



MEDIA KIT

Seattle Design Festival eNewsletter Advertising

CONTACT

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WE KNOW YOUR MARKET

26,000+
AVERAGE ANNUAL
ATTENDEES

3,000+
ENEWS SUBSCRIBERS

19
DESIGN DISCIPLINES

Seattle Design Festival programs attract 26,000+ visitors annually. The Festival - our region's largest public design event - attracted more than 20,000 in-person attendees in years prior to social distancing. Exhibitions at the Center of Architecture and Design attract 6,500+ in-person and online visitors.

Reach 3,000+ newsletter subscribers from the **design-interested public and profession.** Our enews receives an average of **60,000 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 and performing arts realms.

eNewsletter Advertising

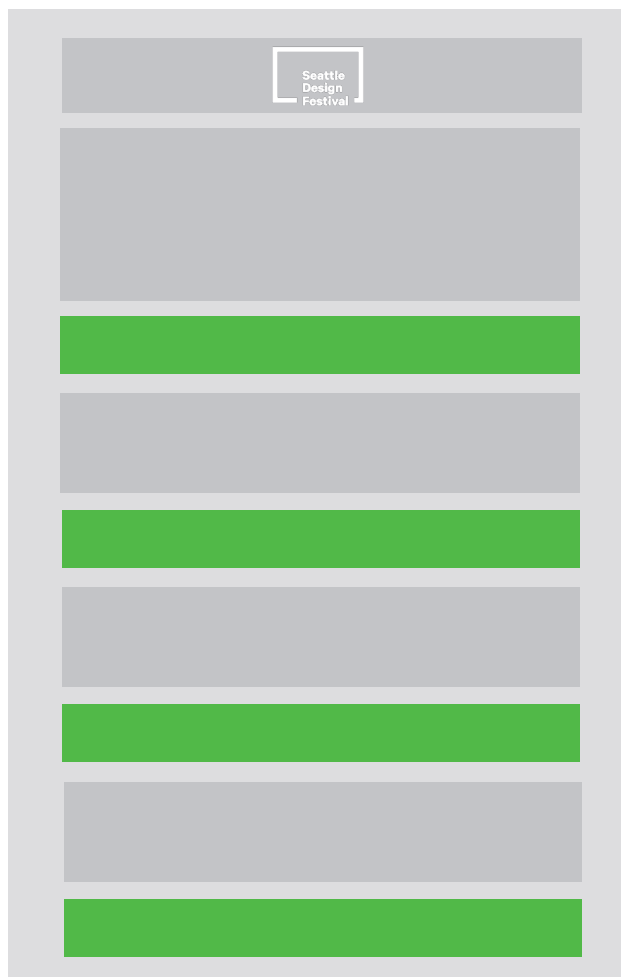
Seattle Design Festival enews

The Seattle Design Festival (SDF) eNewsletter connects our audience with timely news, programs, and opportunities within the broader design community and beyond.

3,000+ subscribers • 25-40% Open Rate • Opt-in subscription
60,000 Impressions annually • Distribution varies throughout the year

Non-Sponsor Rate: 4 posts - \$300 | Full year - \$2,025 (10% savings)

SDF Sponsor Rate: 4 posts - \$200 | Full year - \$1,275 (15% savings)



Four ad positions

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

To see our enews, sign up at seadesignfest.org

PURCHASE YOUR AD TODAY!

To build your brand with Seattle Design Festival, please select from the options below:

Seattle Design Festival's eNewsletter

Non-Sponsor Rate

4 posts - \$300 | Full year - \$2,025
(full year purchase includes 10% savings)

Seattle Design Festival Sponsor Rate

4 posts - \$200 | Full year - \$1,275
(full year purchase includes 15% savings)

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

Advertiser Information

Company Name _____

Address _____

City _____ State/Province _____ Zip Code _____

Primary Contact _____ Title _____

Phone _____ Email _____

Payment

Check payable to Seattle Design Festival (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
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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

Seattle Design Festival's supporters 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. Seattle Design Festival'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 capture attention, 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.

Please keep these design principles in mind to make your ad standout. Seattle Design Festival must approve all ad copy and design prior to posting of ad.