

Icograda distributes weekly newsletters to the international communication design profession. Delivered Wednesdays to more than 20 000 inboxes, eNews offers international news highlights, feature articles, opinion polling, our online design exhibition and our event calendar.

## eNews: target your audience

Icograda eNews includes premium promotion space through select banner advertising. Banners are one of the best types of web advertising, creating awareness for your products and services.

### Banner advertising

**Premium banners** are available on the main page of the eNews. Only one position is available and it is hyperlinked to your website.

**Feature banners** (static) are one click from the main page, hyperlinked to your website.

	1 WEEK	2 WEEKS	4 WEEKS	SIZE (WxH)
<b>Premium banner</b>	\$200	\$350	\$600	325 pixels x 75 pixels
<b>Feature banner</b>	\$120	\$180	\$360	325 pixels x 75 pixels
<b>Both</b>	\$300	\$450	\$900	325 pixels x 75 pixels

Banners must be supplied as final art in .jpg, .gif, .swf format.  
All material must be received 1 week prior to posting.

### Career Centre

icograda.org offers affordable recruitment ad placement with international exposure.

	1 WEEK	2 WEEKS	4 WEEKS	SPECIFICATIONS
<b>Text only</b>	\$125	\$200	\$375	up to 250 words
<b>With logo</b>	\$175	\$250	\$425	up to 250 words

### Contact us

**Icograda Secretariat**

E: [communications@icograda.org](mailto:communications@icograda.org)

**icograda**  
**IDA**

leading creatively

advertising rates



# make an international impression

## icograda.org monthly activity

Page views	117,590
Visits	42,441
Unique Visits	22,142
New Visits	47.34%

Based on site analytics, Mar - Apr 2011

## Top sources of traffic

United States	Mexico
Canada	Italy
Australia	India
United Kingdom	Taiwan (Chinese Taipei)
China	Turkey

## Network demographics

Reach the following professionals:

**53% Creative Professionals** including art directors and graphic designers, corporate communications professionals, design consultants

**30% Design Educators** and students, members and subscribers to the Icograda Education Network, newsletter and publications.

**10% Design Media** including magazine publishers, editors, and production managers belonging to our International Design Media Network (IDMN).

**7% Vendors** providing services and products to the communication design community industry. Subscribers to Icograda enews, delegates and exhibitors at the Icograda World Design Congress and Icograda Design Weeks.

## Additional opportunities: Corporate partnership

**Leading creatively.** Icograda offers a select number of corporate partnerships annually, including unique promotional opportunities and comprehensive, tailored benefits. You'll have the opportunity to connect with our international network, participate in invitation only events and take advantage of our introduction and referral service.

To receive a Corporate partnership package, contact:

### Icograda Secretariat

Brenda Sanderson

Managing Director

E: [bsanderson@icograda.org](mailto:bsanderson@icograda.org)

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