2018 MEDIA PLANNER

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Welcome to SEGD

**SEGD is the Society for Experiential Graphic Design**, the vital, growing community of professionals who create experiences that connect people to place.

SEGD’s 2,200 members include

- architects and graphic designers
- interior and retail designers
- industrial and digital designers
- branding and experience designers
- signage and wayfinding designers
- interaction designers
- technology integrators
- fabricators and materials suppliers
- academics and students
- and others with an impact on how experiences take shape

Today, great experiential graphic design happens when multidisciplinary creators collaborate to develop inspired, content-rich, emotionally compelling experiences. Outcomes range from multimedia interactive installations to complex hospital wayfinding systems, and from museum exhibition design to three-dimensional brand expression.

SEGD’s mission is to Educate, Connect and Inspire those practicing in the field through educational programs, events and publications.

**SEGD is the go-to organization for professionals looking for the latest industry trends and best practices in experiential graphic design.**

Learn more about SEGD membership at segd.org/join
Be our partner!

**What can SEGD’s Industry Partner Program offer you?**

Exclusive access. Prominent positioning. A customized multi-platform marketing package that saves you marketing dollars and distinguishes your firm from the rest.

We work with you to create a customized annual marketing package that provides valuable exposure and builds brand equity with SEGD’s high-caliber conferences, workshops, webinars, website and publications.

**The SEGD Industry Partner Program** provides a tremendous amount of brand exposure and networking benefits throughout the year, including:

- Consistent brand visibility and Industry Partner recognition throughout the year at every event, online at segd.org and in the weekly e-newsletter
- An exclusive opportunity to showcase a video short-clip at each sponsored event (limited to Industry Partners and top-level sponsors)
- A complimentary pass to events and conferences
- Your top choice for NEXPO booth space
- Advertising discounts in print and online at segd.org
- Lead generation for each event and targeted lists available at request throughout the year

Select the events and publications that are right for YOUR company and we’ll customize a marketing package to suit your unique needs and help you develop relationships with designers at the highest level.

In addition to benefiting your company, your support of SEGD will have a tremendous impact on advancements in the field—enhancing industry education, publications and events.

Join the innovators, collaborators, makers, suppliers and **Partners** who bring these projects to life.

**For more information contact:**

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People, practice, and place. At the 2018 SEGD Conference: Experience Minneapolis, 600+ attendees will come together to connect with their community and celebrate the best in experiential graphic design throughout the U.S. and abroad. The SEGD Conference features luminary keynotes, design workshops, studio and project tours, exhibits at NEXPO, multiple networking events, and completes with a celebration of the 2018 award-winning projects and people. The annual gathering of the SEGD community is a not to be missed highlight of the year!

Cutting-Edge Digital Experiences. Xlab is a two-day New York-based conference featuring talks, tours and networking events. Digital experiences, interactive design, immersive storytelling and the intelligent environment make this the fastest growing segment of design, and Xlab is our fastest growing conference. Join 350 designers, architects, integrators and advanced digital media pros as we continue the conversation about the role of technology in experience design and what practices, materials and applications are transforming places and spaces.
Education

SEGD hosts several targeted educational events each year. This is where the community gets together to network and learn through best practices, case studies and examples of excellence to advance their knowledge of the profession.

Each event focuses on a specific segment of experiential graphic design and, therefore, presents a valuable opportunity for you to reach a highly targeted audience of professionals.

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**Sponsor benefits**

- As a sponsor, you make these events possible and provide a foundation for design thinking to transform the industries we serve.
- Enjoy an intimate setting to develop relationships with a targeted audience of designers, and build brand equity with SEGD’s educational programming.
- Showcase your solution with a table display.
- Earn complimentary registrations, advance promotion and lead generation as a sponsor.

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**SEGD BRANDED ENVIRONMENTS**

**LAS VEGAS**

03.27-03.28

Design for Brand Centric Customer Experiences at Digital Signage Expo 2018

**SEGD MANAGEMENT FOR DESIGNERS**

**CHICAGO**

04.27

Practical skills to advance your design business savvy

**SEGD WAYFINDING & PLACEMAKING**

**LOS ANGELES**

07.19-07.20

The event for transportation urban, and campus signage

**SEGD EXHIBITION & EXPERIENCE DESIGN**

**WASHINGTON DC**

08.23-08.24

Exhibition and experience design for museums, visitor centers and public spaces
SEGD.org


Reach a global community of 390,000 people!

