Idealliance is a not-for-profit industry association where media creators and technology communities collaborate to craft best practices, advance standards, and certify people, processes, and systems to achieve the highest performance in creation, production and delivery of graphic communications.

About Membership

Why Join Idealliance?

**REDUCE** - Members reduce costs of media production through access to shared knowledge and the implementation of Idealliance best practices.

**MANAGE** - Members assure media lifecycle integrity by better managing color and content across platforms and regions.

**LEAD** - Members gain competitive advantage by designing workflows and business models that keep pace with changing technologies and client demands - and the total supply chain.

Sectors of Engagement

IDEAlliance programs and activities support three primary media sectors:

**DIGITAL** - Digital media creation, production, management, and distribution

**PRINT** - Print media production, process control and colorimetrics, and integrated workflows

**POSTAL** - Postal distribution including postal transportation and logistics

Benefits of Membership

- Serve on committees that set global industry standards
- Build efficiencies and data flow in your supply chain
- Expand the knowledge base of your entire staff
- Certify you and your company’s expertise
- Expand your global reach and influence
- Interact with industry thought-leaders

Our Vision

Uniting industry leaders to advance innovation in the global media supply chain.

Who Joins Idealliance?

Idealliance is a global community of more than 1,600 members, comprised of brand owners, agencies, publishers, print and premedia service providers, material suppliers, and technology partners.

Work Globally with Idealliance Affiliates

Idealliance membership reaches around the globe, with International Affiliates in China, India, Korea, and Mexico. Contact Affiliates for regional membership rates and benefits. More at www.idealliance.org/global

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