



Advertising Opportunities for the American Institute of Floral Designers™



AIFD® Focal Points Blog

The Official Blog of the American Institute of Floral Designers™. The Focal Points blog is viewed by 2,500+ floral designers and industry members. Digital art is required for all ads.

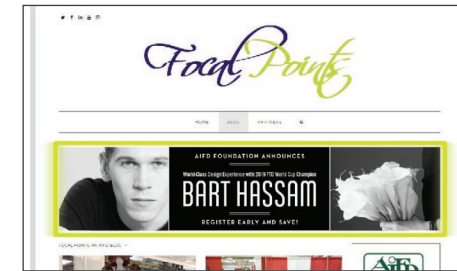
Ad Type (All Ads are Full Color)	Dimensions in Pixels (W x H)	Price Per Ad (One Month)
Main Banner – Top of Home Page	1600 x 350	\$500
Side Bar Button – All Pages	650 x 450	\$300
Bottom Banner – Individual Blog Post	890 x 195	\$175

Contract Deadlines – The closing date for advertising orders is the 20th of each month. Cancellations of scheduled advertisements must be submitted in writing, and be received one month prior to publication date. Available to Partners and members in good standing.

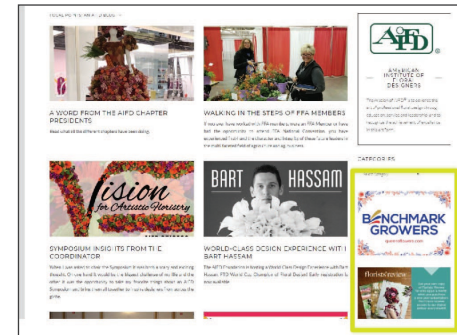
AIFD® Symposium Event App

The official app used by Symposium attendees (approximately 1,000 floral designers, shop owners, special events, etc.). Properly formatted artwork (JPG or PNG) must be submitted electronically to info@aifd.org no later than **May 6th** of each year.

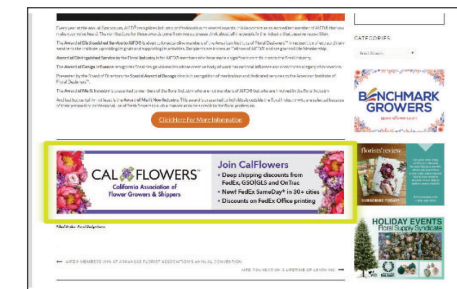
Ad Type	Dimensions in Pixels (W x H)	Price Member	Price Non-Member
1 Scrolling Ad (30 seconds)	600 x 110	\$800	\$920
1 Scrolling Ad (10 seconds)	600 x 110	\$700	\$805
1 Scrolling Ad (5 seconds)	600 x 110	\$600	\$690
1 Sponsored Activity Feed Post	650 x 450	\$500	\$575



Blog – Main Banner (Blog Home Page)



Blog – Sidebar Button Ad



Blog – Bottom Banner (Individual Post)

AIFD® Metrics

Pinterest Viewers:
30,000+

Facebook Followers: 9,000+

Facebook Likes:
12,000+

Twitter Followers:
2,500+

Instagram Followers: 6,000+

Linked In Members:
400+

AIFD® Member Portal 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.

Ad Type (All Ads are Full Color)	Dimensions in Pixels (W x H)	Price Per Month		
		One	Three	Six
Monthly Campaign Ad	190 x 190	\$100	\$75	\$50

AIFD Sponsored Email

An email blast sent to over 7,000 members (floral designers, shop owners, special events, etc.) worldwide.

Ad Type (All Ads are Full Color)	Dimensions in Inches (W x H)	Price Per Ad
Sponsored E-blast	7.5 x 10 Hi-Res (300 dpi)	\$250

Available to Partners and members in good standing (limited to 3 annually).

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 on the AIFD® website on the job board.

Ad Type (All Ads are Full Color)	Format	Price Per 30 Days
Standard Classified Ad	Text Only	\$50

AIFD® Directory Supplement

The Official Membership Directory of the American Institute of Floral Designer is a digital directory in the membership portal of all 5,000+ AIFD members. Camera ready art is required for all ads in PDF format.

Ad Type (All Ads are Full Color)	Dimensions (W x H)	Price Per Ad Member	Price Per Ad Non-Member
Full Page	7 ½" W x 10"H	\$500	\$600
Half Page – Horizontal	7 ½" W x 3" H	\$300	\$400
¼ Page	4" W x 5" H	\$175	\$275

Available to Partners and members in good standing.

AIFD® Metrics

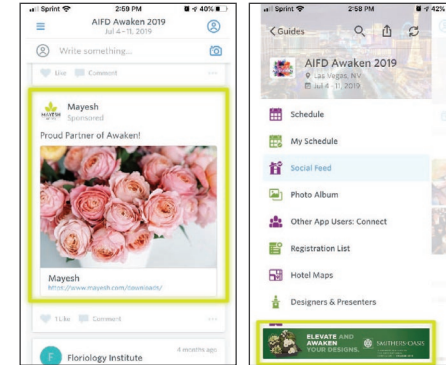
E-Blast Recipients:
7,500+

Email Readership:
43% mobile
57% desktop

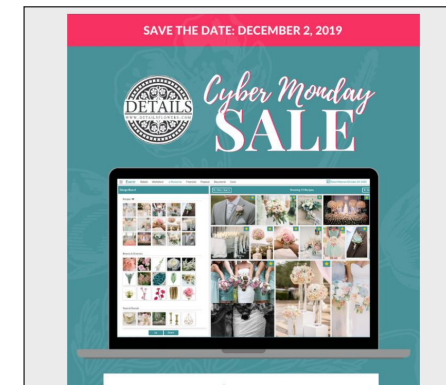
95% event app
participation

Proud to feature
over 50 exhibitors at
Partners' Showcase

Over 1000
Symposium
attendees annually!



App – Sponsored Activity Feed Post
App – Scrolling Ad



AIFD Sponsored Email

AIFD® Partnerships

AIFD® offers two AIFD Sponsorship Packages:

Elite Partner:

As an Elite Partner, you will be recognized as a supporter of the National AIFD Symposium, as well as the Institute and its regions throughout its yearly activities. This package includes the largest ROI, and biggest value.

Blossoming Partner:

As a Blossoming Product Partner your products will be used to support the many educational offerings being featured at the AIFD National Symposium, which will increase the educational experience of the attendees and bring about awareness of your products' availability, as well as where they can be purchased.

Visit <https://aifd.org/elite-partners/> for more information.

Additional Partnership Opportunities:

Industry Member:

Visit <https://aifd.org/industry-partners/> for more information.

Education Member:

Visit <https://aifd.org/online-education/education-partners/> for more information.

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 443-966-3850 or email info@aifd.org.

INTERESTED IN ONE OR MORE OF THESE ADVERTISING OPPORTUNITIES?

Contact AIFD® at info@aifd.org or 443-966-3850.

Website:

50,000 Users

Website Users Top
6 Countries: USA,
Canada, Hong
Kong, South Korea,
Pakistan, Mexico