



BUILD YOUR BRAND CONNECT STAND OUT



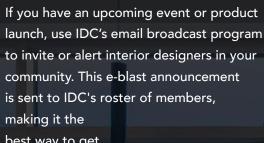
ABOUT IDC

IDC HELPS YOU GAIN EXPOSURE

IDC Industry partners can take advantage of great advertising opportunities to connect with interior designers coast-to-coast. We are committed to making your partnership experience as profitable and productive to your business as possible by helping boost your ROI and delivering successful campaigns.

Brand your marketing materials, showroom or office location with an IDC National, Regional or Local Partner logo to show your commitment to the interior design industry and be recognized by all IDC members – available to IDC Industry partners as part of partnership packages.

OVERVIEW



best way to get your information in front of your target market and increase your visibility.

HOW IT WORKS

- 1. Purchase an e-blast online selecting your target market
- Send in your e-blast content (HTML, JPEG or PNG) along with an engaging subject line, relevant hyperlinks and your preferred send date. Your file will be reviewed within two (2) business days
- 3. A test version of your e-blast will be sent to you for approval, then your e-blast will be scheduled and sent out
- 4. A report on open rates and click-through rate may be provided upon request

31% average open rate on e-blasts purchased by Industry partners

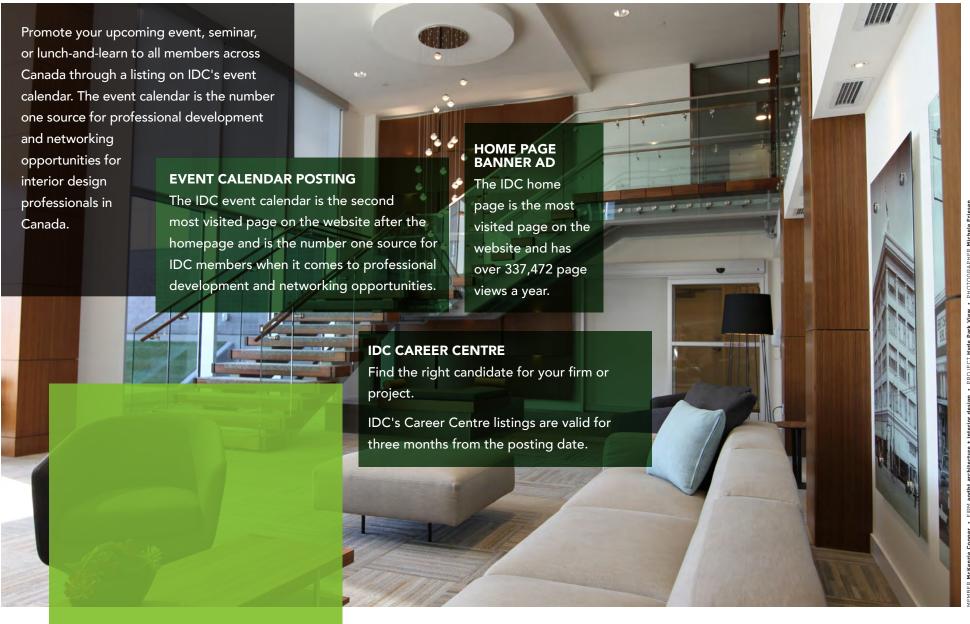
DESIGN PACKAGE

IDC offers a basic design package to assist in creating your e-blast. When purchasing your e-blast through our

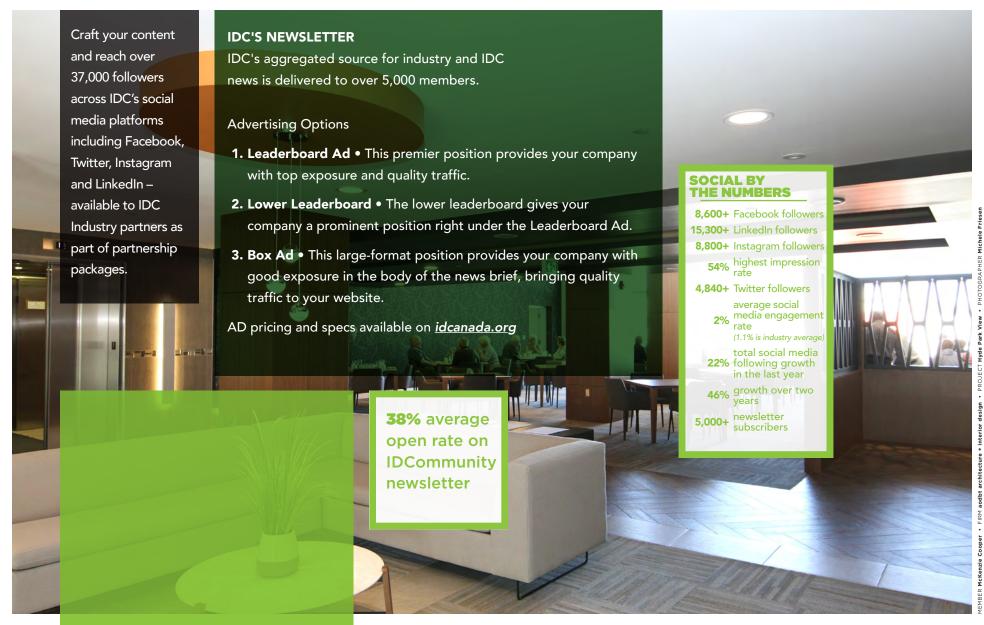
online payment form, select "Basic Design Package" from the list of options before proceeding with payment.

*IDC reserves the right to announce blackout periods during the year when e-blasts cannot be sent due to event conflicts. 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."

EMAIL BROADCAST PROGR



ONLINE PRESENCE



SOCIAL MEDIA & NEWSLETTER



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