



MEDIA KIT

AIA Seattle Website Advertising

CONTACT

Bray Hayden, Senior Communications Manager

P 206.957.1916 **E** brayh@aiaseattle.org

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.**

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*

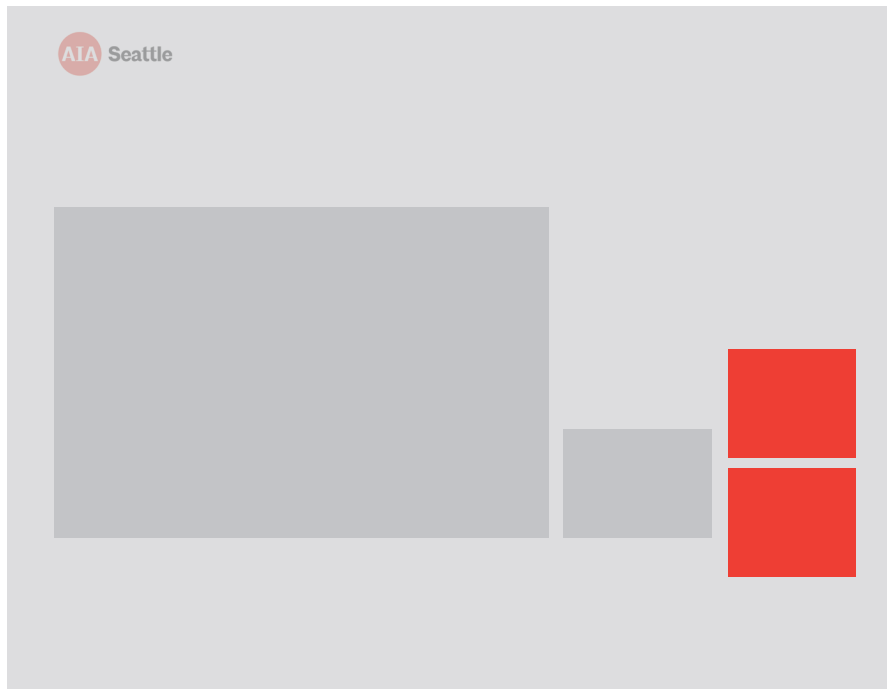
*Website traffic data averages from 10/2022 - 10/2023

○ 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

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.

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.