

## Advertising Opportunities

### DEMOGRAPHICS for our advertising audience:

- More than 200 professional interior designers and design-related professionals in the Pennsylvania West Chapter
- Geographic area includes the greater Pittsburgh and Vicinity, Central PA, Erie, and West Virginia
- 82% of members are located in the Pittsburgh and vicinity area
- 10% of members are located in West Virginia

### E-blast message

**Cost:** ASID Members and Industry Partners: \$25.00 per message  
Non-member: \$50.00 per message

*Note:*

- *Eblast messages are sent in a packaged format once a week.*
- *Rates are per Eblast Message*
- *Please submit your information in a .jpg file format.*
- *Industry partner members are entitled to one complimentary Eblast message at no-charge per year, please contact Lisa Westwood, Chapter Administrator directly.*

### Monthly Newsflash Banner Advertisement

The monthly publication is sent via E-mail to over 600 ASID members and guest members during the third week of every month

**Cost: ASID Members/Industry Partners:** \$50.00 per month per banner advertisement  
\$200.00 for 6-month package per advertisement.

**Non-Member:** \$100.00 per month per banner advertisement.  
\$400.00 for 6-month package per advertisement.

### Mailing List Rental

ASID Chapters require interested vendors to sign a mailing list agreement and to pay an established fee prior to initiating a mailing list rental. Once an agreement is signed, the vendor will work with the Chapter's designated mail house to send out mailings on their behalf. All ASID Chapters will ensure that any printed or electronic mail piece adheres to ASID brand standards in logo usage, language, and professionalism. Additionally, no mailing may promote an event, activity, or product that ASID would not endorse. All mailings will be seeded to effectively track any unauthorized usage of the mailing list by the mailing house or vendor.

**COST:**

ASID Members and Industry Partners: \$150.00 plus per name rental rate of \$.50  
Non-Members: \$225.00 plus per name rental rate of \$1.00

*Note: Fulfillment and postal costs are not included in the base mailing list rental fee.*

Contact Lisa Westwood, Chapter Administrator at 412-882-4424 or [asidpawest@verizon.net](mailto:asidpawest@verizon.net) for more information.

## **Job Board**

A “Job Board” page is available on the ASID PA West website and within the contents of the monthly newsflash. ASID members will be able to post available job opportunities/positions on the “Job Board” free of charge for 1 month with Chapter President approval.

For additional information or to place your event on the ASID PA West website at no charge, contact Lisa Westwood, Chapter Administrator at 412-882-4424 or e-mail [asidpawest@verizon.net](mailto:asidpawest@verizon.net)