At SEGD.org, you will find a vibrant, growing community of experiential graphic designers, partners, clients and inspiration-seekers. With 30% annual growth in users and an average of over 4 pages read per session, the website provides an unparalleled opportunity to reach a fast-growing and highly engaged audience. This is the #1 place to build brand awareness for your firm and services!

SEGD.org is the reference point for the experiential graphic design profession with the Awards Gallery, Xplore Index, Feature Articles, Member Bios, Firm Listings and Member News sections providing tremendous insight, information and design inspiration.

There are multiple ways to feature your work and promote your brand online.

Place a sitewide banner advertisement, post member news and list your firm.

A multidisciplinary community creating experiences that connect people to place

Explore Experiential Graphic Design News Advertisement

Luci Creative Reimagines Graphic Program for the Field Museum

Your message goes here!

Awards

1500 BIOS

700 AWARD-WINNING PROJECTS

31 CHAPTERS

27 COUNTRIES

website
New **Sitewide** Advertising!

Capture a share of up to 3 million pageviews each year!

SEGD’s new sitewide ad placement provides a tremendous value to advertisers who wish to reach a large, international audience on SEGD.org.

Up to 20 advertisers rotate randomly and fairly throughout almost every page of SEGD.org, providing each advertiser with a share of the site’s total audience and pageviews.

**Ad Specs**

- **Banner size:** 285x190 pixels
- **File type:** animated or static .gif, .jpg, .png
- **File size:** 100k max
- **Hyperlink:** provide a URL or a click-tracking enabled URL for monthly reporting

<table>
<thead>
<tr>
<th>Rates*</th>
<th>Member</th>
<th>Non-Member</th>
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<tbody>
<tr>
<td>3 Months</td>
<td>$2,700</td>
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<td>6 Months</td>
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<td>9 Months</td>
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<td>12 Months</td>
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*Rates are quoted as net of agency commissions*  
*9-month and 12-month rates include a campaign discount of 5% and 10%

**Details & Deadlines**

- Submit advertising by the 25th of each month, for new campaigns or to update banner graphics.
- The sitewide ad runs on every page excluding the SEGD Awards Section.
- SEGD reserves the right to refuse posting if advertising does not meet standards or has inappropriate content.
- Advertisers will receive a monthly click report and total audience and pageviews report. Individual impression reports are not available at this time.

**SEGD.org Annual Site Statistics**

- 389,000 unique users
- 568,000 sessions
- 2,700,000 pageviews

**Monthly Engagement**

- 39,000 unique users
- 51,000 sessions
- 224,000 pageviews
- 6,790 click-thrus
- 4.35 pages per visit

**Audience Demographics**

- Gender Ratio: 50/50
- Geography: 40% international
- Age 18-24: 20%
- Age 25-34: 35%
- Age 35-44: 21%
- Age 45-54: 13%
- Age 55+: 11%

**Editorial Focus**

- Interactive Experience Design
- Exhibition Design
- Wayfinding
- Placemaking & Identity Design
- Digital Experience Content
- Strategy, Research and Planning

**Have great news to share?**

Member News is a great way to share your story. Announce your most recent project, a new partnership or product launch. Your news will rotate from the homepage of segd.org to the related Xplore topics.

This benefit is free with your membership. Simply add segd@segd.org to your press list.
List your firm on SEGD.org

Expand your digital profile with a Firm Listing on SEGD.org. It’s highly ranked for experiential graphic design content, so your listing will receive top billing on segd.org as well as through Google!

Join an exclusive list of experiential graphic design agencies, fabricators and vendors who are working together to design and build the latest experiential spaces. Here, you’ll find a robust search and filter tool to connect clients with design firms and designers with vendors and fabricators.

Remember, you only come up in search results if you have a Firm Listing. Make sure you do!

Get noticed

- Logos rotate on every page of segd.org, amassing over 50,000 brand impressions a year for each firm that’s listed!
- Firm Listings average 1,000 page reads each year (and the more you do, the more you get promoted!).
- Your Firm is recognized each time you receive an award, an article write-up, a member news post, or a video from a speaking engagement. With each mention, your Firm Listing collects more content and more links for people to navigate to your page.

Anatomy of a Firm Listing

1. Firm Name
2. Hero Image (840 x 340)
3. Firm Logo (288 x 288)
4. Description of your firm and your work
5. Contact information and website URL
6. Awards
7. Member News posts
8. Feature Article mentions
9. Videos / SEG Talks
10. Related links (other areas of content that are related to your work and participation at SEG)

Annual Rates: Members: $500 | Non-Members: $800

Get listed today at segd.org/firms
E-mail Promotion

SEGD Weekly

SEGD’s e-newsletter reaches 40,000+ experiential graphic designers, industry members, academics, clients and allied professionals each week!

