DEAR PERSPECTIVE ADVERTISER:

*Perspective* is the thought leadership design journal of IIDA, offering provocative deep dives into issues affecting the interior design industry and design-centric takes on the art, culture, and political stories shaping our world.

The magazine targets design and architectural professionals at every level in the industry and provides a unique “perspective” on interior design news. Perspective’s coverage ranges from pointed case studies—including workplace, healthcare, hospitality, education, civic, and retail projects—to thoughtful editorials focusing on the built environment’s effect on society at large.

As a leader in promoting interior design globally, IIDA supports designers who play an active role in advancing the profession and utilizing design as a powerful tool for change. As an extension of IIDA, *Perspective* reaches beyond your local design community, engaging an audience of more than 15,000+ members across 58 countries.

IIDA offers special advertising opportunities for IIDA Industry members, including complimentary half-page ads for new members.

Based on our surveys of *Perspective* readership:

- 63% saved their *Perspective* for future reference.
- 29% filed an ad for future reference.
- 25% discussed an ad with a colleague.
- 81% say they learned from the ads.

Show your support for the industry while reaching influential design professionals with your messaging and products.

Sincerely,

Cheryl S. Durst, Hon. FIIDA, LEED AP

EXECUTIVE VICE PRESIDENT AND CEO
ABOUT IIDA

IIDA is the commercial interior design association with global reach that supports design professionals, industry affiliates, educators, students, firms, and their clients through a network of 15,000+ members across 58 countries. IIDA advocates for advancements in education, design excellence, legislation, leadership, accreditation, and community outreach to increase the value and understanding of interior design as a profession that enhances business value and positively impacts the health and well-being of people’s lives every day.

MISSION

Published twice a year by IIDA, Perspective is unique from other design publications. The thought leadership magazine focuses primarily on the professional practice of interior designers, the business of design firms, and the development and education of the design community. Perspective features a range of voices from individual practitioners to the world’s largest design institutions, from clients to educators, manufacturers to social influencers. The goal of each issue is to expose readers to a diverse set of methods and approaches to the practice of design, and show how design deliverables and outcomes can be affected by these ideas.

AWARDS

Perspective consistently receives coveted honors from an array of respected associations year after year. Perspective’s distinguished awards include:

ASAE GOLD CIRCLE AWARDS
Winner, Print Magazine, 2016

EXCEL AWARDS
Gold Award, Magazine Redesign, Fall/Winter 2016
Silver Award, Excellence, 2011
Silver Award, Design Excellence, 2011

OZZIE AWARDS
Silver Award, Best Overall Design, Association/Non-Profit, Spring 2008
Winner, Redesign, Association/Non-Profit, Fall/Winter 2016

CONTENT MARKETING ASSOCIATION AWARDS
Best Print Publication – Design, 2017
Best Print Publication – Design, 2018
Best Association Publication – Honorable Mention, 2018
The IIDA professional audience is the most coveted in the design industry. Ninety percent of our professional members working in the commercial design industry are employed by the top 200 architecture and design firms.

*Perspective* readers are commercial interior design leaders working on the cutting edge of design. And they turn to *Perspective* to keep them informed on what’s new and next: 82% learn about new products from our members, and 4 out of 5 members learn about new products from magazine ads.

**Typical Clients of Our Readers** are 88% commercial and 12% residential.

Our readers **Take Action** when they see a product or service ad in *Perspective* that interests them. 63% saved *Perspective* for future reference. 38% clipped or copied an article. 29% filed an ad for future reference. 25% discussed an ad with a colleague. 21% passed an ad on to others.

Our members’ **Areas of Practice** include:
- 34% Corporate
- 17% Residential
- 14% Healthcare
- 14% Hospitality/Retail
- 6% Facility Planning & Design
- 6% Government/Institutional

Our members specify the following types of **Products and Services**:
- 76% Paints/interior finishes
- 75% Carpet
- 75% Floor covering
- 74% Fabric
- 68% Tile/granite/stone
- 67% Laminates
- 62% Wall coverings
- 62% Contract/commercial
- 60% Lighting/commercial
- 59% Hardware/fixtures/accessories
- 59% Contract systems furniture/panels
- 35% Kitchen/bath
- 33% Decorative accessories
- 26% Arts/craft
- 25% Lighting/residential
- 25% Outdoor/casual furnishings
- 21% Residential furniture

