



FLORIDA SOUTH

media kit



Professional Design Magazine
Membership Directory
e-News & Website

Advertising Rates
Editorial Content
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Mechanical Requirements



PROFESSIONAL DESIGN



Why Advertise with ASID FSC?

ASID Florida South Chapter is the 2nd largest chapter in the country, spanning across South Florida, including the Florida Keys, north to Vero Beach and west through Collier and Lee counties. Over 4,000 readers reference *Professional Design* to assist with their interior design needs and purchases. With an internet base of over 20,000 viewers, ASID FSC consists of a diverse group calling South Florida home. Our readers represent commercial and residential designers, design firms, developers, design colleges, students, architects and facility planners. Your message will reach educators and students of design's future, as well as talented and experienced designers of the present.

ASID Florida South Chapter is the most versatile group of designers within the 48 ASID chapters across the country. Our designers are world-travelers and jet setters. Through their own personal travels and their diverse client base our members are the design gateway to different countries and continents. We have one of the highest percentages of dual chapter memberships in the country. Many of our members are based in South Florida, yet they follow the seasons and also have second locations ranging from the northern seaboard to Europe, as well as the Caribbean and many countries throughout South America.



With clients from such diverse corners of the world, our designers bring home with them, a unique and wide range of styles, skills and professionalism from the international stage. Their experiences translate to their designs helping to create cutting edge trends and continue to help South Florida's vibrant designs come alive.

Through education, networking, advocacy, community building and outreach, ASID FSC strives to advance the interior design profession by demonstrating and celebrating South Florida's power of design and exclusiveness.

Editorial Calendar

Professional Design tracks the trends, presents new ideas and programs, and monitors changes in laws so readers are kept up-to-date. Vital topics regarding Green Design, Licensing & Certification, Color Trends, New Products, and Commercial and Residential Design are presented between the covers. Our calendar for 2009 covers a variety of dynamic topics and events for our readers. *

Spring 2009	Summer 2009	Fall 2009	Winter 2010
<p>Advertising Deadline: April 13, 2009</p> <p>Scheduled Publication: May 2009</p> <p>Features ASID FSC 30-Year History Industry Partners</p> <p>Special Focus Past Presidents of ASID Recap: Green Conference Platinum Chef Event Upcoming: ASID FSC 30th Anniversary Celebration - Includes 2009 DEA Dinner Gala, 2009/10 Installation of New Board Officers, 2009 West Coast Product Expo, Cocktail Reception and More!</p>	<p>Advertising Deadline: June 2, 2009</p> <p>Scheduled Publication: July 2009</p> <p>Features Top of Their Game ASID Fellows Aging in Place - The ability to continue to live in one's home safely, independently, and comfortably, regardless of age, income, or ability level. It means living in a familiar environment, and being able to participate in family and other community activities.</p> <p>Special Focus Update: ASID FSC 30th Anniversary Celebration Platinum Chef Event Recap</p>	<p>Advertising Deadline: September 15, 2009</p> <p>Scheduled Publication: October 2009</p> <p>Features Best of the Best DEA Recap Green Design</p> <p>Special Focus Upcoming: Holiday Parties Upcoming: Student Career Day</p>	<p>Advertising Deadline: January 7, 2010</p> <p>Scheduled Publication: February 2010</p> <p>Features Future of ASID Recap: Student Career Day The Future: Legislation, Design Schools, etc.</p> <p>Special Focus Recap: Holiday Parties Spotlight: Up & Coming Designers</p>
		2010 Membership Directory	
		<p>Advertising Deadline: August 4, 2009</p> <p>Scheduled Publication: October 2009</p> <p style="text-align: center;">* Subject to change for content and schedule</p>	



ASID Online

Website *(Click [HERE](#) to go directly to site.)*

ASID's website (www.asidfsc.org) has been redesigned to include more information on a high-tech template. The website is kept up-to-date with current news and events, and includes all the documents, forms, and information members need to be active in the Florida South chapter.

