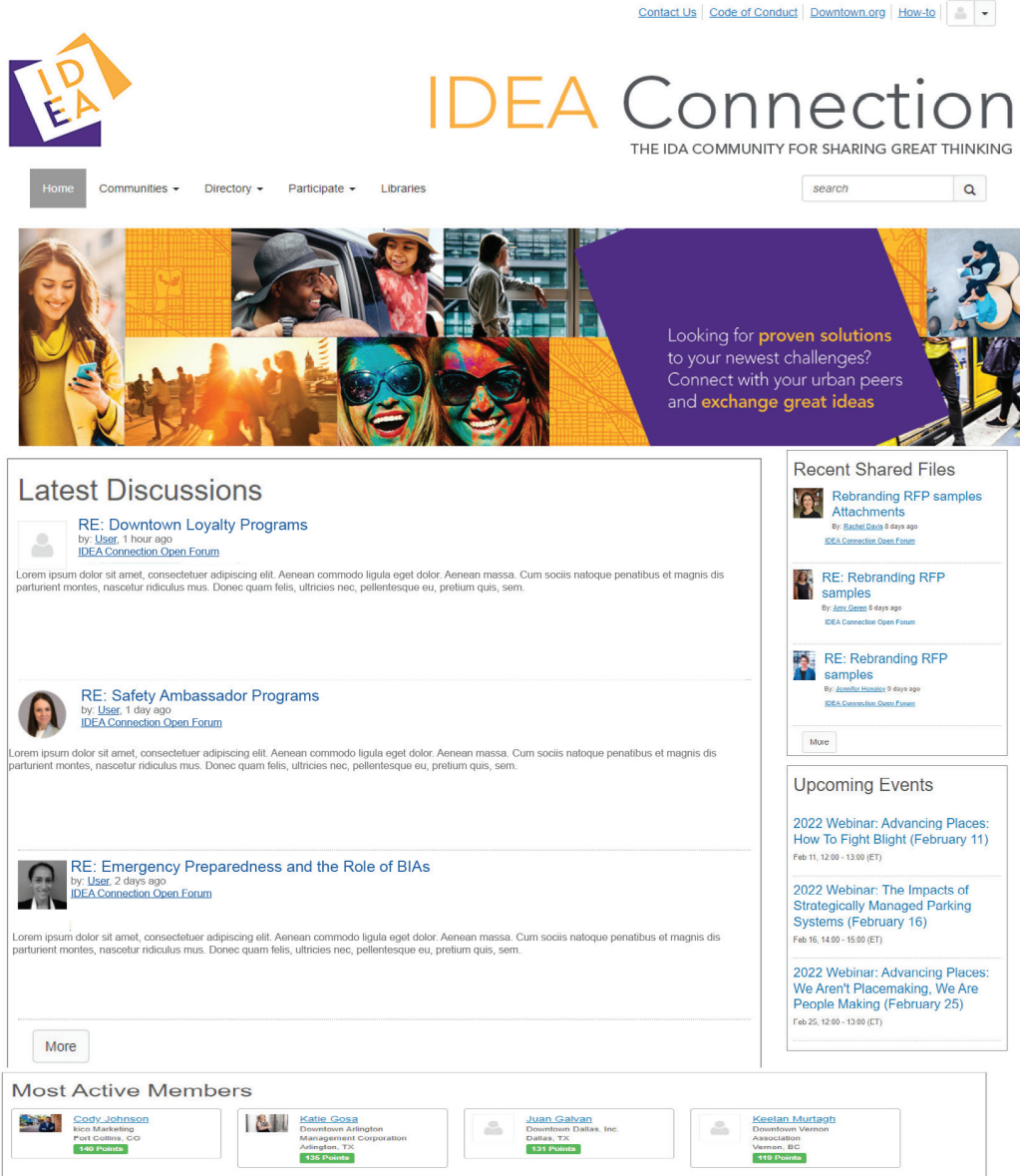
Advancing Places: Investing Downtown

This spring, six urban place management leaders from around the U.S. worked collaboratively to define critical investment issues facing urban place management organizations (UPMOs). Learn about their conclusions regarding office to housing conversions, retail reinvigoration, shifts in messaging and the internal structure of the traditional UPMO.

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 3,700 members is continuously growing with 770 new users this year and over 5,100 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

2025 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): \$_____.

ACH payment (preferred) 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

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Washington, DC 20005

Email: tracie@downtown.org



INSPIRED LEADERS
SHAPING CITIES