

DESIGN INDUSTRY'S TOP STORIES

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RESIDENTIAL INTERIOR DESIGN EXPERTS NATIONWIDE

EACH WEEK

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ids INTERIOR DESIGN SOCIETY
DESIGN INDUSTRY'S TOP STORIES

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B

sunbrella
New Generation.
More Possibilities.

PRODUCT SHOWCASES
Interior design trend spotting — black, black and black
Agent Genius Share
Black as night is very in right now and not just in accents but in furniture, fabrics, curtains, floors and all four walls in a room. The surprising part about black is that it's not being used in man caves, it has become a very classic and sometimes feminine color. **MORE**

ProSource The Trade Professional's #1 Source for Wholesale Flooring

Sustainable design choices go beyond LEED-certified improvements
Express Share
While LEED certification is an assurance that a home is gentle on the Earth, not all green elements of a home are so subtle (or official). Recycled and sustainable decor often comes in eye-catching, conversation-starting forms, and it's become a trend as both a design element and a selling point. The economy also has contributed to the demand for salvaged, energy-efficient design elements. **MORE**

Product Showcase
Hot, cold, and filtered water
ROHL's new Integrated Faucet Filtration Solution represents a major paradigm shift in the way designers and consumers think about filtered water. This innovative system eliminates a separate filter faucet, has a clean installation, and includes an optional sidespray—providing beauty and functionality in one space-saving design. Filtered water saves you money and protects the environment.

New! Shop Ruby Plaza for Vintage & Contemporary Home Decor Premium
Ruby Plaza is a brand new home to hundreds of online shops offering home decor items ranging from furniture and accessories to lighting, bedding and window coverings, outdoor accessories and more. Hundreds of items added daily.

Made by hand using the finest all-natural materials.
Hästens www.hastens.com
Hästens is synonymous with quality and innovation, and positioned for success. Our all-natural, handcrafted luxury beds are the kind of high-value goods affluent customers are looking to buy. Opportunities to build your own business are open in markets through the U.S.

Design tactics help aging adults stay at home longer
KHBS-TV Share
Homeowners are increasingly imagining dream homes that they can live in forever — with a young family, through busy midlife, and with many of the common physical limitations that getting older can bring, from arthritis to needing a wheelchair. The key for these homes is universal design — utilizing products and environments that are usable by most people, regardless of their level of ability. **MORE**

Movies are a great source of home design inspiration
The Arizona Republic Share
Inspiration can come in many forms, not the least of which is on the Hollywood big screen. Interior designers often can glean a color trend or cozy, sophisticated style from set designers. Here are some inspiring shows and films you may want to add to your summer Netflix list. **MORE**

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A Close Relationship
Accent Electronic Systems Integrators takes the time to know your company.

Designer makes over retirement community
The Times Share
Originally a convent for the Sisters of the Holy Names, when Mary's Woods in Lake Oswego, Ore., opened as a retirement community a decade ago, its historic integrity was maintained. For its latest makeover, Carol Director says one of her biggest changes was incorporating seating that works with the needs of Mary's Woods retirement-age residents. **MORE**

HORCHOW www.horchow.com
CLICK HERE

Coastal design that doesn't scream 'beach'
The Washington Post Share
When it comes to decorating beach houses, designer Erin Paige Pitts borrows a thought from New York designer Victoria Hagan: "I like to hear the ocean," Pitts says, "not the decorating." Though her style would be complete without a reference or two to sand, shells and sea life, Pitts prefers to incorporate these elements using a delicate hand. **MORE**

>> Related story: Eco-friendly beach house that eschews seashore kitsch

Featured Companies
921BBSHMB Retro Diner Chair
NewRetroDining.com is proud to present our Made in USA, 1950s retro dining furniture. This classic Handle-back retro diner chair is available in many colors. **MORE**

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ADVERTISING OPTIONS

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

Integrated into the feel of the brief, a callout 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.

G CURRENT PROMOTION

Promote your company's current special offer with this 5-word ad that will entice buyers and increase traffic. Ad includes a unique landing page developed specifically for your company.

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

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AD RATES & SPECS

Prices are for participation in 13 emails to the 6,000 residential interior design experts nationwide (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$3000/\$2750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper Top/Bottom
\$3000/\$3000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$2950

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



Featured Company
\$2500

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



Traditional Text Ad
\$1500

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



Current Promotion
\$2250

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Text **five word headline**
Image Dimensions **68x34** File Format **JPEG, GIF**
Landing Page Text **50 word product description**
Landing Page Image Dimensions **175x125** File Format **JPEG, GIF**

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