



# MEDIA KIT

## AIA Seattle Website Advertising

### CONTACT

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# WE KNOW YOUR MARKET

**5th**  
LARGEST

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

**2,700+**

We represent over **2,700 architects** each year throughout 10 counties in the Puget Sound region

**190+**

Our membership includes over **190 top architecture firms**

Reach the **13,700+** A/E/C professionals of the Puget Sound area that **visit our website monthly.**

# 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, post a job listing, and discover ways to maximize their membership.

**13,700+ visits per month • 8,215 unique visitors per month**  
**Time on site: 2.18 minutes\***

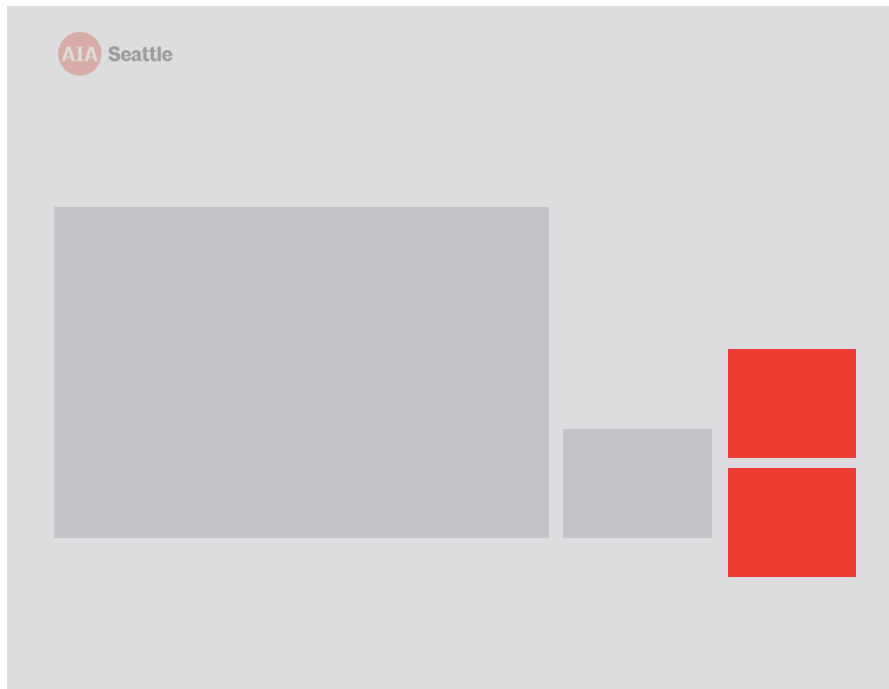
*\*Website traffic data averages from 10/2021 - 10/2022*

## ○ Non-Sponsor Rate:

3 month - \$1050  
6 month - \$1995 (5% savings)  
12 month - \$3,785 (10% savings)

## ○ AIA Seattle Sponsor Rate:

3 month - \$750  
6 month - \$1350 (10% savings)  
12 month - \$2,550 (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.

## AIA Seattle Website

### Non-Sponsor Rate

3 month - \$1050 |  6 month - \$1995 |  12 month - \$3,785  
(6 month purchase includes 5% savings, 12 month includes 10% savings)

### AIA Seattle Sponsor Rate

3 month - \$750 |  6 month - \$1350 |  12 month - \$2,550  
(6 month purchase includes 10% savings, 12 month includes 15% savings)

### Artwork Design Fee

(optional) | \$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:

Bray Hayden, Senior Communications Manager  
brayh@aiaseattle.org

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- All advertisers will receive an invoice for the total amount.
  - Ad will be activated at the 1st of the month following receipt of payment in full. Quarterly ads will start the first of January, April, July, or October.
  - 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:  
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. ad images may be static or 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.