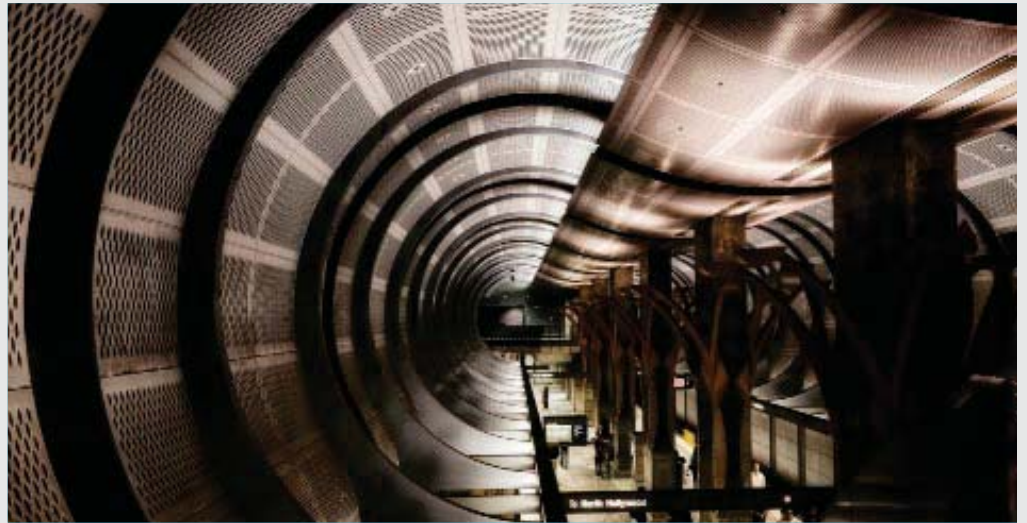
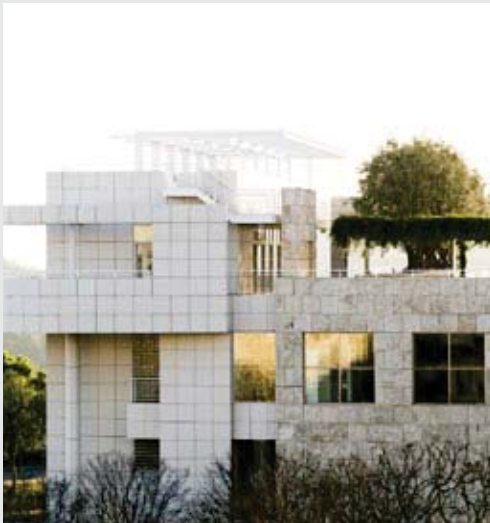




**REACH MEMBERS
WHO SPEND
\$2.82 BILLION A
YEAR ON PRODUCTS
AND SERVICES!**



AIA LOS ANGELES MEDIA GUIDE

AIA Los Angeles Membership Directory and Resource Guide

FOR MORE INFORMATION, PLEASE CONTACT:

Angela McDougall
Naylor Association Solutions
Project Manager
(800) 665-2456 ext. 3625
amcdougall@naylor.com



AIA
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THE AIA LOS ANGELES ADVANTAGE:

\$29.4B

Members of AIA Los Angeles generate an annual **\$29.4 billion** in revenue.

\$2.82B

The Los Angeles County architecture industry has an annual purchasing power of **\$2.82 billion!**

4,295

AIA Los Angeles members represent over **4,295 leaders** in the architecture industry!

65%

AIA Los Angeles represents nearly **65%** Los Angeles' architecture industry.

AIA LOS ANGELES IS THE LARGEST AIA CHAPTER ON THE WEST COAST! PARTICIPATE WITH AIA LOS ANGELES AND REACH:

- Real Estate Professionals
- Illustrators
- Insurance Providers
- Photographers
- Product Manufacturers
- Architects
- Designers
- Contractors
- Consultants
- Educators



BUILD YOUR BRAND AND CONNECT WITH LEADERS IN THE LOS ANGELES ARCHITECTURE INDUSTRY.

AIA Los Angeles Membership Directory and Resource Guide

CONTACT YOUR NAYLOR ACCOUNT EXECUTIVE FOR MORE INFORMATION!

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AIA LOS ANGELES MEMBERSHIP DIRECTORY AND RESOURCE GUIDE

Revisions and Proofs: \$50

Position Guarantee: 15% Premium

Net Advertising Rates - Member Rates

All rates include an Ad Link in the digital edition of the directory.

Full-Color	Member Rates
Double Page Spread	\$3,986.50
Outside Back Cover	\$3,129.50
Inside Front Cover	\$3,049.50
Full Page	\$2,429.50
1/2 Page	\$1,583.50
1/3 Page	\$1,196.50
1/4 Page	\$908.50
1/6 Page	\$692.50
1/8 Page	\$530.50

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.

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

Member Listing Enhancement



Draw attention to your business by adding your full color or black-and-white logo to your listing in the *AIA Los Angeles Membership Directory and Resource Guide*. Your logo will increase awareness of your brand and make your listing stand out.

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created. Rates as of November 2018.



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AIA LOS ANGELES MEMBERSHIP DIRECTORY AND RESOURCE GUIDE

Net Advertising Rates - Non-Member

All rates include an Ad Link in the digital edition of the directory.

