



interior designers of canada
designers d'intérieur du canada

IDC COMMUNITY ADVERTISING

IDC's aggregated source for industry and IDC news is delivered to over IDC 5,000 members every week. The average open rate for this weekly e-newsletter is 53.61%, more than double the industry standard of 24.88%.

OPTIONS/SPECS

1. leaderboard ad

This premier position provides your company with top exposure and quality traffic. **780 by 100 pixels**

2. lower leaderboard

The lower leaderboard gives your company a prominent position right under the association's masthead. **580 by 80 pixels**

3. box ad

This large-format position provides your company with good exposure in the body of the news brief, bringing quality traffic to your website. **700 by 400 pixels**

4. callout text

Integrated into the feel of the brief, a callout Text ad targets your buying audience with an image, **5-word headline and 25-word description. 300 by 100 pixels**

format

When you save images, use PNG, or JPG.

file size

It's best to avoid overly large images, both in file size and pixel dimensions. We recommend a maximum file size of 1MB for images.