



International Door Association

*Community - Education - Professionalism*

# Sales Prospectus



[doors.org](http://doors.org)



## IDA Profile

### Mission Statement

The mission of the International Door Association is to be the leading trade association representing the door and access system industry by providing advocacy, education, and collaboration to advance the industry with increased professionalism, and vibrant volunteer leadership and staff.

### Brief History

The International Door Association was created with the merger in 1996 of the Far Western Garage Door Association and the Door & Operator Dealers Association. Its colorful history reaches back to March 1967, and is reflective of the numerous changes realized by the door systems industry.

The most common IDA denominator is people, both those who have led the association, and those who have supported it in many other ways. It is because of many courageous volunteer visionaries that the predecessor associations (FWGDA and DODA) were organized. It was that same vision that ultimately brought the two groups together, creating a meaningful and valuable international organization.

Today, IDA has close to 1,000 members, over 4,000 IDAExpo+ attendees every year, and more than 15,000 *IDA Magazine* subscribers.



## IDA Magazine Advertising

### Editorial Calendar

IDA Magazine publishes six issues annually – January/February, March/April, May/June, July/August, September/October, and November/December.

Issue	Theme
January/Feb	State of IDA
March/April	EduCon Preview
May/June	Product Innovations & Trends/Garage Door Safety Month
July/August	Product Innovations & Trends
Sept/October	Technicians & Installation
Nov/Dec	Scholarship & Education

#### January/February 2025

State of IDA

- Press Release Cutoff: Monday, November 11, 2024
- Article Due Date: Monday, November 11, 2024
- Advertising Due Date: Monday, November 11, 2024

#### May/June 2025

Product Innovations & Trends/Garage Door Safety Month

- Press Release Cutoff: Tuesday, March 4, 2025
- Article Due Date: Tuesday, March 4, 2025
- Advertising Due Date: Tuesday, March 4, 2025

#### September/October 2025

Technicians & Installations

- Press Release Cutoff: Tuesday, July 1, 2025
- Article Due Date: Tuesday, July 1, 2025
- Advertising Due Date: Tuesday, July 1, 2025

#### March/April 2025

EduCon Preview

- Press Release Cutoff: Thursday, January 9, 2025
- Article Due Date: Thursday, January 9, 2025
- Advertising Due Date: Thursday, January 9, 2025

#### July/August 2025

Product Innovations & Trends

- Press Release Cutoff: Monday, May 5, 2025
- Article Due Date: Monday, May 5, 2025
- Advertising Due Date: Monday, May 5, 2025

#### November/December 2025

Scholarships & Education

- Press Release Cutoff: Monday, September 8, 2025
- Article Due Date: Monday, September 8, 2025
- Advertising Due Date: Monday, September 8, 2025

Deadlines are listed online as well: <https://doors.org/resources/ida-magazine/editorial-calendar-guidelines/>



## IDA Magazine Advertising

### Rates

Size	1x (per issue)	3x (per issue)	6x (per issue)
Inside front/back cover <i>(3x minimum, 4 color only)</i>	N/A	\$3,550	\$3,350
Back cover <i>(3x minimum, 4 color only)</i>	N/A	\$3,950	\$3,750
Full page 4 color	\$3,300	\$2,975	\$2,500
Half page 4 color	\$2,800	\$2,525	\$2,150
One-fourth page 4 color	\$2,200	\$1,985	\$1,675
Two-page (double-truck) spread	Contact us for rates		

### Ad Specifications and Sizing

Submit high resolution, CMYK pdfs, Embed fonts.

#### Full-page Ad

With Bleed:

- Trim Size: 8.125”w x 10.875”h  
Bleed Size: 8.375”w x 11.125”h  
Live Area: 7.375”w x 10.125”h

Without Bleed:

- 7.375”w x 10.125”h

#### Half-page Vertical Ad

With Bleed:

- Ad size: 3.8625”w x 10.875”h  
Bleed: 3.9875”w x 11.125”h  
Allow for a bleed of .125”  
Allow .375” for live area

Without Bleed:

- 3.4875”w x 10.125”h

#### Half-page Horizontal Ad

With Bleed:

- Ad Size: 8.125”w x 5.24”h  
Bleed Size: 8.375”w x 5.365”h  
Allow for a bleed of .125”  
Allow .375” for live area

Without Bleed:

- 7.375”w x 4.856”h

#### Quarter-Page Ad

With Bleed:

- Ad Size: 3.8635”w x 5.26”h  
Bleed Size: 3.9875”w x 5.385”h  
Allow for a bleed of .125”  
Allow .375” for live area

Without Bleed:

- 3.4875”w x 4.856”h



## IDA Webinar Video Advertising

IDA offers **30-60 second video advertisements** played before our **Professional Development Webinars: Dealers Helping Dealers**. Your company will be the **exclusive** advertiser of the webinar you select!

