

MEDIA KIT

AIA Seattle Website & eNewsletter Advertising



AIA
Seattle

CONTACT

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WE KNOW YOUR MARKET

5th
LARGEST

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

2,500+

We represent over **2,500 architects** each year throughout 10 counties in the Puget Sound region

180+

Our membership includes **180+ top architecture firms**

Reach the **13,700+** A/E/C professionals of the Puget Sound area that **visit our website monthly** - or the **6,200+** subscribers of our weekly eNewsletter.

eNewsletter Advertising

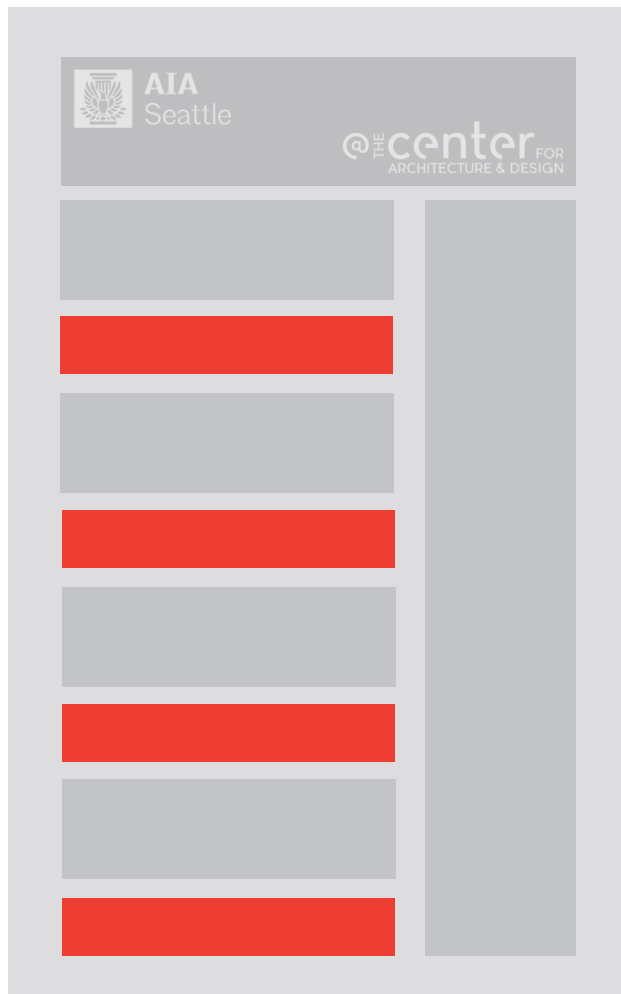
This Week In Design

This *Week In Design* eNewsletter connects AIA Seattle membership with timely news, programs and opportunities within the broader A/E/C community and beyond.

Over 6,200 subscribers • Distributed weekly
27% Average Open Rate • Opt-in subscription
Your message is delivered directly to industry professionals

○ **Non-Sponsor Rate:** 1 month - \$350 | 12 months - \$3,785 (10% savings)

○ **AIA Seattle Sponsor Rate:** 1 month - \$250 | 12 months - \$2,560 (15% savings)



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

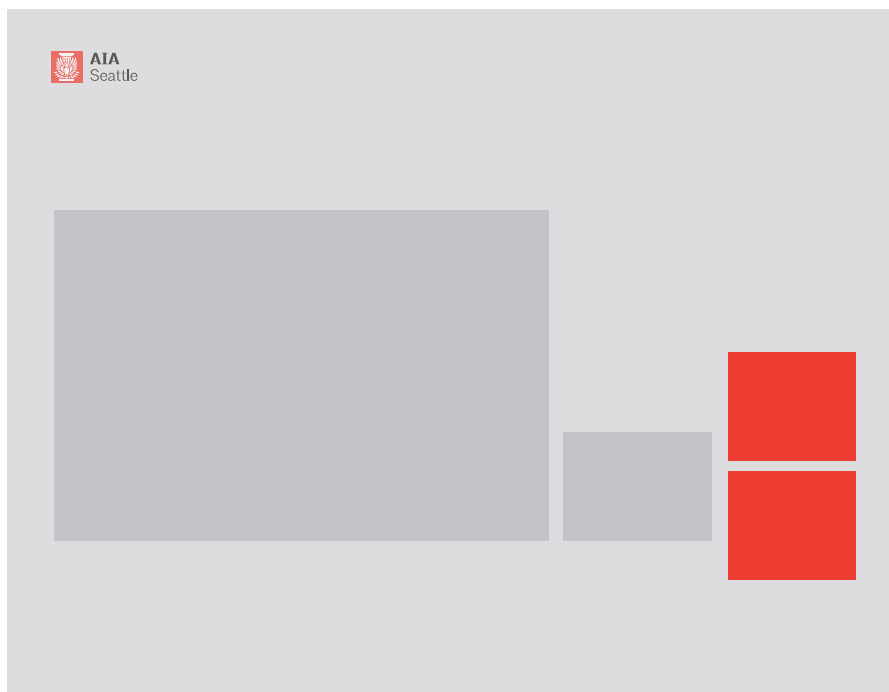
Advertising on the AIA Seattle website is an effective way to reach member and non-member visitors to reinforce your marketing message. Viewers visit aiaseattle.org to learn about upcoming events, find an architect, and discover ways to maximize their membership.

13,700+ visits per month • 6,650 unique visitors per month
Time on site: 2.31 minutes*

**Website traffic data averages from 10/2019 - 9/2020*

○ **Non-Sponsor Rate:** 1 month - \$350 | 12 months - \$3,785 (10% savings)

○ **AIA Seattle Sponsor Rate:** 1 month - \$250 | 12 months - \$2,560 (15% savings)



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

1 month - \$350 | 12 months - \$3,785
(12 month purchase includes 10% savings)

AIA Seattle Sponsor Rate

1 month - \$250 | 12 months - \$2,560
(12 month purchase includes 15% savings)

(optional) **Artwork Design Fee** | \$100

AIA Seattle Website

Non-Sponsor Rate

1 month - \$350 | 12 months - \$3,785
(12 month purchase includes 10% savings)

AIA Seattle Sponsor Rate

1 month - \$250 | 12 months - \$2,560
(12 month purchase includes 15% savings)

(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 _____ 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 characters. 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 stand out. AIA Seattle must approve all ad copy and design prior to posting of ad.