There are three opportunities to advertise on www.asidfsc.org:

- **Exclusive page-Peel corner ad** - \$3,000 for twelve months - Only one available per year
- **Top of Page Flash banner ad** - \$600 for six months - \$1,200 for twelve months
- **Sidebar Flash banner ad** - Flash banners involve several ads rotating every six seconds on the screen, while the page-peel provides an interactive experience where viewers peel back the top right corner of the website to view your ad. Please see the Mechanical Requirements page for ad specifications.

Find-A-Designer and Industry Partner Database Listings

The new ASID website features a searchable database including both ASID designers and Industry Partners. In this database, prospective customers can search for Designers and Industry Partners by category, company name, or by searching by key words.

All ASID FSC Industry Partners and Designers receive one complimentary basic listing under one category. In addition to your free basic listing, you may purchase an upgrade to this simple listing and advertise in a unique and powerful way. Enhance your listing with details and images promoting your company's unique offerings.

Complimentary Designer Basic Listing Includes:

- Designer Name
- Florida License #
- Company Name
- Address
- Phone Number
- Map Link

Industry Partner Basic Listing Includes:

- Company Name
- Contact Person
- Address
- Phone Number
- Map Link

As a member benefit, Designers and Industry Partners receive one complimentary listing under one category. \$50 each per additional category.

Basic Listing Upgrade* - \$50 for twelve months

Includes everything in the Basic Listing, plus:

- Direct E-mail Link (Click [HERE](#) to see example of Basic Listing Upgrade.)
- Link to Company Website

Premium Profile* - \$200 for twelve months

Includes everything in the Basic Listing, plus:

- Direct E-mail Link (Click [HERE](#) to see example of Premium Profile.)
- Link to Company Website
- Designer Photo or Company Logo**
- Photo Gallery (up to 10 photos)**
- Company Profile (up to 250 words)

** Images will be resized to fit website specifications.

e-News

ASID E-News is a monthly, one-page e-newsletter that is produced to keep members up-to-date on chapter events, governmental concerns and other items of interest to chapter members. Circulation of this highly anticipated e-newsletter is approximately 2,000. ASID E-News is distributed on the 15th of each month. Materials must be submitted by the 8th of each distributing month to be included in the email. There are two advertising opportunities:

- **Exclusive top banner ad**
- **Sidebar banner ads**

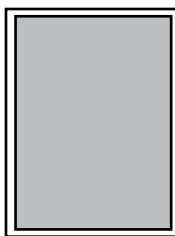
Advertising Rates - Magazine, Directory & Web

Standard Display Advertising (full color)

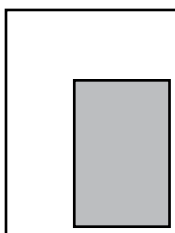
Size

Full Page	\$1,699
1/2 Page	\$ 999
1/3 Page	\$ 799
1/4 Page	\$ 699
1/6 Page	\$ 609
1/8 page *	\$ 250

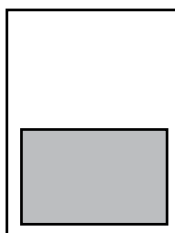
* Design Center ad includes full-color photo and 40-word profile. Magazine Only



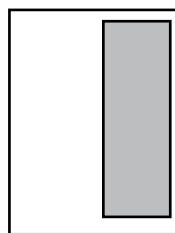
Full Page



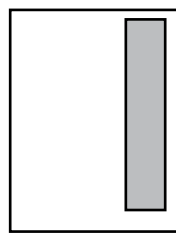
1/2 Page Vertical



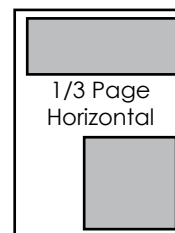
1/2 Page Horizontal



1/2 Page Long Vertical

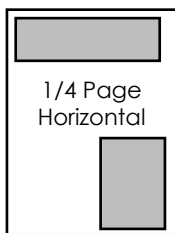


1/3 Page Vertical



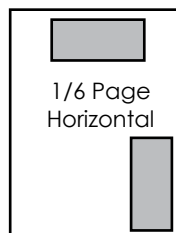
1/3 Page Horizontal

1/3 Page Square



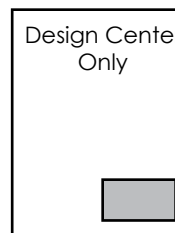
1/4 Page Horizontal

1/4 Page Vertical



1/6 Page Horizontal

1/6 Page Vertical



Design Center Only

1/8 Page Horizontal

Cover and Premium Positions (full color)

Size

Double Page Spread	\$2,499
Inside Front Cover	\$2,099
Inside Back Cover	\$2,099
Outside Back Cover	\$2,199
Directory Tab	\$1,999 *Directory Only

e-News Advertising

Banner	\$125
Sidebar	\$75

Pricing per month.

