Digital Advertising 2022-23

OC Chapter Newsletter
• Published Bi-Monthly
• Distributed via email to ASID-OC Membership and Data Base

Specifications for Ads:
- 1920 x 1920 Pixels
- Designated Destination Link

Advertisement in a Single Issue: $200 or
3 Issue Bundle: $500

Chapter Website
Advertise on CAOC.ASID.ORG
• The Online resource for all chapter information
• Chapter and National Events Calendar

Web Hero Slider- Large banner ad, scrolls continuously on the top of the home page, includes graphic, text, and link of your choice.
30 Days: $250
60 Days: $400
90 Days: $600

Specifications for slider ad:
• 810 x 450 Pixels (Horizontal) .jpg or .png only
• Single Graphic
• Up to 3 sentences of descriptive text
• Link information

Logo Button: $100 for one month- 3 month maximum
- Logo file in .jpg or .png
- Specified link address

Social Media
Posting on our chapter social media channels including Facebook, Instagram, Linked In and Twitter
Single image with link and up to 140 characters of text. $100

Elevating your business through Collaboration & Connections
Zoom • Tuesday, December 8 • 5 to 6pm

Join *Shannon Ratcliffe* of Design Collaborative, *Annette Reeves* of Home by AR and *Tony Estrada* of Tony on the Web for an hour of fun, laughs and lessons in the art of collaboration.

Sit back and Zoom with us as you sip coffee and splurge on delicious chocolates, learn a little, splurge a little and relax a lot!

Collaboration & Connections not only feed the soul, but creates business synergies, and a live performance gets you in the holiday spirit.

DIGITAL REQUIREMENTS
JPEG ART
800 X 1200 @ 300DPI
SUBJECT LINE
LINK TO DESTINATION
OF YOUR CHOICE

DEDICATED EMAIL BLAST
AUDIENCE OF 1800+

E-Blast Packages
- Available Year Round
- We distribute your content directly through our email address
- We provide "post send" metrics upon request
- Two options so you can effectively target the clientele you are interested in

Specifications
Two direct mails sent from our email address with your content. Social media posting on our Facebook, Twitter, Linked In and Instagram. Calendar listing on our website Events page if appropriate.
We do not restrict the content of your email outside of requiring it to be professional, and fitting within our professional ethics.
You are welcome to include links to your website, registration for an event, or info collection/sign up pages for recipients to respond to. Our chapter policy restricts us from giving out the members contact info but not from them giving it to you.
Your send dates and event date if appropriate must not be in contest with any ASID OC event or fundraiser.

Package Rates:

- **Full Database E-blast Package $1,000**
Includes all of our Designer members, Industry Partner members, Student members, and additional reps, non-members and those that have joined our mailing list due to interest in our Industry. We have over 1,850 vetted email addresses in our database currently.

- **Designers Only E-Blast Package $850**
Directed to only our Designer members, this list is approximately 400+ vetted emails from ASID OC designers.

- **Student Member or Industry Partners E-Blast Packages $175**
Directed to either our Student Member List comprised of approximately 150+ student member vetted emails in Orange County, or our Industry Partner List of approximately 300 vetted emails.

Contact the ASID Office at administrator@caoc.asid.org with questions or to set up your preferred package.

AMERICAN SOCIETY OF INTERIOR DESIGNERS
CALIFORNIA ORANGE COUNTY