Interior designers specify more than $46 billion in products and services each year.
A completely reimagined feature well and mix of departments explore the topics that matter most to commercial designers:

- design trends and innovation
- humanity and culture
- business and leadership intelligence
- industry developments
- global advocacy

*Perspective* feature stories showcase fresh voices, bold POVs, and thought-provoking deep dives into the issues transforming today’s interior design in every sector:

- The ROI of pop-up experiences in the retail, restaurant, and hospitality industries
- Designing inclusive spaces for individuals with sensory disorders
- How a paradigm shift in higher education is transforming campus design
- Rethinking office spaces in light of technology advancements

READERS WALK AWAY SMARTER—READY TO CHANGE THE WORLD.
QUICK TAKES
ON WORKPLACE, HEALTHCARE, HOSPITALITY, EDUCATION, RETAIL SPACES—AND MORE.

The Gentrification Debate
What role can designers play in addressing gentrification?

Configuring Cannabis
INDUSTRY QUICK TAKES: How do the cash-based interactions at cannabis dispensaries affect store design?

A Portrait in Pastel
WHAT'S NEXT: The ever popular bubblegum pink gets a designer's homage in a new American pizzeria.

NEXlT
What's new and of note, wrapped up in chunky bits, photos, stats, and quotes

SCRATCH PAD
Books, movies, and art to cultivate creativity

INSIDER INTEL
The inside scoop on a featured sector

PRE/POST
The ever popular before-and-after, but this one's done with style and smarts
2020 GROSS RATES

MEMBER RATE
COVER
FOUR-COLOR
1x $9,300
2x $8,000

NON-MEMBER RATE
COVER
FOUR-COLOR
1x $10,900
2x $10,300

AD SIZE
COVER/FULL PAGE
MEMBER RATE
FULL SPREAD
FOUR-COLOR
1x $11,000
2x $10,000
B&W
$8,000
$7,500
NON-MEMBER RATE
FULL SPREAD
FOUR-COLOR
1x $11,800
2x $11,400
B&W
$8,400
$8,000

AD SIZE
FULL SPREAD
MEMBER RATE
FULL PAGE
FOUR-COLOR
1x $5,600
2x $5,000
B&W
$4,000
$3,700
NON-MEMBER RATE
FULL PAGE
FOUR-COLOR
1x $6,200
2x $5,800
B&W
$4,300
$4,000

AD SIZE
1/2 PAGE HORIZONTAL
MEMBER RATE
HALF PAGE
FOUR-COLOR
1x $3,700
2x $3,100
B&W
$2,800
$2,500
NON-MEMBER RATE
HALF PAGE
FOUR-COLOR
1x $4,000
2x $3,700
B&W
$3,200
$3,100

AD SIZE
1/2 PAGE VERTICAL

SPECS W x H
Trim 8.375” x 10.875”
Bleed 8.625” x 11.125”
Safe Area 7.7917” x 10.2917”

MEMBER RATE
HALF PAGE
FOUR-COLOR B&W
1x $5,600
2x $5,000
B&W
$4,000
$3,700

NON-MEMBER RATE
HALF PAGE
FOUR-COLOR B&W
1x $6,200
2x $5,800
B&W
$4,300
$4,000

DEADLINES
JUNE ISSUE
Ad Close April 27
Materials Due May 1

NOVEMBER ISSUE
Ad Close October 1
Materials Due October 7

4/5 members say they learn about new products from magazine ads.
PRINT SUBMISSIONS

Digital Submission Instructions For Print Advertising
Ad materials are to be supplied as digital files in the preferred PDF/X-1a:2001 format. To match the color expectations of our advertisers, Emerald Expositions requires the PDF/X-1a:2001 file format and a SWOP proof for each ad submitted. Advertiser/agency accepts full responsibility for reproduction variations between the digital file and the printed image for ads submitted in non-preferred formats. Non-adherence to the preferred format may necessitate production fees. Emerald Expositions is not responsible for making corrections to supplied files.

Customer-supplied digital files and SWOP proofs will be retained for up to three months following publication date and then destroyed unless otherwise requested in writing.

