



Advertising Information for the American Institute of Floral Designers

AIFD Focal Points – the Official Publication of the American Institute of Floral Designer. All *Focal Points* newsletters are distributed electronically, six times per year, to approximately 2000 floral designers and industry members. Camera ready art in PDF format is required for all ads.

Size (All ads are Full Color)	Dimensions (Horizontal x Height)	Price per Issue		
		One	Three	Six
Full Page	7 ½" W x 10"H	\$500	\$450	\$415
Half Page – Horizontal	7 ½" W x 5" H	\$300	\$275	\$250
¼ Page	4" W x 5" H	\$175	\$145	\$135

*The pricing above is for AIFD members only. Non-members: Add an additional \$100 per issue.

Contract Deadlines – The closing date for advertising orders is the 20th of each of these months: January, March, May, July, September and November. Cancellations of scheduled advertisements must be submitted in writing and received one month prior to the publication date.

AIFD Symposium Educational Program Book – the official educational booklet supplied to all Symposium attendees (approximately 800 – 1,000 floral designers). Properly formatted PDF ads must be submitted electronically to AIFD@assnhqtrs.com **no later than May 15** of each year.

Size	Color / B&W	Dimensions (Horizontal x Height)	Price
Full Page	Black and White	8" W x 10 ½"H	\$500
Full Page	Color	8" W x 10 ½"H	\$995
Half Page	Black and White	8" W x 5" H	\$300
Half Page	Color	8" W x 5" H	\$600
¼ Page	Black and White ONLY	5" W x 5" H Or 8 ½" W x ½" H	\$175

*The pricing above is for AIFD members only. Non-Members may not advertise in the Symposium Educational Program Book.

**Special Note to our Elite Partners: Most levels of Elite Partnership include various levels of ads in *Focal Points* and the Symposium Educational Program Book. If you would like to upgrade your add, please contact AIFD.

(More opportunities on next page...)

AIFD Membership Directory – the Official Membership Directory of the American Institute of Floral Designer is printed in hardcopy and distributed to all 2,000 AIFD members. Camera ready art is required for all ads in PDF format.

Size (All ads are Black & White)	Dimensions (Horizontal x Height)	Price
Full Page	7 ½" W x 10"H	\$500
Half Page – Horizontal	7 ½" W x 3" H	\$300
¼ Page	4" W x 5" H	\$175

*The pricing above is for AIFD members only. Non-Members may not advertise in the Membership Directory.

AIFD Website Campaign – the Official website of the American Institute of Floral Designers, www.aifd.org, has a log-in area for members and guests which features four rotating ad campaigns. Two ad campaigns are available on a first come, first serve basis throughout the year. **Campaigns average 2,100 impressions and 50 click-throughs every 30 days.**

Ad Type (All ads are Full Color)	Dimensions (Horizontal x Height)	Price per Month		
		One	Three	Six
Monthly Campaign Ad	190 x 190 pixels	\$100	\$75	\$50

*The pricing above is for AIFD members only. Non-members: Add an additional \$100 per issue.

AIFD “Floral Food For Thought” Email – This email blast is meant to be a marketing advice piece that goes to all 2,000 members on a monthly basis. Advertisements appear in full color in banner format on the left hand side of the email.

Ad Type (All ads are Full Color)	Dimensions (Horizontal x Height)	Price per Issue		
		One	Three	Six
Standard Ad	150 x 285 pixels (72 dpi)	\$500	\$450	\$415

*The pricing above is for AIFD members only. Non-members: Add an additional \$100 per issue.

Classified Ads – If you have a job opening, are looking to sell a business, etc. then AIFD’s Classified Ad section is the place for you. Job postings appear online and in the bi-monthly AIFD Newsletter.

Size (All ads are Full Color)		Price per 30 days	
		Member	Non-Member
Standard Classified Ad		\$25	\$50

INTERESTED IN ONE OR MORE OF THESE ADVERTISING OPPORTUNITIES?

Contact AIFD at aifd@assnhqtrs.com or 410-752-3318.

NOTICE TO ELITE PARTNERS:

Elite Partners have certain advertising benefits included depending on the level of Partnership. If you are interested in becoming an Elite Partner with AIFD please contact AIFD at 410-752-3318 or email aifd@assnhqtrs.com.