

IDA

INTERNATIONAL DETAILING ASSOCIATION

2020 ADVERTISING KIT

Contact Us:

International Detailing Association
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ABOUT THE INTERNATIONAL DETAILING ASSOCIATION

The International Detailing Association is the leading association for professional detailing operators, suppliers, and consultants to the industry. The association is dedicated to promoting the value of professional detailing services, the recognition of professional detailing as a trade, and empowering detailing industry professionals at each stage in their career.

MISSION: *Promoting the success and growth of the professional detailing community.*

The IDA is serious in its efforts to grow the detailing industry and wants to partner with anyone who is serious about detailing.



INTERNATIONAL DETAILING ASSOCIATION

IDA At-A-Glance*

***as of December 2019**

Total Members

1617

Operator & Operator Employee Members

1308

Members in # Countries

67

International & Regional Chapters

5

United Kingdom, New Zealand, Norway, India, France

Average Monthly Website Page Views

61,400+

Email Subscribers

6,500+

Facebook Page Likes

11,000+

Instagram Followers

8,000+

ADVERTISING PACKAGES COMPARISON

	Diamond \$2,500	Platinum \$1,500	Gold 6- or 12-month \$500 or \$1,000
Sponsored Newsletter	✓		
Newsletter Banner Ad	✓	✓	
Sponsor Spotlight	✓	✓	✓
Website Ad & Featured Listing	✓	✓	✓
Unlimited Job Posts	✓	✓	
Monthly Facebook Posts	✓	✓	✓
Monthly Instagram Posts	✓		
One Complimentary CD Certification*	✓	✓	
Logo on Monthly Webinar Slide	✓	✓	✓
15-Second Webinar Ad	✓		
Member Mailing Labels	✓		
	LEARN MORE	LEARN MORE	LEARN MORE

**Advertiser (or a designated employee) will receive one complimentary registration for an IDA Certification Event - Phase I (CD) or the complete set of online certification exams. Each online exam includes two free attempts. Additional exam retakes are not included. The individual is responsible for any applicable re-certification fees after the initial two-year certification period.*

ADVERTISING BENEFIT DESCRIPTIONS

Newsletter Advertising

The Detail Dialogue is the IDA's monthly e-newsletter. Each e-newsletter is sent via email to more than 6,500 subscribers and archived on the association's website.

Sponsored Newsletter (Diamond)

Sponsor will provide content and graphics for the entire issue of their choosing.

Newsletter Banner Ad (Diamond, Platinum)

Ads will be linked to the sponsor company's website. Diamond sponsors receive an ad change every quarter; Platinum sponsors receive an ad change twice a year.

Newsletter Spotlight Article (All)

Each sponsor will be featured in a spotlight interview that will help our readers learn more about your company.

Webinar Advertising

15-Second Webinar Ad (Diamond)

The webinar moderator will make a short announcement provided by the sponsor.

Webinar Slide (All)

All concurrent sponsors will be featured on a webinar slide each month.

Website Advertising

The IDA's website, the-ida.com, was completely redesigned in 2018 and has since experienced a 30% increase in traffic, averaging 61,400+ monthly page views.

Website Ad + Featured Listing (All)

Each sponsor will receive an ad in a rotating banner, featured on most subpages. Sponsors who are IDA members will also have their sponsorship level noted on their public profiles.

Unlimited Job Posts (Diamond, Platinum)

Post open positions within your company on our members-only Job Board.

Social Media Advertising

The IDA's digital presence continues to grow! Help the IDA build our brand while expanding your reach.

Monthly Facebook Posts (All)

Sponsors will receive a monthly appreciation post, featuring their logo and website, on the IDA Facebook page.

Monthly Instagram Posts (Diamond)

The IDA will re-post a Diamond sponsor's post or post original content provided by the sponsor once a month for the duration of the sponsorship.

Direct Mail Advertising

Member Mailing Labels (Diamond)

Diamond sponsors will receive one set of member mailing labels each quarter. Terms and conditions apply.

A La Carte Options:

Job Posts (\$50 each) • **Mailing Labels** (\$150 per set) • **Webinar Ad** (\$100)



Interested in advertising with the
International Detailing Association?

Visit the-ida.com/PromoteYourBusiness
or email marketing@the-ida.com

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*Thank you
for your support!*