

MEDIA KIT

AIA Seattle Website & eNewsletter Advertising



AIA
Seattle

CONTACT

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WE KNOW YOUR MARKET

6th
LARGEST

AIA Seattle is the **6th largest AIA chapter in the country**

2300+

We represent over **2,300 architects** each year throughout 10 counties in the Puget Sound region

200+

Our membership includes **200+ top architecture firms**

Reach architects of the Puget Sound region responsible for **\$10 billion+** in development and construction each year.

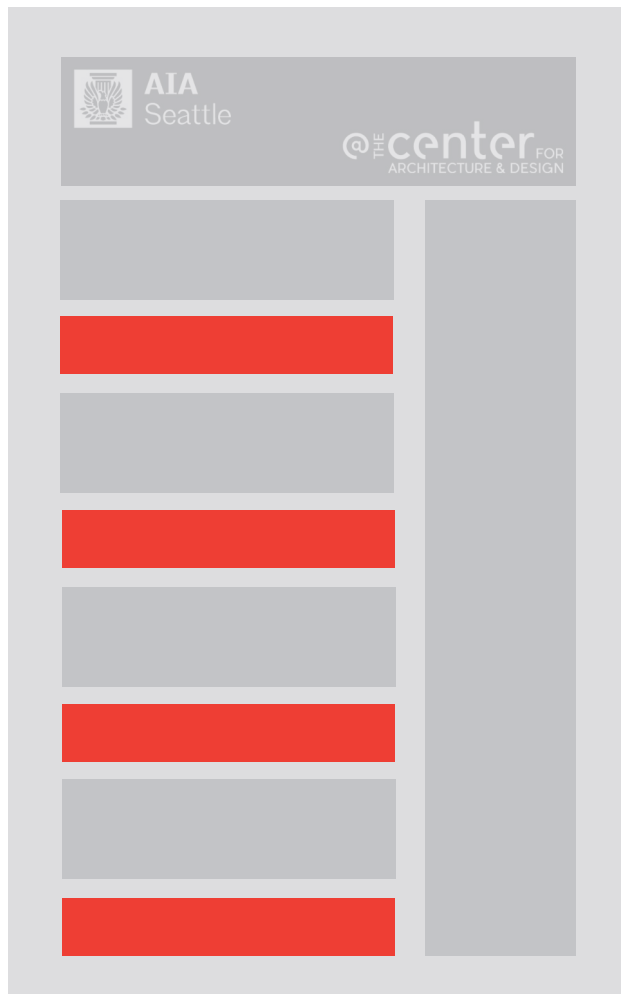
eNewsletter Advertising

This Week In Design

This Week In Design eNewsletter connects AIA Seattle membership with timely news, programs and opportunities within the broader AEC community and beyond.

Over 5,000 subscribers • Distributed weekly • Opt-in subscription
Your message is delivered directly to industry professionals

- **Non-Sponsor rate:** 12 months | \$3,700
- **AIA Seattle Sponsor Rate:** 12 months | \$2,500



Four ad positions

- 730 x 90 pixel banner
- 4 strategically placed positions (static)

To see *This Week In Design*, sign up at aiaseattle.org.

