DON’T JUST MAKE AN IMPRESSION—MAKE A THOUSAND
Advertising Opportunities

Celebrate design excellence. Advertise in the Supporter Showcase of the SEGD22 Awards Annual, celebrating the Global Design, Achievement and Fellow award recipients. Considered the yearbook of the experiential graphic design community, this coffee table-worthy publication celebrates the most influential people and projects of 2022.

This is the number one most coveted, collected and shared content at SEGD. Don’t miss this opportunity to align your company with design excellence!

Circulation: 2,200 print | 7,250 pass-through readership

Publication Date: June 2022

Artwork Deadline: April 24, 2022

Magazine Archive
Sample Advertising Layouts
Featured Content

The SEGD Fellow

SEGD Fellows are the laureates of experiential graphic design, recognized for creating a body of work that epitomizes the highest standards of practice in the field.

SEGD Achievement Awards

Distinguished members and organizations receive an Achievement Award for their outstanding contribution to the advancement of experiential graphic design.

SEGD Global Design Awards

Award-winning projects receive up to a full feature of coverage within each category, shown to the right.

Global Design Award Categories

- Best in Show Award
- Sylvia Harris Award
- Digital Experience Content Awards
- Exhibition Awards
- Interactive Experience Awards
- Placemaking & Identity Awards
- Public Installation Awards
- Strategy, Research, Planning Awards
- Wayfinding Awards

Supporter Showcase

The SEGD22 annual showcases the featured suppliers and fabricators who play an integral role in delivering these award-winning projects.
## SEGD’22 Supporter Showcase Rates

<table>
<thead>
<tr>
<th>Rates</th>
<th>Member</th>
<th>Non-Member</th>
<th>Diagram</th>
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<td>2-Page Winners Index</td>
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<td>Half Page Horizontal</td>
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<tr>
<td>Quarter Page</td>
<td>$1450</td>
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Artwork Specifications

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
7-1/8"W × 4-5/8"H

Quarter-page
3-1/2"W × 4-5/8"H
Requirements

FORMAT: Must be PDF/X-1a. Use the SEGD22 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.

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 email or Dropbox. Direct all advertising materials or inquiries to Jennette Foreman at jennette@segd.org.