AIA Baltimore

WWW.AIABALTIMORE.ORG

AIA BALTIMORE MEDIA GUIDE

Connect with members who spend more than $92 million per year on products and services.

Website Advertising Opportunities

FOR MORE INFORMATION, PLEASE CONTACT:
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NAYLOR
ASSOCIATION SOLUTIONS

BY THE NUMBERS*

$92 M

Our members spend an estimated **$92 million** a year on products and services!

4/5

We represent **4 out of 5 architects** in the Baltimore area.

$18 B

On average, architectural firms are responsible for as much as **$18 billion** in local building construction spending.

OUR MEMBERS

Our member architects work in key segments including residential, commercial, hospitality, education, health care and institutional construction for some of the largest firms in the region, including:

- Ayers/Saint/Gross
- Design Collective, Inc.
- Gensler
- GWWO Architects
- Hord Coplan Macht, Inc.

Contact your Naylor account executive to reach top architects throughout the Baltimore area!

AIA Baltimore

Sources: IBIS World Report 54131, Marketing Questionnaire

AIABaltimore.org receives an average of 7,185 page views per month!

AIA Baltimore Website Advertising

NAYLOR
ASSOCIATION SOLUTIONS

AIA Baltimore

AIA BALTIMORE WEBSITE

ADVERTISING ON THE AIA BALTIMORE WEBSITE – www.AIABaltimore.org

Advertising on the AIA Baltimore website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to aiabaltimore.org to learn about upcoming association events, discover ways to maximize their AIA Baltimore membership. Advertising on aiabaltimore.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of architects.

Features of AIA Baltimore website advertising:

- **Cross-promoted in other AIA Baltimore publications and communication pieces**
- **Directs visitors to the landing page of your choice to expedite purchases**
- **Year-round visibility reinforces brand recognition**
- **Allows dynamic, time-sensitive promotion**

On average, AIABaltimore.org receives:

- **More than 2,800 unique visitors per month**
- **4,540 visits per month**
- **7,185 page views per month**

**Traffic numbers from Feb. 2018 - Aug. 2018*

❶ Run of Site Leaderboard | $2,840

Run of site including the homepage. Only one space available with two advertisers rotating per space. 728 x 90 pixels.

❷ Half Skyscrapers | $1,985

Run of site on sub page. Two positions available with two advertisers rotating per position. 160 x 300 pixels.

❸ Subpage Leaderboard | $1,985

Appearing on the subpage only. Just one space available with two advertisers rotating per space. 728 x 90 pixels.

For the latest online specs, please visit
www.naylor.com/onlinespecs

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

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