AIA Seattle Website Advertising

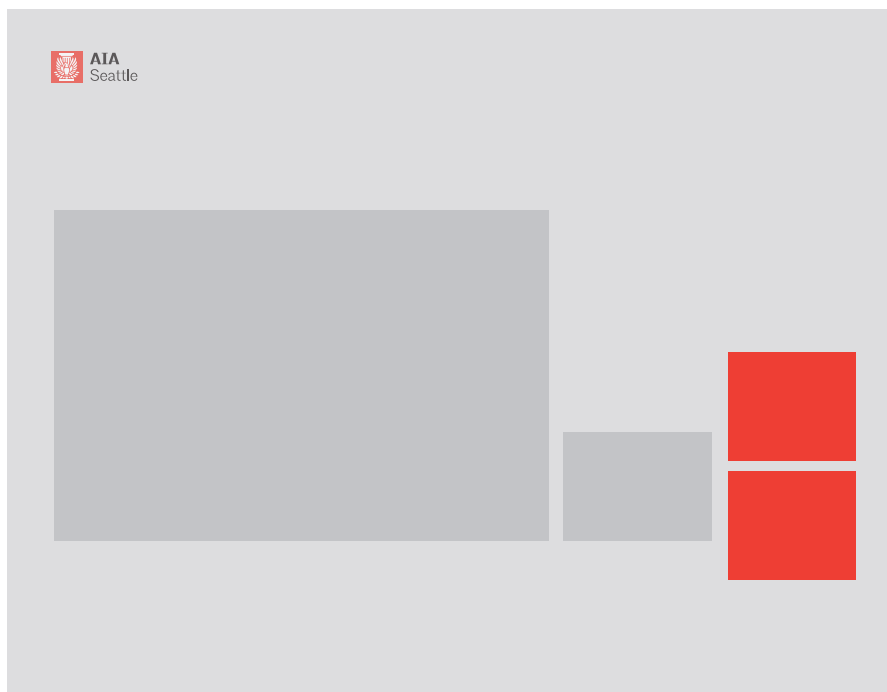
aiaseattle.org

Advertising on the AIA Seattle website is a great way to reach member and non-member visitors to reinforce your marketing message. Viewers visit aiaseattle.org to learn about upcoming events, find an architect, and discover ways to maximize their membership.

7,650 unique visitors per month • 14,600+ visits per month
4,568 returning visitors (60.42%) • Time on site: 3.26 minutes*

**Website traffic data averages from 8/2016 - 2/2017*

- **Non-Sponsor rate:** 12 months | \$3,700
- **AIA Seattle Sponsor Rate:** 12 months | \$2,500



Two ad positions

- 180 x 150 pixel rectangle • Run of site • Unlimited advertiser positions • Rotating (every 15 seconds)

PURCHASE YOUR AD TODAY!

To build your brand with AIA Seattle, please select from the options below.

This Week In Design eNewsletter

- Non-Sponsor Rate**
12 months | \$3,700
- AIA Seattle Sponsor Rate**
12 months | \$2,500
- (optional) **Artwork Design Fee** | \$100

AIA Seattle Website

- Non-Sponsor Rate**
12 months | \$3,700
- AIA Seattle Sponsor Rate**
12 months | \$2,500
- (optional) **Artwork Design Fee** | \$100

Advertiser Information

Company Name _____
Address _____
City _____ State/Province _____ Zip Code _____
Primary Contact _____ Title _____
Phone _____ Email _____

Payment

Check payable to AIA Seattle (enclosed)
 Please send an invoice to the Primary Contact
 Credit card payment Visa MasterCard AMEX **Total Payment \$** _____
Credit Card Number _____ Expiration Date _____
Name as it appears on the card _____
Authorized Signature _____ Date _____

Please sign and return to:

Kimber Leblicq, Managing Director
kimberl@aiaseattle.org

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- All advertisers will receive an invoice for the total amount.
 - Ad will be activated upon receipt of payment in full.
 - When renewing online ads, priority and first right-of-refusal will be given to advertisers who commit to 12 months.
 - All other advertisements will be renewed on a first-come, first served basis.

ADVERTISEMENT GUIDELINES

AIA Seattle's members are a design-savvy audience. In order to make your ad stand out and receive a high click-thru rate, please consider the following design suggestions:

1

Limit your word count.

Limit to 15 character. Keep it short and simple. Too much information can have a negative impact and lead to a low click-thru rate, while well written-content and a strategically-designed ad can dramatically increase click-thru rates.

3

Be design-savvy.

A picture is worth a thousand words. Complementary colors, font selection, and typography treatment are essential. Please keep in mind AIA Seattle's red used on our website and in our weekly eNewsletter. AIA red is R: 250; G: 65; B: 50.

2

Use a "hook" phrase.

To entice potential clients, a well-conceived tagline or catchy phrase is key. To hook the viewer and increase the click-thru rate, it's important to have a brief "Call to Action" phrase.

4

Follow ad specs.

Advertisements must be in JPG or GIF format and the total file size must not exceed 100kb. eNewsletter banner ads are static; website ads may be dynamic.

Please keep these design principles in mind to make your ad standout. AIA Seattle must approve all ad copy and design prior to posting of ad.