



FLORIDA SOUTH

# media kit



*Professional Design Magazine*  
Membership Directory  
e-News & Website

Advertising Rates  
Editorial Content  
Publishing Schedule  
Mechanical Requirements



# PROFESSIONAL DESIGN



# Why Advertise with ASID FSC?

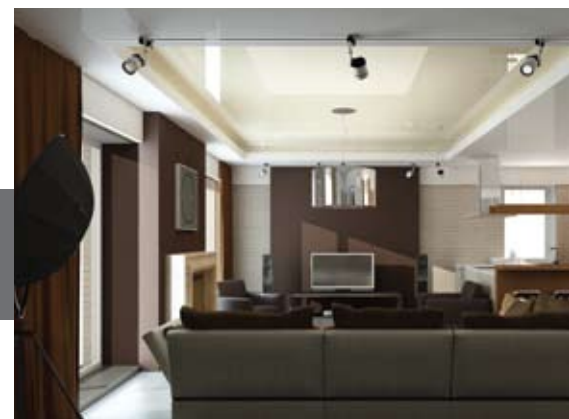
- Have an influence on educators and students who are the 'future of design.'
- South Florida has one of the strongest impacts on the design industry throughout the world and you will have visibility and access to professionals involved in one of the fastest growing regions in the United States.
- Support the association that supports you - ASID Florida South Chapter.



## Who are the Interior Designers of South Florida?

With more than 4,000 readers of *Professional Design* and over 20,000 monthly readers of the ASID FSC Website, our South Florida designers make up a diverse group who influence the interior design community throughout the world. Our readers represent commercial and residential designers, design firms, developers, architects and facility planners. ASID Florida South Chapter is the 2nd largest chapter in the country covering the Florida Keys, north to Vero Beach and west through Lee County.

Our chapter membership is comprised of a wide variety of design professionals, including design firms, industry suppliers, educators and students, architects and showroom designers, just to name a few. All of our professionals are committed to providing quality design services in many vibrant metropolitan areas throughout South Florida. Through education, knowledge sharing, advocacy, community building and outreach, ASID strives to advance the interior design profession and, in the process, to demonstrate and celebrate the power of design to positively change people's lives.



# Editorial Calendar

*Professional Design* tracks the trends, presents new ideas and programs, and monitors changes in laws so readers are kept up-to-date. Vital topics regarding Green Design, Licensing & Certification, Color Trends, New Products and Commercial and Residential Design is presented between the covers. Our calendar for 2008 covers a variety of dynamic topics and events for our reader. \*

Winter 08	Spring 08	Summer 08
Advertising Deadline: Jan 14, 08 Scheduled Publication: March 08 Theme: Students and Schools Feature: Student Career Day recap, IDAF/BOAID, DEA winners and community evenings	Advertising Deadline: April 17, 08 Scheduled Publication: May 08 Theme: Industry Partners Feature: Industry Partner Showcase "Products By Room"	Advertising Deadline: June 27, 08 Scheduled Publication: Aug 08 Theme: National Platforms Feature: Green Design, Universal Design/Aging-in-Place, the business of Interior Design
Fall 08	2008 Membership Directory	
Advertising Deadline: Sept 26, 08 Scheduled Publication: Nov 08 Theme: TBD Feature: TBD	Advertising Deadline: Aug 22, 08 Scheduled Publication: Oct 08	

\* Subject to change for content and schedule

## e-News

ASID E-News is a monthly, one-page e-newsletter that is produced to keep members up-to-date on chapter events, governmental concerns and other items of interest to chapter members. Circulation of this highly anticipated e-newsletter is approximately 2,000. ASID E-News is distributed on the 15th of each month. Materials must be submitted by the 8th of each month to be included in the email.

# Advertising Rates - Magazine and Directory

## Standard Display Advertising (full color)

### Size

Full Page	\$1,699
1/2 Page	\$ 999
1/3 Page	\$ 799
1/4 Page	\$ 699
1/6 Page	\$ 609
1/8 page *	\$ 250

\* Design Center ad includes full-color photo and 40-word profile. Magazine Only

## Cover and Premium Positions (full color)

### Size

Double Page Spread	\$2,499
Inside Front Cover	\$2,099
Inside Back Cover	\$2,099
Outside Back Cover	\$2,199
Directory Tab	\$1,999 <i>*Directory Only</i>

