

# MEDIA KIT

## Design in Public eNewsletter Advertising



### CONTACT

**Kristen Lound**, Associate Director, Growth & Operations

📞 206.448.4938 x204 ✉ [kristenl@aiaseattle.org](mailto:kristenl@aiaseattle.org)

## WE KNOW YOUR MARKET

**20,000+**  
AVERAGE ANNUAL  
ATTENDEES

**6,000+**  
NEWS SUBSCRIBERS

**19**  
DESIGN DISCIPLINES

The **Seattle Design Festival** is our region's largest public design event - attracting more than 20,000 in-person attendees in 2019 prior to social distancing.

Reach 6000+ newsletter subscribers from the **design-interested public and profession.** Our enews receives an average of **160,000 impressions annually.**

We reach a diverse audience through a dynamic program of events represented by 19 distinct design disciplines. Our partners and programming address the A/E/C community as well as the graphic, industrial, and technology design realms.

# eNewsletter Advertising

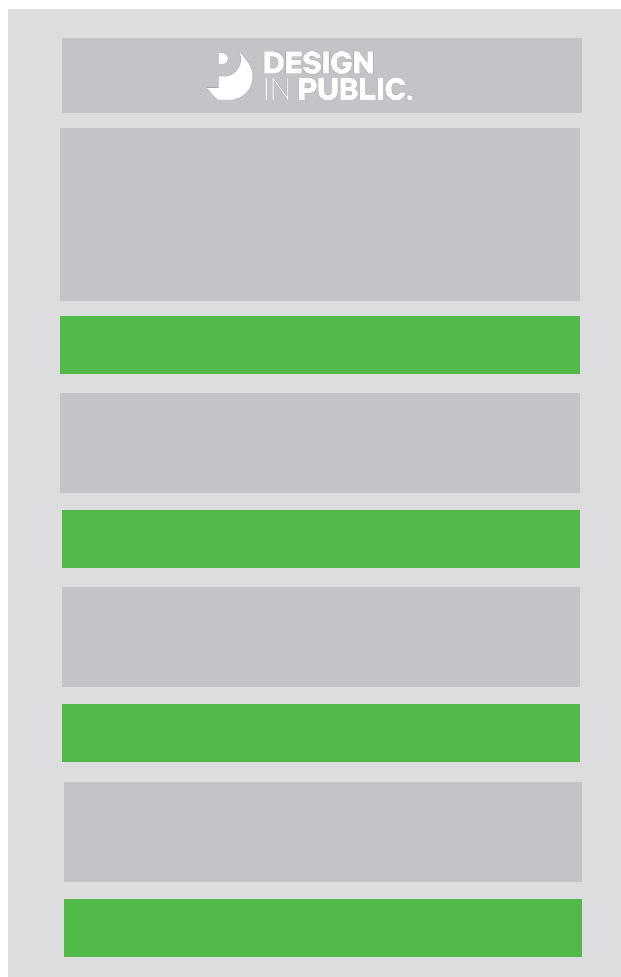
Design in Public enews

The Design in Public eNewsletter connects our audience with timely news, programs and opportunities within the broader A/E/C community and beyond.

**6,000+ subscribers • 20-40% Open Rate • Opt-in subscription**  
**160,000 Impressions annually • Distribution varies throughout the year**

**Non-Sponsor Rate:** 4 posts - \$350 | Full year - \$2,125 (10% savings)

**Design in Public Sponsor Rate:** 4 posts - \$250 | Full year - \$1,435 (15% savings)



## Four ad positions

- 730 x 90 pixel banner
- 4 strategically placed positions (static)

To see our enews sign up at [designinpublic.org](http://designinpublic.org)

# PURCHASE YOUR AD TODAY!

To build your brand with Design in Public, please select from the options below.

## Design in Public's eNewsletter

**Non-Sponsor Rate**

4 posts - \$350 | Full year - \$2,125  
*(full year purchase includes 10% savings)*

**Design in Public Sponsor Rate**

4 posts - \$250 | Full year - \$1,435  
*(full year purchase includes 15% savings)*

(optional) **Artwork Design Fee** | \$100

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### Advertiser Information

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip Code \_\_\_\_\_

Primary Contact \_\_\_\_\_ Title \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

### Payment

Check payable to Design in Public (enclosed)

Please send an invoice to the Primary Contact

Credit card payment    Visa    MasterCard    AMEX   **Total Payment \$** \_\_\_\_\_

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_

Name as it appears on the card \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

### Please sign and return to:

Kristen Lound, Associate Director, Growth & Operations  
kristenl@aiaseattle.org

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- All advertisers will receive an invoice for the total amount.
- Ad will be activated upon receipt of payment in full.
- When renewing online ads, priority and first right-of-refusal will be given to advertisers who commit to a full year.
- All other advertisements will be renewed on a first-come, first-served basis.

# ADVERTISEMENT GUIDELINES

Design in Public's members are a design-savvy audience. In order to make your ad stand out and receive a high click-thru rate, please consider the following design suggestions:

1

## Limit your word count.

Limit to 15 characters. Keep it short and simple. Too much information can have a negative impact and lead to a low click-thru rate, while well written content and a strategically designed ad can dramatically increase click-thru rates.

3

## Be design-savvy.

A picture is worth a thousand words. Complementary colors, font selection, and typography treatment are essential. Design in Public's branding leans on bright and lively imagery with people, and our brand color is: R:84, G:185, B:72.

2

## Use a "hook" phrase.

To entice potential clients, a well-conceived tagline or catchy phrase is key. To hook the viewer and increase the click-thru rate, it's important to have a brief "Call to Action" phrase.

4

## Follow ad specs.

Advertisements must be a 730 x 90 pixel banner in JPG or PNG format, and the total file size must not exceed 100kb. eNews banner ads are static.

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Please keep these design principles in mind to make your ad stand out. Design in Public must approve all ad copy and design prior to posting of ad.