Society for Experiential Graphic Design
A multidisciplinary community creating experiences that connect people to place

SEGDC

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703.657.9171

2020 MEDIA PLANNER

segd.org
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.

Visit SEGD.org/join to see what membership can do for you.
Industry Partner Program

Become a Partner!
Exclusive access. Prominent positioning. A customized multi-platform annual marketing package that saves you up to 25% and distinguishes your firm from the rest.

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

How does a firm become a SEGD Industry Partner?

Step 1: Select a least one Event:
+ Branded Environments
+ Management and Leadership
+ Annual Conference
+ Exhibition and Experience
+ Wayfinding and Placemaking
+ Xlab

Step 2: Select Sponsorship:
+ Presenting - Limit two per event
+ Session/Speaker
+ Branding
+ Exhibit or Tabletop display
+ Webinar

Step 3: Select Advertising:
+ Print (Design Awards Annual)
+ Site wide banner ad
+ e-Weekly Newsletter

Step 4: Enjoy the Benefits:
+ Consistent brand visibility and recognition throughout the year at every touchpoint, online at SEGD.org, the weekly e-newsletter and all events
+ An exclusive opportunity to showcase a video short-clip at each sponsored event
+ Complimentary registrations to most events and conferences
+ Lead generation and targeted lists
+ Option to lead NEXPO Talk or host a Webinar

Develop relationships with designers, innovators, collaborators, makers, suppliers and Partners who bring these projects to life.

For more information contact kathleen@segd.org

Reach a global community of 400,000 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, 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!

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.
Sitewide Advertising!

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

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

SEGD.org banner sitewide advertising rotates equitably among the following pages: SEGD Home Page, Feature Articles, Member Bios, Firm Listings, Member News, Events and Chapters. It provides tremendous insight, information and design inspiration.

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>
</tr>
</thead>
<tbody>
<tr>
<td>3 Months</td>
<td>$2,000</td>
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<tr>
<td>6 Months</td>
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<tr>
<td>12 Months</td>
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</table>

*Rates are quoted as net of agency commissions

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 click report and total audience and pageviews report. Individual impression reports are not available at this time.

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

Amplify your marketing reach 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 / SEGD Talks
10. Related links (other areas of content that are related to your work and participation at SEGD)

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

Click to learn more about the value of Firm Listings
**Email 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%, or .50 cents per view, you can expect to engage thousands each week. You have three ways to participate:

**Top Banner ad placement**

**Pricing:** $800/month  
Discounts apply for 3, 6, and 12 month placements.

**Middle Banner ad placement**

**Pricing:** $650/month  
Discounts apply for 3, 6, and 12 month placements.

**Specs:** 285 x 190 pixels  
**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.

**New Sponsorship (members only)**

**Pricing:** $550/month  
Discounts apply for 3, 6, and 12 month placements.

**Specs:** 600 x 90 pixels  
**File Type:** 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.
Celebrate design excellence with the SEGD20 Awards Annual, the Global Design, Achievement and Fellow awards annual, published at the end of each summer. Considered the yearbook of the experiential graphic design community, this coffee table-worthy publication celebrates the most influential people and projects of 2020.

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 2,200 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: 2,200 print
Readership: 5,500 print (based on 2.5 readers per copy) and 10,000+ digital
Publication Date: September 2020
# SEGD20 Supporter Showcase Rates

<table>
<thead>
<tr>
<th>Rates*</th>
<th>Member</th>
<th>Non-Member</th>
<th>Diagram</th>
<th>Deadline</th>
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<tbody>
<tr>
<td>Text Gatefold</td>
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<td>Spread + Category Sponsor</td>
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<td>Sept 1</td>
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<td>Full Page + Category Sponsor</td>
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<td>Sept 1</td>
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<tr>
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<td>Sept 1</td>
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<tr>
<td>2-Page Winners Index</td>
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<tr>
<td>Advertorial</td>
<td>$3,500</td>
<td>$3,850</td>
<td>Request</td>
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<tr>
<td>Full Page</td>
<td>$3,300</td>
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<td>Sept 1</td>
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<tr>
<td>Half Page Horizontal</td>
<td>$2,250</td>
<td>$2,600</td>
<td>C</td>
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<tr>
<td>Quarter Page</td>
<td>$1,450</td>
<td>$1,700</td>
<td>D</td>
<td>Sept 1</td>
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</tbody>
</table>

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**SEGD20 Trim Size**

8-1/4” × 10-1/2”

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**2-Page Spread**

16-1/2”W × 10-1/2”H with 1/8” bleed and 1/4” gutter

Images and text should be 1/8” from the trim line.

**Full-page Ad**

8-1/4”W × 10-1/2”H with 1/8” bleed all round

Images and text should be 1/8” from the trim line.

**Half-page Horizontal**

7-1/8W” × 4-5/8”H

**Quarter-page**

3-1/2”W × 4-5/8”H

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**FORMAT**

**Must be PDF/X-1a**

Use the SEGD20 InDesign template to layout your artwork to adhere to the grid format used throughout the annual. 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 300 ppi at final size. If source images are less than adequate resolution, the artwork will be sent back for revisions.

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**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 Dropbox or WeTransfer. Direct all advertising materials to Sarah Miorelli, sarah@segd.org via Dropbox or WeTransfer. Direct all inquiries to Kathleen Turner, kathleen@segd.org.
2020 ANNUAL CONFERENCE + EVENTS
People, practice and place. At the 2020 SEGD Conference Experience Portland, 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 ends with a celebration of the 2020 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 NYC-based conference featuring talks, tours and networking events. Digital experiences, interactive design, immersive storytelling and the intelligent environment make this an important segment of design. Join 300+ designers, architects, integrators and advanced digital media pros as we continue the conversation about the role of technology in experience design and which practices, materials and applications are transforming places and spaces.
SEGD hosts several targeted and highly attended 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.

**Sponsor benefits**

- As a sponsor, you make these events possible and provide a foundation for design thinking to transform the industries we serve.
- As a Presenting Sponsor, receive the highest level of recognition including stage time, table display, banner ad and more!
- Enjoy an intimate setting to develop relationships with a targeted audience of designers, and build brand equity with SEGD’s educational programming.
- All sponsors earn registrations, advance promotion, lead generation and more!