

AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS



NEW YORK METRO

www.nymetro.asid.org

MEDIA GUIDE

Design your success in the nation's third largest interior design market.



FOR MORE INFORMATION, PLEASE CONTACT:

Angela McDougall
Project Manager
Naylor Association Solutions
(800) 665-2456, ext. 3625
amcdougall@naylor.com

+ **DESIGN Magazine**
+ **Membership Directory & Resource Guide**

AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS



NEW YORK METRO

THE ASID NEW YORK METRO ADVANTAGE

- + New York is the third largest market in the nation's nearly **\$17.6 billion** interior design industry.
- + We are the **second largest chapter** of ASID in the United States.

OUR MEMBERS

We are in the most competitive design environment in the country which makes our members the most competent, educated and at the forefront of the design industry.



Approximately **4 out of 5** ASID NY Metro designers work in the commercial field.



2 out of 3 ASID NY Metro designers work in the residential field.

SOME OF THE PROJECTS WE WORK ON:



Homes



Hotels



Hospitals



Schools



Restaurants



Museums



Offices



Theatres



Retail
Stores



Government
Buildings

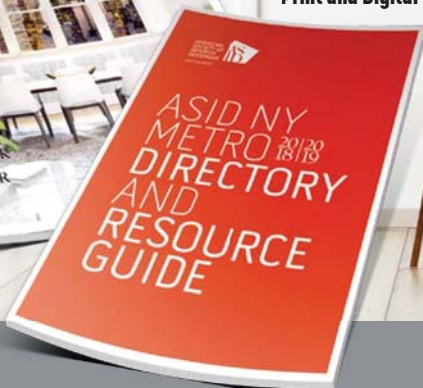


And many
more

Print and Digital
Quarterly Magazine



Print and Digital



CONTACT YOUR NAYLOR ACCOUNT EXECUTIVE TO RESERVE YOUR SPACE TODAY!

DESIGN MAGAZINE MEMBERSHIP DIRECTORY & RESOURCE GUIDE

NET ADVERTISING RATES

All rates include an Ad Link in the digital edition of the publication.
ASID NY Metro Members receive a 10% discount.

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

Full-Color Rates	1x	2x/3x	4x/5x
Double Page Spread	\$ 5,069.50	\$ 4,819.50	\$ 4,559.50
Outside Back Cover	\$ 4,799.50	\$ 4,649.50	\$ 4,509.50
Inside Front or Inside Back Cover	\$ 4,499.50	\$ 4,349.50	\$ 4,209.50
Full Page	\$ 2,899.50	\$ 2,749.50	\$ 2,609.50
1/2 Page Horizontal	\$ 1,799.50	\$ 1,709.50	\$ 1,619.50
1/4 Page Vertical	\$ 1,069.50	\$ 1,019.50	\$ 959.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

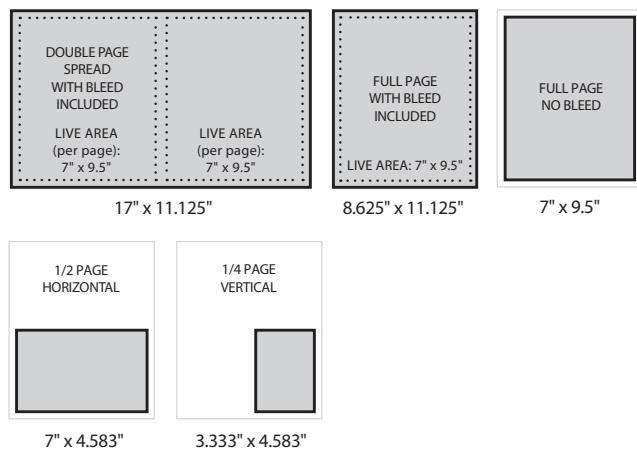


Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising, Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created. Rates as of October 2018.

PRINT ADVERTISING SPECIFICATIONS

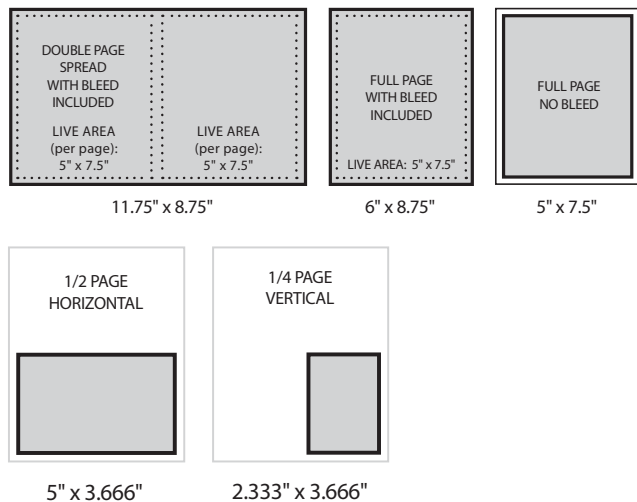
DESIGN MAGAZINE

Magazine Trim Size: 8.375" x 10.875"



MEMBERSHIP DIRECTORY & RESOURCE GUIDE

Roster Trim Size: 5.75" x 8.5"



Note:

Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com/adupload

Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes.

This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Specs for Outsert/Inserts

Design Magazine

1 page / 2 Surface: 8.375" x 10.875"
 Postcards: 6" x 4.25"

Membership Directory & Resource Guide

1 Pg / 2 Surface 5.75" x 8.5"
 Postcards 6" x 4.25"

Digital Edition

For the latest online specs, please visit www.naylor.com/online-specs

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ads appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.

