



# Advertise with IDC



IDC Industry members can take advantage of various advertising opportunities to connect with interior designers coast to coast. To learn more about IDC advertising opportunities, please contact [communications@idcanada.org](mailto:communications@idcanada.org). For more information, please review the [IDC advertising prospectus](#).

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## Email Broadcast

Please submit the following content 7 business days prior to your deployment date:

- E-blast in HTML format (maximum width: 600 pixels, no maximum height); **all images must be hosted online with URLs embedded within the HTML code and not sent as separate image files**
- Subject line of your choice

A test version of your e-blast will be sent to you for approval. Please allow for a **maximum of three rounds of revisions**. Please note, **IDC cannot make changes within your e-blast**. Any changes required must be made to the HTML code and re-sent to IDC.

All e-blasts include the following disclaimer: “This e-blast is brought to you through IDC’s Email Broadcast program whereby companies may purchase an e-blast to be sent to IDC’s roster of members. This list of members is controlled by IDC. Member information will not be shared with a third party.”

A report on open rates and click-through rates may be provided upon request following deployment.

[Purchase e-blasts online](#)

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## IDCommunity Newsletter

Please submit your ad 7 business days prior to your scheduled newsletter date.

- Leaderboard ad: 780 x 100 pixels
- Lower leaderboard: 580 x 80 pixels
- Box ad: 600 x 600 pixels
- New product or showroom opening announcement ([submit here](#)): 600 x 600 pixels

[Purchase newsletter ads online](#)

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## IDC Website Homepage Banner Ad

Homepage banner ads are displayed for one month.

Please submit your ad 7 days prior to your scheduled posting date.

- Homepage banner ad: 600 x 280 pixels

[Purchase homepage banner ads online](#)

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### **IDC Event Calendar Listing**

Please fill out [this form](#) to submit your calendar listing. You will receive a notification email once your event has been approved and posted.

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### **IDC Career Centre Posting**

Please fill out [this form](#) to submit your career centre posting and payment. You will receive a notification email once your posting has been approved and posted.

Career Centre listings cost \$349+HST and are valid for three months from the posting date. If in this time the position is filled, please email [communications@idcanada.org](mailto:communications@idcanada.org) and the posting will be removed.

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### **Social Media**

Please submit the following content 7 days prior to your scheduled posting date:

- Content (specs for each social platform outlined [here](#) via Sprout Social)
- Corresponding caption
- Any relevant social handles to be tagged
- Any relevant hashtags to be used

[Purchase social media posts online](#)

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### **DISCLAIMER**

Advertising is at the discretion of IDC. If the item is not related to the interior design profession, is not perceived as a benefit to IDC members, or occurs at a date/time that conflicts with an IDC event, the item may not be approved. IDC reserves the right to announce blackout periods during the year when third party promotions cannot be sent due to scheduling conflicts.