PDF/X-1a:2001 File Preparation
Adherence to the following guidelines in application file preparation will aid in successful file conversion:
• Create ad layouts in a professional desktop publishing program such as Adobe InDesign® or QuarkXPress™.
• Create one PDF/X-1a file per ad or ad page; spread ads must be submitted as two single page files.
• Orientation: Set native application files in portrait mode at 100% with no rotations. Color: Define all colors as CMYK process. Unintended spot color and or Pantone colors must be converted to CMYK process. RGB, LAB and ICC based colors are not allowed. Black & white images should be saved as single channel black only before placing them into the page. Nested grayscale or nested single channel black may become 4/C when printed. Delete any unused colors.
• Images: Must be high resolution SWOP-compliant with a resolution of 300dpi for CMYK and 1200dpi for black & white images. OPI selections should be turned off. Do not nest EPS files within other EPS files. Save images in TIFF or EPS format, with no embedded color management profiles.
• Total area ink density for color images should not exceed SWOP standard of 300%.
• All ads must be created to trim specification with crops (printer marks) set at trim dimensions placed 12 pts outside the bleed area. Bleed must extend 1/8” beyond trim. Keep live matter a minimum of 3/8” from trim edge.
• Type: Fonts must be embedded. Use Postscript Type 1, Open Type or TrueType fonts only. Text containing thin lines, serifs or small lettering should be restricted to one color.
• Layers within any Adobe application file must be flattened. Opacity — all objects, artwork or effects in the document should be set at a maximum of 99 percent before flattening layers.
• Generation of acceptable PDF/X-1a:2001 files is done by the output of a Postscript file (.ps) which is then distilled through Adobe Acrobat Distiller using the PDF/X-1a setting to avoid font, transparency and layering issues. It is recommended that the PDF file be certified PDF/X-1a:2001 using a PDF preflight utility like Adobe Acrobat Professional (version 6 or higher) or Enfocus PitStop.
• For expanded, program specific instructions, please visit:http:/ /www.lsccom.com/prepress/prepare/for-magazine-printing/.

Proofing Requirements
A SWOP certified proof is required for all color ads. Proofs must be representative of the supplied file at actual size and display a printer’s color control bar. Alternative proofing formats will be used for content only. Visit www.swop.org for a complete list of current certified proofing options. When calling for spot color (Pantone) usage on press, clearly indicate such on the supplied proof.

NEW PORTAL!
New Portal! Please register and submit your PDFX1/a ad file via SendMyAd: emeraldexpoadservices.sendmyad.com/
E-mailed ad submissions are NOT acceptable.

FOR MORE INFORMATION
Contact Grace Casey at 646-668-3706 or grace.casey@emeraldexpo.com for more information regarding these specifications or shipping address.
INDUSTRY IN-DEPTH
CEU SPONSORSHIP

Perspective offers advertisers an opportunity to engage readers while they maintain their professional credentials with a three- to five-page sponsored CEU. The sponsor’s content will be laid out as an advertorial with logos clearly spotlighted. In addition, a CEU questionnaire is added to the section by the IIDA Education Department to direct traffic to the sponsored CEU contribution. Upon publication in Perspective, the sponsored CEU is also added to the IIDA website on the online CEU options page. Sponsors also receive a full-page, 4/C ad that will appear in a different section of the issue at no additional charge.

IIDA retains sole right of editorial approval over your final submission to ensure all submissions conform to Perspective’s grammar and editorial tone standards. You will receive a copy of the final, IIDA-edited article prior to publication.

As we are concerned about the integrity of graphics and preserving the design standards of the publication, we cannot guarantee photos, slides, or diagrams will be incorporated. The entire editorial staff at Perspective will do its best to produce your article in the manner submitted. However, we do retain the right to final editorial approval over all written and graphic materials.

Sponsorship Fees
$8,000 for a 4-page sponsored CEU

Speak with your advertising sales representative for corresponding issue deadlines.

Specifications for Your Supplied CEU Content
• Submit 750 to 1,200 words (600 words at a minimum).
• Copy should be written in an editorial tone.
• Please substantiate factual statements with references.
• Forward images you wish to have considered for inclusion in your article as jpeg or tiff format in digital high resolution, 300 dpi or more.
• Save on a CD or DVD.
• Limited to three images per advertorial.

MATERIALS SUBMISSION
Refer to page 8 for submission guidelines, requirements, and contact information.

Ad portal: emeraldexpoadservices.sendmyad.com/