Webinars are a time and cost-effective advertising opportunity, making it easier to maximize reach and engagement with industry professionals. Webinars are recorded, allowing participants to review the content (including your ad) at their convenience.

With the purchase of a video ad for only \$1,500, your company receives:

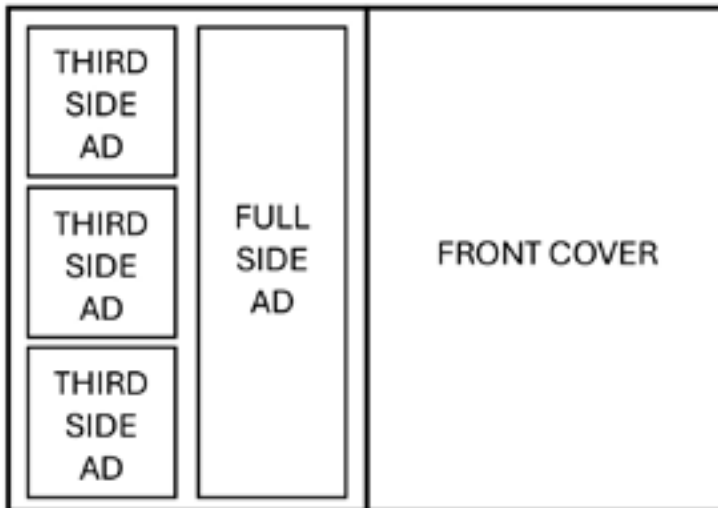
- Your logo with a hyperlink to your company URL/landing page in...
  - o the webinar registration page
  - o the webinar e-blasts announcement sent to members
  - o social media communications that mention the webinar
  - o invitation, registration confirmation, and post-event “Thank you” emails
- Recognition of your company by the webinar moderator...
  - o at the beginning of the webinar with short description of your ad
  - o at the end of the webinar thanking your company for supporting IDA’s Professional Development Program

## IDA Digital Advertising

Digital advertising opportunities are available to members only. For inquiries on membership, contact [info@doors.org](mailto:info@doors.org).

## Online Magazine Portal Page

You can complement your magazine ad by having a link in the magazine’s online version. Ads are submitted like a print ready PDF and are measured in inches. Actual display size depends on customer’s monitor and scaling size.



**Third side ad (3.5” wide x 3.38” tall):**

\$810 for 6 issues (1 year)

**Full side ad (3.5” wide x 10.375” tall):**

\$1,600 for 6 issues (1 year)

Portal page ads are due the same date as print ads for the corresponding issue.

## Online Magazine E-blast Announcement

IDA Magazine blasts out 9,000+ emails bimonthly announcing the latest online version of the magazine. Your ad can be included as a banner in this email and links to your website.

Portal page ads are due the same date as print ads for the corresponding issue.

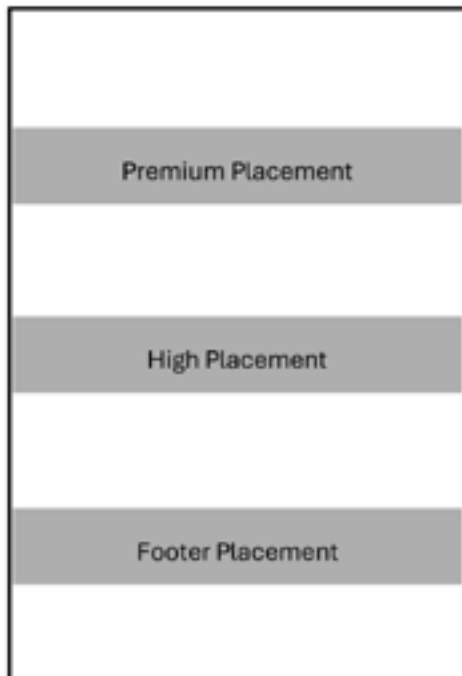
**350 pixels wide x 80 pixels tall:**

\$1,050 for 6 issues (1 year)

---

## Monthly Newsletters

Monthly e-newsletter informing members on industry topics, member news and members only benefits — reaching over 1,000 IDA members.



### Premium Placement

Your ad is placed at the top of the newsletter (limit one ad per issue).

\$1,050 (6 issues)

---

\$1,925 (12 issues)

---

### High Placement

Your ad is placed in the middle of the newsletter (limit one ad per issue).

\$900 (6 issues)

---

\$1,650 (12 issues)

---

### Footer Placement

Your ad is placed at the bottom of the newsletter (limit one ad per issue).

\$750 (6 issues)

---

\$1,350 (12 issues)

---

## Inquiries & Orders

For inquiries and orders, please contact Emily Hornung at [ehornung@doors.org](mailto:ehornung@doors.org).