MEDIA KIT
AIA Seattle Website Advertising

CONTACT
Bray Hayden, Senior Communications Manager
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WE KNOW YOUR MARKET

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

2,800+
We represent over 2,800 members 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.
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 10/2022 - 10/2023

AIA Seattle Corporate Allied Partner Rate:
3 month - $750
6 month - $1350 (10% savings)
12 month - $2,550 (15% savings)

Non-Corporate Allied Partner Rate:
3 month - $1050
6 month - $1995 (5% savings)
12 month - $3,785 (10% 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**

**AIA Seattle Corporate Allied Partner Rate**

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

**Non-Corporate Allied Partner Rate**

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

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**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 _______________________

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**Please sign and return to:**

Bray Hayden, Senior Communications Manager
brayh@aiaseattle.org

- 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.

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.

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.

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.

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.