IDA™
International Door Association

Community - Education - Professionalism

Sales Prospectus



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	Garage Door Safety Month
July/August	Product Innovations & Trends
September/October	Technicians & Installation
November/December	Scholarship & Education

January/February 2027
State of IDA/Advocacy & Codes

- Press Release Cutoff: November 2, 2026
- Article Due Date: November 2, 2026
- Advertising Due Date: November 2, 2026

March/April 2027
EduCon

- Press Release Cutoff: January 5, 2027
- Article Due Date: January 5, 2027
- Advertising Due Date: January 5, 2027

May/June 2027
Garage Door Safety Month

- Press Release Cutoff: March 3, 2027
- Article Due Date: March 3, 2027
- Advertising Due Date: March 3, 2027

July/August 2027
Product Innovations & Trends

- Press Release Cutoff: May 4, 2027
- Article Due Date: May 4, 2027
- Advertising Due Date: May 4, 2027

September/October 2027
Technicians & Installations

- Press Release Cutoff: June 29, 2027
- Article Due Date: June 29, 2027
- Advertising Due Date: June 29, 2027

November/December 2027
Scholarship & Education

- Article Due Date: August 23, 2027
- Press Release Cutoff: August 23, 2027
- Advertising Due Date: August 23, 2027

January/February 2028
State of IDA/Advocacy & Codes

- Press Release Cutoff: November 1, 2027
- Article Due Date: November 1, 2027
- Advertising Due Date: November 1, 2027

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

IDA™ Magazine



IDA Magazine Advertising

Rates

Size	1x (per issue)	3x (per issue)	6x (per issue)
Inside front/back cover *(3x minimum, 4 color only)*	N/A	$3,600	$3,400
Back cover *(3x minimum, 4 color only)*	N/A	$4,000	$3,800
Full page 4 color	$3,350	$3,025	$2,550
Half page 4 color	$2,850	$2,575	$2,200
One-fourth page 4 color	$2,250	$2,025	$1,725
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 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

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

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™ Magazine



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:

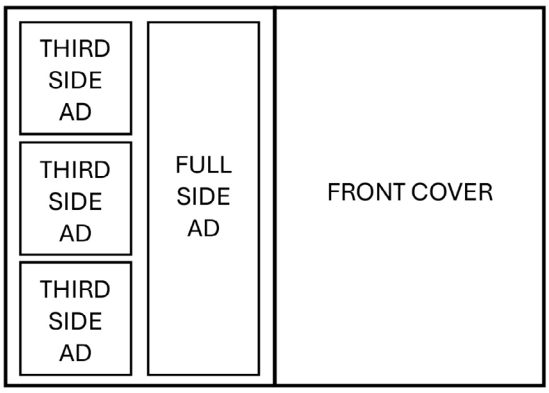
- Your logo with a hyperlink to your company URL/landing page in...
  - o the webinar registration page
  - o the webinar e-blasts announcement sent to members
  - o social media communications that mention the webinar
  - o invitation, registration confirmation, and post-event "Thank you" emails
- Recognition 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.***

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:

$850 for 6 issues (1 year)

Full side ad (3.5" wide x 10.375" tall:

$1,650 for 6 issues (1 year)

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

IDA Website Scrolling Logo

Visible on every page of the IDA website. Your logo will be linked directly to your company website.

$750 (3 months)

$1,225 (6 months)

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.

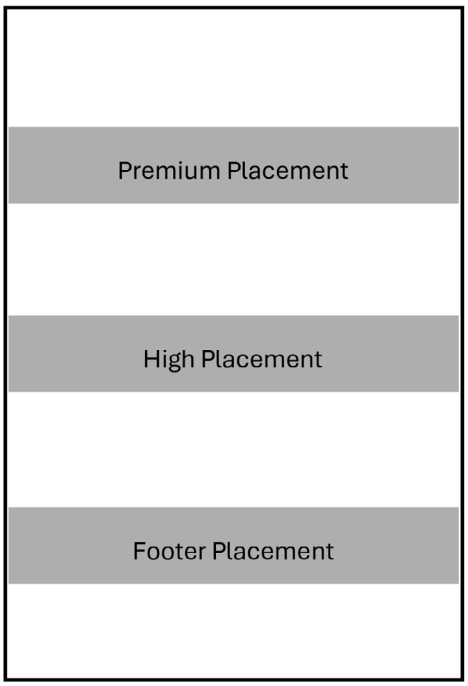
Portal page ads are due the same date as print ads for the corresponding issue.

350 pixels wide x 80 pixels tall:

$1,150 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).

$1,150 (6 issues)

$2,000 (12 issues)

High Placement

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

$1,000 (6 issues)

$1,750 (12 issues)

Footer Placement

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

$850 (6 issues)

$1,450 (12 issues)

Design

Ads must be relevant to the door, access system, and related industries.

Ads cannot contain content that is provocative, sexualized, political, discriminatory, or suggestive, or embarrassing in nature.

Ads need to avoid misleading claims or unverified guarantees.

Ads cannot display price.

All ads must comply with the magazine's size, format, and resolution specifications.

The magazine reserves the right to reject or request revisions to ads that do not align with industry standards or professionalism

Inquiries & Orders

For inquiries and orders, please contact Bethany Garcia at rachel@doors.org.