

# Digital Advertising

## OC Chapter Newsletter

- Published Quarterly
- 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 issue- All 4 issues for \$350

- 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.  
\$200



## DEDICATED EMAIL BLAST AUDIENCE OF 2000+

## 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.

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

## 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 2,000 vetted email addresses in our database currently.

- Designers Only E-Blast Package \$850  
Directed to only our Designer members, this list is approximately 450+ vetted emails from ASID OC designers.

- Student Member or Industry Partners E-Blast Packages \$500  
Directed to either our Student Member List comprised of approximately 250+ 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.**