## e-News Advertising

Banner	\$125
Sidebar	\$75

*Pricing per month.*

## Website Advertising

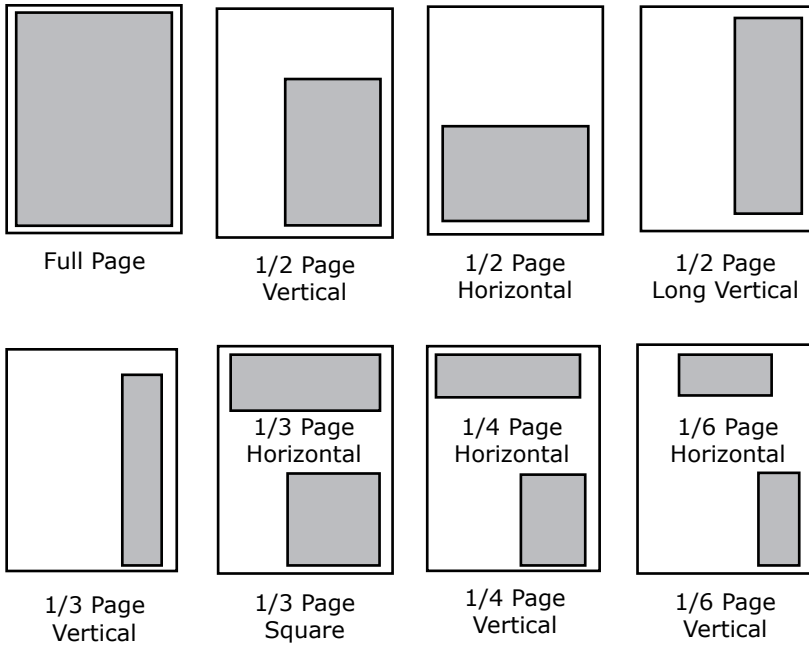
	6 Months	One Year
Banner	\$600	\$1,000
Sidebar	\$300	\$600

## Discounts

- 15% for Members on the total purchase
- 5% discount on the purchase of advertising in two or more editions
- Guaranteed Position: 15% extra
- Advertising Agencies: All rates are net
- Advertising Inserts: Rates on request



# Mechanical Requirements



## ADVERTISING SIZES - Magazine

AD SIZE	WIDTH	DEPTH
DPS Bleed	17"	11.125"
Full Page Bleed	8.625"	11.125"
Full Page	7"	9.5"
1/2 Page Vertical	4.583"	7"
1/2 Page Horizontal	7"	4.583"
1/2 Page Long Vertical	3.333"	9.5"
1/3 Page Vertical	2.167"	9.5"
1/3 Page Horizontal	7"	3"
1/3 Page Square	4.583"	4.583"
1/4 Page Vertical	3.333"	4.583"
1/4 Page Horizontal	4.583"	3.333"
1/6 Page Vertical	2.167"	4.583"
1/6 Page Horizontal	4.583"	2.167"
1/8 Page Horizontal*	3.333"	2.167"

\*DESIGN CENTER ONLY

## MECHANICAL REQUIREMENTS

Trim Size	8.375"	x	10.875"
Bleed Size	8.625"	x	11.125"

## ADVERTISING SIZES - e-News & Website

AD SIZE	PIXELS	INCHES
Top Banner Ad	440 x 78 pixels	4.6 x 0.8 inches
Sidebar Ad	140 x 78 pixels	1.5 x 0.8 inches

\*\* FILES MUST BE RGB and 72 dpi

**For additional information contact:**

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## ADVERTISING SIZES - Directory

AD SIZE	WIDTH	DEPTH
Double Page Spread	10.75"	7.5"
Full Page Bleed	6"	8.75"
Full Page	5"	7.5"
1/2 Horizontal	5"	3.667"
1/3 Horizontal	5"	2.333"
1/4 Horizontal	5"	1.667"
1/4 Vertical	2.333"	3.667"
1/6 Horizontal	2.333"	2.333"
TABS	5.82"	8.5"

## MECHANICAL REQUIREMENTS

Trim Size	5.75"	x	8.5"
Bleed Size	6"	x	8.75"



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MAGAZINE INFO: Preferred file format is Adobe PDF, provided all fonts are embedded and all color is converted to CMYK. ALL IMAGES MUST BE 300 DPI. The publisher assumes no responsibility for images provided at less than 300 DPI. Color ads should include a color proof. The publisher assumes no responsibility for ads where no proof has been provided. DO NOT USE PICTURES FROM A WEBSITE, unless the website explicitly states that these images are intended for use in print. Any file over 10 MB in size should be uploaded to our ftp site. Please contact your sales representative for information. PROOFS: Any changes beyond second proof will have a surcharge of \$50 for each additional proof.