

REACH 1,500  
DOWNTOWN LEADERS AND ADVOCATES  
EVERY WEEK  
IDAdvantage  
MEDIA KIT



# MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

## ADVERTISING OPTIONS

The screenshot shows the IDA Advantage website with several advertising spots marked with letters:

- A**: Header banner for "Providing Unparalleled Senior-Level Executive Searches".
- B**: A vertical sidebar advertisement on the right side of the page.
- C**: A large text-based advertisement in the main content area.
- B1**: A vertical advertisement on the right side, below the main content.
- C1**: A large text-based advertisement in the main content area, below the first one.
- F**: A large text-based advertisement in the main content area, below the second one.
- D**: A "Product Showcase" section at the bottom of the page.

### A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

### B/1 TOP/BOTTOM SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

### C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

### D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

### E FEATURED COMPANY AD

Integrated into the feel of the brief, a featured company ad targets your buying audience with an image and 25-word description.

### F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

# AD RATES & SPECS

Prices are for participation in 13 emails to 1,500 downtown leaders and advocates (one 90 day cycle)



Leaderboard  
**\$2500**

Image Dimensions  
**728x90**

File Format  
**JPEG**

Max File Size  
**40k**



Top/Bottom Banner  
**\$2000/\$1750**

Image Dimensions  
**468x60**

File Format  
**JPEG**

Max File Size  
**40k**



Top/Bottom Skyscraper  
**\$2000/\$1750**

Image Dimensions  
**120x600**

File Format  
**JPEG**

Max File Size  
**40k**



Product Showcase  
**\$1500**

Lorem ipsum dolor  
Lorem ipsum dolor  
sit amet, consectetur  
adipiscing elit, sed  
do eiusmod tempor  
incididunt ut labore et  
dolore magna aliqua.  
Ut enim ad minimum  
veniam, quis nostrud  
exercitation ullamco  
laboreis nisi. [More](#)

Text **five word headline, fifty word description**  
Image Dimensions **175x125** File Format **JPEG**



Lorem ipsum dolor  
Lorem ipsum dolor sit amet, consectetur  
adipiscing elit, sed do eiusmod tempor  
incididunt ut labore et dolore magna aliqua.  
Ut enim ad minimum veniam, quis. [More](#)

Featured Company Ad  
**\$1000**

Text **five word headline, twenty-five word description**  
Image Dimensions **125x100** File Format **JPEG**



Lorem ipsum dolor sit amet  
Lorem ipsum dolor sit amet,  
consectetur adipiscing elit,  
sed do eiusmod tempor incid-  
idunt ut labore et. [More](#)

Traditional Text Ad  
**\$500**

Text **five word headline, fifteen word description**  
Image Dimensions **120x50** File Format **JPEG**

# CONTACT US

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**IDADVANTAGE, POWERED BY MULTIBRIEFS,  
PROVIDES WEEKLY NEWS AND INFORMATION  
TO DOWNTOWN LEADERS AND ADVOCATES.**

The news tackles today's most relevant issues, gathered from sources like The Associated Press, The New York Times, Financial Times and the leading industry publications. Delivered to the inboxes of executive directors, economic development specialists, operations directors and other professionals in the downtown industry, IDAdvantage keeps professionals informed of topics that impact the daily operations. Subscribers are decision-makers with purchasing power—the top-tier professionals.

**IDAdvantage**  
IS A PROFESSIONAL RESOURCE FOR

**NEWS**  
**IDEAS** 

# TOP TEN REASONS TO ADVERTISE IN IDAdvantage:



## CREDIBLE SOURCE

For 58 years, our members have turned to the association as the informational authority of the industry. Advertising in IDAdvantage solidifies your place among weekly information provided to IDA members.



## TARGETED DISTRIBUTION

Advertising in IDAdvantage allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



## OPT-IN SUBSCRIBER LIST

Subscribers to IDAdvantage have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



## RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



## FREQUENCY

Frequency builds awareness. As a weekly publication, IDAdvantage ensures your ad will be seen weekly by our 1,500 subscribers.



## AFFORDABLE

Advertising in IDAdvantage is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



## YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of IDAdvantage has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



## IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



## EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in IDAdvantage.



## TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.