

# MEDIA KIT

## AIA Seattle Website & eNewsletter Advertising



**AIA**  
Seattle

### CONTACT

**Kristen Lound**, Associate Director, Growth & Operations  
P 206.448.4938 x204 E [kristenl@aiaseattle.org](mailto:kristenl@aiaseattle.org)

# WE KNOW YOUR MARKET

**5th**  
LARGEST

AIA Seattle is the **5th largest AIA chapter in the country**

**2600+**

We represent over **2,600 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.

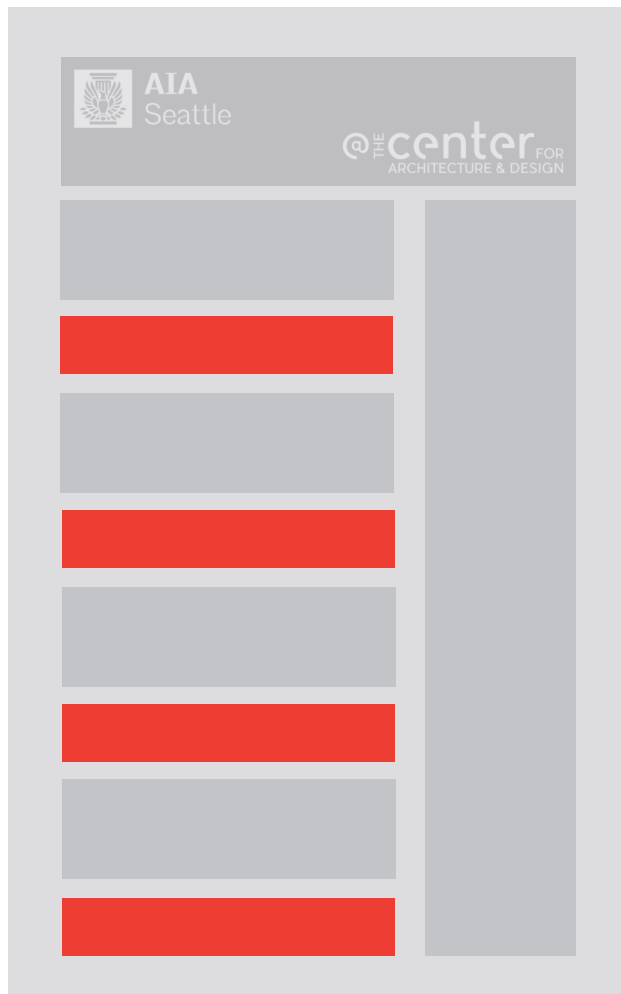
# eNewsletter Advertising

## 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 6,000 subscribers • Distributed weekly • Opt-in subscription**  
**Your message is delivered directly to industry professionals**

- **Non-Sponsor rate:** 12 months | \$3,785
- **AIA Seattle Sponsor Rate:** 12 months | \$2,560



### Four ad positions

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

To see *This Week In Design*, sign up at [aiaseattle.org](http://aiaseattle.org).

# AIA Seattle Website Advertising

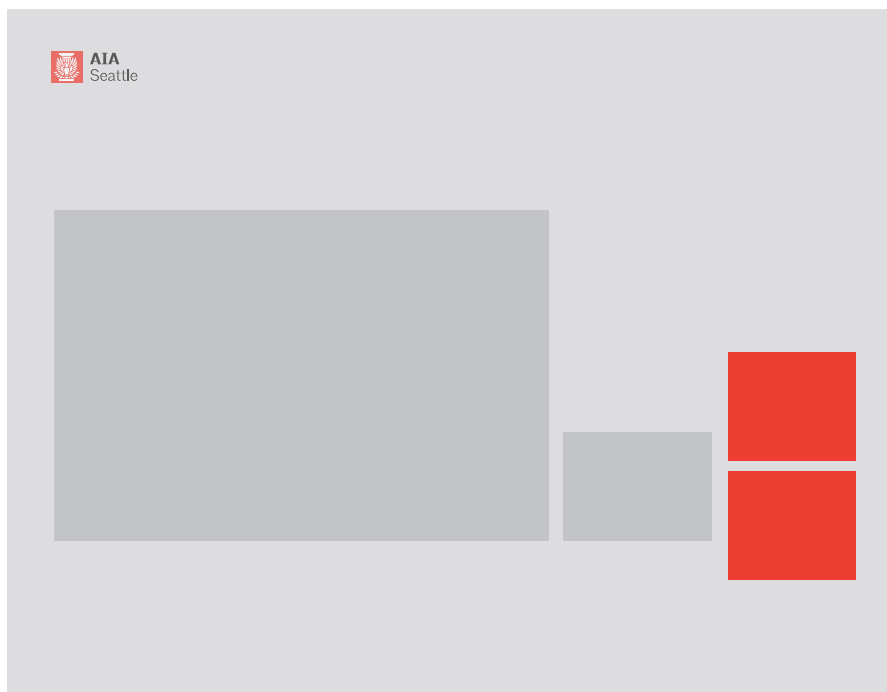
aiaseattle.org

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%) • Time on site: 3.26 minutes\***

*\*Website traffic data averages from 1/2019 - 12/2019*

- **Non-Sponsor rate:** 12 months | \$3,785
- **AIA Seattle Sponsor Rate:** 12 months | \$2,560



## 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 | \$3,785
- AIA Seattle Sponsor Rate**  
12 months | \$2,560
- (optional) **Artwork Design Fee** | \$100

## AIA Seattle Website

- Non-Sponsor Rate**  
12 months | \$3,785
- AIA Seattle Sponsor Rate**  
12 months | \$2,560
- (optional) **Artwork Design Fee** | \$100

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### 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 \_\_\_\_\_ Security Code \_\_\_\_\_  
Name as it appears on the card \_\_\_\_\_  
Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

### Please sign and return to:

Kristen Lound, Associate Director, Growth & Operations  
kristenl@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.

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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.