Website Advertising

	6 Months	One Year
Banner	\$600	\$1,000
Sidebar	\$300	\$600
Page-peel (There is only one page-peel ad per year.)	n/a	\$3000
Database Listing Upgrade (Plus one-time \$25 Admin Fee.)		\$50
Database Premium Profile (Plus one-time \$50 Admin Fee.)		\$200

Additional database categories \$50 each.

Discounts

- 5% discount on the purchase of advertising in two or more editions
- Guaranteed Position: 15% extra
- Advertising Agencies: All rates are net
- Advertising Inserts: Rates on request

Discounts only apply for Professional Design print magazine. Not valid for website offerings.

Mechanical Requirements

ADVERTISING SIZES - e-News & Website*

AD SIZE	PIXELS	INCHES
Website Top Banner Ad	500 x 89	5" x 0.9"
Website Sidebar Ad	150 x 100	2.1" x 1.4"
Website Page-Peel Ad	500 x 500 or 100 x 100	7" x 7" 1.4" x 1.4"
<i>** Page-Peel ads cannot have text or images in bottom left half (see image below).</i>		
e-News Top Banner Ad	375 x 150	5.2" x 2.1"
e-News Sidebar Ad	150 x 100	2.1" x 1.4"

** FILES MUST BE RGB and 72 dpi



For additional information contact:

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ADVERTISING SIZES - Magazine

AD SIZE	WIDTH	DEPTH
DPS Bleed	17"	11.125"
Full Page Bleed	8.625"	11.125"
Full Page	7"	9.5"
1/2 Page Vertical	4.583"	7"
1/2 Page Horizontal	7"	4.583"
1/2 Page Long Vertical	3.333"	9.5"
1/3 Page Vertical	2.167"	9.5"
1/3 Page Horizontal	7"	3"
1/3 Page Square	4.583"	4.583"
1/4 Page Vertical	3.333"	4.583"
1/4 Page Horizontal	4.583"	3.333"
1/6 Page Vertical	2.167"	4.583"
1/6 Page Horizontal	4.583"	2.167"
1/8 Page Horizontal*	3.333"	2.167"

*DESIGN CENTER ONLY

MECHANICAL REQUIREMENTS

Trim Size	8.375" x	10.875"
Bleed Size	8.625" x	11.125"
Live Area	7.5" x	10"

ADVERTISING SIZES - Directory

AD SIZE	WIDTH	DEPTH
Double Page Spread	10.75"	7.5"
Full Page Bleed	6"	8.75"
Full Page	5"	7.5"
1/2 Horizontal	5"	3.667"
1/3 Horizontal	5"	2.333"
1/4 Horizontal	5"	1.667"
1/4 Vertical	2.333"	3.667"
1/6 Horizontal	2.333"	2.333"
TABS	5.82"	8.5"

MECHANICAL REQUIREMENTS

Trim Size	5.75" x	8.5"
Bleed Size	6" x	8.75"



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Published by MediaEDGE Communications, LLC, for ASID Florida South Chapter

MAGAZINE INFO: Preferred file format is Adobe PDF, provided all fonts are embedded and all color is converted to CMYK. ALL IMAGES MUST BE 300 DPI. The publisher assumes no responsibility for images provided at less than 300 DPI. Color ads should include a color proof. The publisher assumes no responsibility for ads where no proof has been provided. DO NOT USE PICTURES FROM A WEBSITE, unless the website explicitly states that these images are intended for use in print. Any file over 10 MB in size should be uploaded to our ftp site. Please contact your sales representative for information. PROOFS: Any changes beyond second proof will have a surcharge of \$50 for each additional proof.