



ADVERTISE  
WITH US

BUILD YOUR BRAND  
CONNECT  
STAND OUT



interior designers of canada  
designers d'intérieur du canada

Founded in 1972, Interior Designers of Canada (IDC) is the national advocacy association for the interior design profession in Canada with a mandate to provide a unified voice to advance and promote the Canadian interior design industry locally, nationally, and internationally.

**5,000+** TOTAL  
NUMBER OF  
**IDC MEMBERS**  
ACROSS **CANADA**

Interior designers,  
emerging leaders, students,  
interns, educators,  
architects, associates,  
and media

REACH  
YOUR  
AUDIENCE

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, Local, International, or Technology 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

If you have an upcoming event or product launch, use IDC's email broadcast program to invite or alert interior designers in your community. This e-blast announcement is sent to IDC's roster of members, making it the 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
2. 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

**33.2% 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 PROGRAM

Promote your upcoming event, seminar, or lunch-and-learn to all members across Canada through a listing on IDC's event calendar. The event calendar is the number one source for professional development and networking opportunities for interior design professionals in Canada.

#### EVENT CALENDAR POSTING

The IDC event calendar is the second most visited page on the website after the homepage and is the number one source for IDC members when it comes to professional development and networking opportunities.

#### HOME PAGE BANNER AD

The IDC home page is the most visited page on the website and has over 171,400 page views annually.

#### IDC CAREER CENTRE

Find the right candidate for your firm or project.

IDC's Career Centre listings are valid for three months from the posting date.

# ONLINE PRESENCE

Craft your content and reach over 40,000 followers across IDC's social media platforms including Facebook, Twitter, Instagram and LinkedIn – available to IDC Industry partners as part of partnership packages.

## IDC'S NEWSLETTER

IDC's aggregated source for industry and IDC news is delivered to over 5,000 members.

### Advertising Options

- 1. Leaderboard Ad** • This premier position provides your company with top exposure and quality traffic.
- 2. Lower Leaderboard** • The lower leaderboard gives your company a prominent position right under the Leaderboard Ad.
- 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.

AD pricing and specs available on [idcanada.org](http://idcanada.org)

### SOCIAL BY THE NUMBERS

**9,300+** Facebook followers  
**16,500+** LinkedIn followers  
**9,400+** Instagram followers  
**4,800+** Twitter followers  
 total social media following growth in the last year  
**7%**  
**5,000+** newsletter subscribers

**43%** average open rate on IDCommunity newsletter

# SOCIAL MEDIA & NEWSLETTER



**Interior Designers of Canada**

400-901 King Street West  
Toronto, ON  
M5V 3H5

InteriorDesignersofCanada   

IDCanadaTweets 

**Barbora Krsiakova**

Industry Partnerships Manager  
416.649.4438 • bkrsiakova@idcanada.org



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