Recipients look to each weekly newsletter to find the most up-to-date information on trends, educational events, initiatives and chapter activities along with SEGD news and industry information.

With open rates above 23%, you can expect to engage thousands each week. You have two ways to participate:

A: Banner ad placement

Pricing: $1,000/month

Specs: 285 x 190

File Type: animated or static .gif, max 100k

As an advertiser, you receive an animated graphic banner to showcase your work, products or solutions, along with an active link to your website. Maximum of two ad placements per week

B: Sponsorship (members-only)

Pricing: $800/month

Specs: 600 x 90, static branded .gif, .jpg, .png

As the SEGD Weekly e-news sponsor, you receive a prominent banner across the lower section of the newsletter with your branding, recognition for sponsoring the week’s newsletter and a link to your Firm Listing on segd.org for more information.
A multidisciplinary community creating experiences that connect people to place

Print Advertising

SEGD18

Celebrate design excellence with SEGD18, the global design, excellence and fellow awards annual, published at the end of each summer. Consider it the yearbook of the experiential graphic design community; this coffee table-worthy publication celebrates the most influential people and projects of 2018.

This is the number one most coveted, retained and shared content at SEGD. Don’t miss this opportunity to align your company with design excellence!

Why advertise in SEGD’s Awards Annual?

- Align your company with SEGD’s most celebrated content.
- Deliver your message directly to key decision-makers.
- Increase exposure to a highly targeted audience of 2,000+ print and 10,000+ digital design and industry professionals.
- 85% of readers either visit advertisers’ websites or contact them directly.
- Build buzz and expand the reach of your sales efforts.
- Raise your profile as a market leader.

Who reads the SEGD Awards Annual?
The publication is distributed to all members of SEGD, including professionals specifically focused on experiential graphic design and disciplines directly related to visual communication in the built environment.

- designers (83% of circulation)
- fabrication specialists
- manufacturers and suppliers
- integrators
- educators
- institutional administrators involved in the creation and specification of experiential graphic design projects

Circulation: 2,000 print
Readership: 5,000 print (based on 2.5 readers per copy) and 10,000+ digital
Publication Date: September 30, 2018
The SEGD Fellow
SEGD Fellows are the laureates of experiential graphic design, recognized for creating a body of work that epitomizes the highest standards of practice in the field.

SEGD Excellence Awards
Distinguished members and organizations receive an Excellence Award for their outstanding achievements in contributing to the advancement of experiential graphic design.

SEGD Global Design Awards
Award-winning projects receive one-page to a full feature of coverage within each category, shown below:

- Best in Show Award
- Sylvia Harris Award
- Digital Experience Content Awards
- Exhibition Awards
- Interactive Experience Awards
- Placemaking & Identity Awards
- Public Installation Awards
- Strategy, Research, Planning Awards
- Wayfinding Awards

Supporter Showcase
The SEGD18 annual showcases the featured suppliers and fabricators who play an integral role in delivering these award-winning projects. Supporters are welcome to provide an advertisement or advertorial within this section of the book.

Winners Index
The Winners Index, located at the back of the annual, includes all project credits for each award-winning project.
# SEGD18 Supporter Showcase Rates

<table>
<thead>
<tr>
<th>Rates*</th>
<th>Member</th>
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<tr>
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<td>$1,700</td>
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*Rates are net of agency commissions

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**FORMAT**
- Must be PDF/X-1a
- Ads should be created to 100% of final print size, shown above, with crop marks included at the trim line. Ads without proper dimensions and trim will be returned for revision. For full-page ads, a bleed of no less than 1/8” on all sides must be included in the final PDF output.

**COLOR**
- All colors must be set to CMYK. Any pantone will automatically convert to process.

**RESOLUTION**
- Color images must be no less than 300 ppi at final size. If source images are less than adequate resolution, the artwork will be sent back for revisions.

**TERMS**
- SEGD is not responsible for shifts in color due to difference between the file and the proof. If an acceptable color proof is not supplied, the advertiser will be charged to have one made from the submitted file.
- SEGD reserves the right to reject improperly prepared materials. Materials not meeting the above specifications will be returned to the advertiser for correction, or may be altered to meet these specifications.

**SUBMISSION**
- SEGD only accepts ad materials via email or Dropbox.
- Direct all advertising materials or inquiries to Kristin Bennani at kristin@segd.org or Kathleen Turner at kathleen@segd.org.