

**Connect with AIA Baltimore architects
that spend more than \$92 million on
products and services a year!**



AIA Baltimore Media Kit

- ***Baltimore Architect*** eNewsletter
- **AIA Baltimore** website advertising



AIA
Baltimore

FOR MORE INFORMATION, PLEASE CONTACT:

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NAYLOR 
ASSOCIATION SOLUTIONS



AIA
Baltimore

AIA Baltimore

Why Advertise?

- Our members **spend an estimated \$92 million** a year on products and services!
- We represent **3 out of 5 architects** in the Baltimore area.
- On average, architectural firms are responsible for as much as **\$18 billion** in local building construction spending.

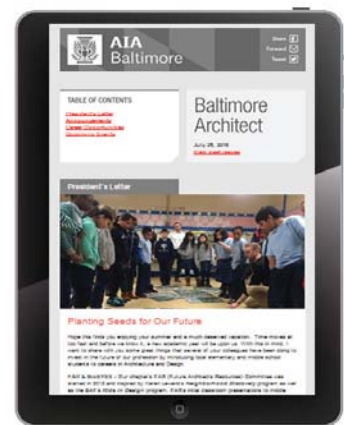
About Our Members

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
- GWWO Architects
- Design Collective, Inc.
- Hord Coplan Macht, Inc.
- Gensler

Reach architects throughout the Baltimore area! Contact your Naylor account executive and reserve your space today.

Baltimore Architect
eNewsletter



AIABaltimore
Website Advertising
www.aiabaltimore.org



Source: <http://www.bizjournals.com/baltimore/blog/lists/2014/06/top-5-architecture-firms-greater-baltimore.html>
 Source: IBIS World Report 54131
 Source: <http://proximityone.com/metros/2013/cbsa12580.htm>
 Source: <http://www.census.gov/quickfacts/table/PST045215/24>
 Source: <http://www.bizjournals.com/baltimore/blog/lists/2015/06/here-are-the-5-largest-baltimore-architecture.html>

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 and 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:

- Directs visitors to the landing page of your choice to increase traffic on your website
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

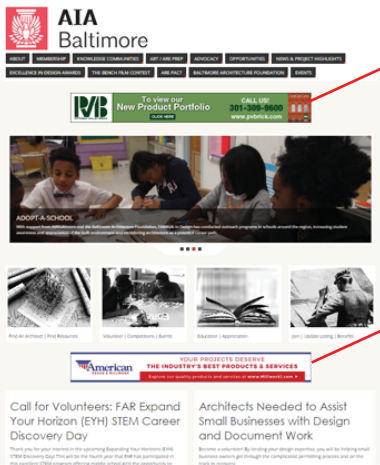
On average, aiabaltimore.org receives:

- 1,325 visits per month
- 3,605 page views per month
- Sessions lasting more than 1:07 minutes

*Traffic numbers from January 2017- January 2018



65% of media users use websites for work-related purchases research!



Run of Site Leaderboard (728 x 90 pixels) | 12 months: \$2,785

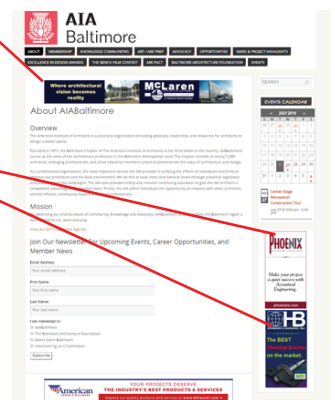
Run of site including the homepage. Only one space available with two advertisers rotating per space.

Half Skyscrapers (160 x 300 pixels) | 12 months: \$1,945

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

Subpage Leaderboard (728 x 90 pixels) | 12 months: \$1,945

Appearing on the subpage only. Just one space available with two advertisers rotating per space.



Online Specifications - For more information, 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.

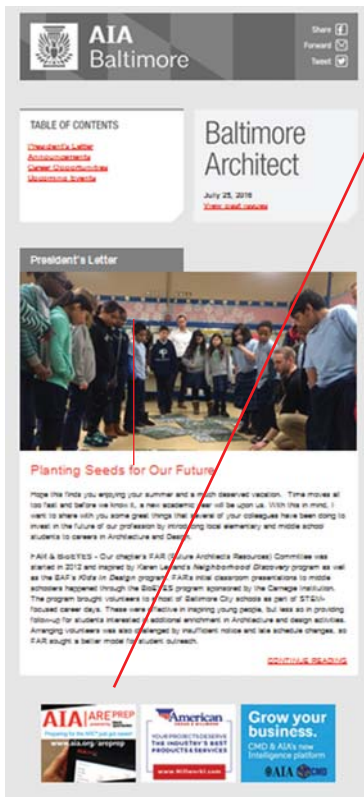
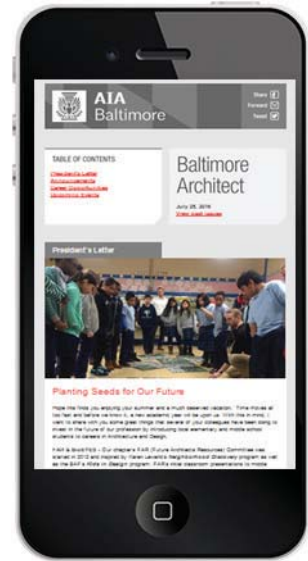
Baltimore Architect eNewsletter

About the eNewsletter

Now more than ever, professionals consume information on the go. Our *Baltimore Architect* eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of 3,400 decision-makers every two weeks
- In addition to AIA Baltimore members, opt-in non-member subscription allows professionals throughout the Baltimore area to see your message, providing you with a means to reach a broader design community
- Cross-promoted in other AIA Baltimore publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Exclusive ad space makes certain your ad is seen
- Change artwork monthly at no additional cost to promote time-sensitive offers and events



1st Row of Rectangles (180 x 150 pixels)

12 Months | \$2,345

- Only three spots available
- Located between Featured Story and Member News

2nd Row of Rectangles (180 x 150 pixels)

12 Months | \$2,15

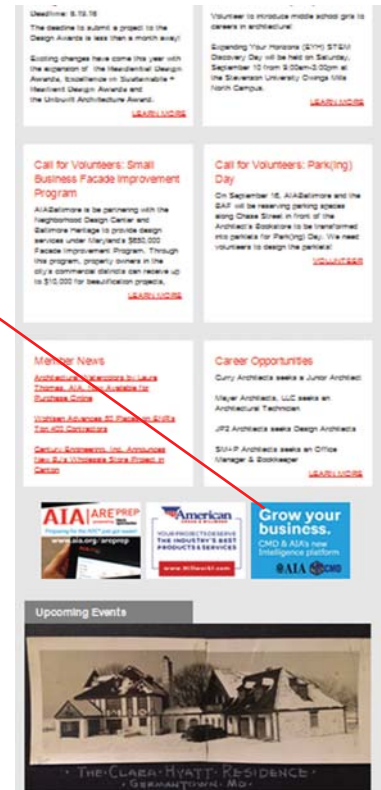
- Only three spots available
- Located between Members News and Upcoming Events

Distributed Bi-Weekly

Sections include

- Featured Story
- Member News
- Career Opportunities
- Upcoming Events
- Project Highlight
- Continuing Education

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