DESIGN MAGAZINE DIGITAL EDITION

Extend your print advertising investment with the unique benefits of digital media.

DESIGN is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- + Include ads on an HTML5 and mobile responsive platform
- + Link to the landing page of your choice, generating an immediate response from customers
- + Maintain your ad presence on the digital issue for readers to reference at any time

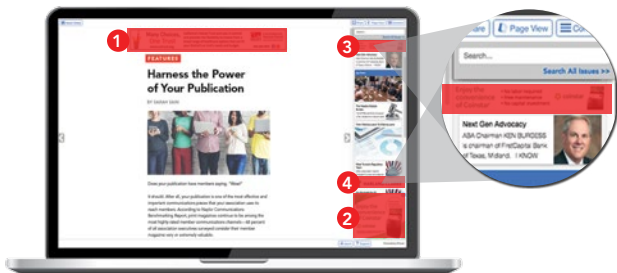
FORMATS AVAILABLE TO READERS:

- + **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- + **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar!



Mobile & Desktop Responsive HTML Reading View



1 Leaderboard (all views) | \$2,000

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

2 Rectangle (all views) | \$2,000

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital publication on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and subsequent banners show every 3 articles.

3 Top TOC Mobile Banner | \$650

4 2nd TOC Mobile Banner | \$550

Additional TOC Mobile Banners | \$450

In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

HTML5 Ad | \$2,200

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Digital Video Sponsorship | \$2,200

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Insert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

- **Large Insert | \$750**
- **Medium Insert | \$650**

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

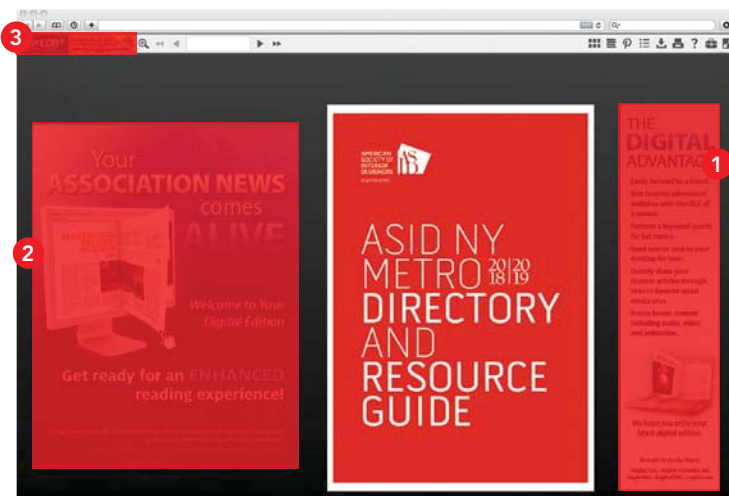
For the latest online specs, please visit www.naylor.com/online specs

MEMBERSHIP DIRECTORY & RESOURCE GUIDE DIGITAL EDITION

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

- + Link your ad to the landing page of your choice
- + Increase traffic to your website
- + Interact with viewers to facilitate the buying process
- + Generate an immediate response from customers
- + Members and readers receive each issue via email and each new issue is posted on ASID NY Metro's website. A full archive of past issues is available, ensuring longevity for your online presence

In addition to print, the *Membership Directory & Resource Guide* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.



1 Skyscraper | \$1,500

The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

2 Sponsorship MAX* | \$1,000

Your message will be prominently displayed directly across from the cover of the magazine.

3 Large Toolbar | \$500

Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition next to frequently used navigational icons.

*Video capabilities are not supported for Sponsorship MAX.

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready. For the latest online specs, please visit www.naylor.com/online-specs

DESIGN MAGAZINE

MEMBERSHIP DIRECTORY & RESOURCE GUIDE

INDEX OF ADVERTISERS CATEGORIES

Our publications feature an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. If your product or service is not listed below, a new category can be created for you.

- | | |
|--|--|
| <ul style="list-style-type: none"> <input type="checkbox"/> Accessories <input type="checkbox"/> Antiques <input type="checkbox"/> Appliances <input type="checkbox"/> Artists/Special Effect Finishers/Other Artisans <input type="checkbox"/> Carpet & Area Rugs <input type="checkbox"/> Ceramic Tile <input type="checkbox"/> Closet Design <input type="checkbox"/> Contractors/Builders <input type="checkbox"/> Custom Cabinetry <input type="checkbox"/> Finishes <input type="checkbox"/> Flooring <input type="checkbox"/> Furniture <input type="checkbox"/> Furniture/Entertainment Units <input type="checkbox"/> Home Consignment <input type="checkbox"/> Lighting | <ul style="list-style-type: none"> <input type="checkbox"/> Marble & Granite Importers/Fabricators <input type="checkbox"/> Other Support Resources (Insurance, Attorneys, Tax Consultants, etc..) <input type="checkbox"/> Paint & Coatings <input type="checkbox"/> Paint Manufactures <input type="checkbox"/> Specialty Finishes <input type="checkbox"/> Sustainable/Green Design <input type="checkbox"/> Tile, Marble, Stone <input type="checkbox"/> Window Tinting <input type="checkbox"/> Window Tinting - Commercial & Residential <input type="checkbox"/> Window Treatments <input type="checkbox"/> Other: _____ <input type="checkbox"/> _____ |
|--|--|

One free listing with any size ad. Additional listings are \$20 each. No limit. Please list new categories on this sheet.

_____ Additional Categories X \$20 = \$ _____

Initial: _____ Date: _____