Revisions and Proofs: \$50

Position Guarantee: 15% Premium

Full-Color	Non-Member Rates
Double Page Spread	\$4,429.50
Outside Back Cover	\$3,399.50
Inside Front Cover	\$3,319.50
Full Page	\$2,699.50
1/2 Page	\$1,759.50
1/3 Page	\$1,329.50
1/4 Page	\$1,009.50
1/6 Page	\$769.50
1/8 Page	\$589.50

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.

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

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created. Rates as of November 2018.



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AIA LOS ANGELES MEMBERSHIP DIRECTORY AND RESOURCE GUIDE DIGITAL EDITION

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA - MEMBER RATES

In addition to print, *AIA Los Angeles Membership Directory and Resource Guide* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.

Readers can:

- Bookmark pages and insert notes
- Keyword search the entire magazine
- Navigate and magnify pages with one click
- Share articles on news and social networking sites
- View issues instantly from most smartphones and tablets
- View archives and find a list of articles for one-click access
- Read the issue online or download and print for later



www.naylornetwork.com/ail-nxt



1 Digital Large Toolbar Member: \$675

Your company name is a button on the toolbar, found in the top of every page next to frequently used navigational icons.

2 Digital Leaderboard Member: \$2,070

Located at the top of the digital edition, the leaderboard ad is displayed the entire time the publication is open, giving your message constant and lasting exposure.

3 Digital Skyscraper Member: \$2,070

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

4 Digital Sponsorship Member: \$1,170

Your message will be prominently displayed directly across from the cover of the magazine. Animation capabilities are available.

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.

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



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AIA LOS ANGELES MEMBERSHIP DIRECTORY AND RESOURCE GUIDE DIGITAL EDITION

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- Read the issue online or download and print for later



www.naylornetwork.com/ail-nxt



1 Digital Large Toolbar Non-Member: \$750

Your company name is a button on the toolbar, found in the top of every page next to frequently used navigational icons.

2 Digital Leaderboard Non-Member: \$2,300

Located at the top of the digital edition, the leaderboard ad is displayed the entire time the publication is open, giving your message constant and lasting exposure.

3 Digital Skyscraper Non-Member: \$2,300

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

4 Digital Sponsorship Non-Member: \$1,300

Your message will be prominently displayed directly across from the cover of the magazine. Animation capabilities are available.

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.

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



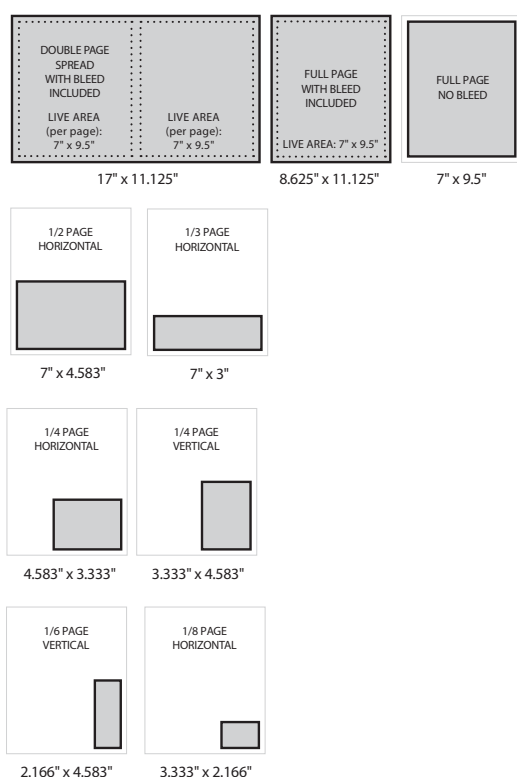
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PRINT ADVERTISING SPECIFICATIONS

Directory Trim Size: 8.375" x 10.875"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com/adupload

Production Services, Proofs and Revisions

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.

Specs for Outsert/Inserts

1 Page / 1 surface: 8.375" x 10.875"
1 Page / 2 surface: 8.375" x 10.875"
2 Page / 4 surface: 8.375" x 10.875"
Postcards: 6" x 4.25"
Heavy Card Stock Insert: 8.25" x 10.75"
Postal Flyers: 8.5" x 11"

Digital Edition

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

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).



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INDEX OF ADVERTISERS CATEGORIES

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- | | | |
|---|--|--|
| <input type="checkbox"/> Appliances | <input type="checkbox"/> Control Systems | <input type="checkbox"/> Insurance |
| <input type="checkbox"/> Architect | <input type="checkbox"/> Cork Flooring | <input type="checkbox"/> Interiors |
| <input type="checkbox"/> Architectural Bar/Grills | <input type="checkbox"/> Curtain Wall & Building Enclosure Systems | <input type="checkbox"/> Kitchen/Bath |
| <input type="checkbox"/> Architectural Graphics | <input type="checkbox"/> Custom Home Builder | <input type="checkbox"/> Landscape |
| <input type="checkbox"/> Architectural Hardware | <input type="checkbox"/> Design/Build | <input type="checkbox"/> Landscape Architects |
| <input type="checkbox"/> Architectural Rendering, Animations & Scale Models | <input type="checkbox"/> Desk Space For Rent | <input type="checkbox"/> Legal Services |
| <input type="checkbox"/> Assembly Contractors | <input type="checkbox"/> Drawings/Renderings/Models | <input type="checkbox"/> Lighting |
| <input type="checkbox"/> Associations | <input type="checkbox"/> Educational Facilities | <input type="checkbox"/> Marketing/Public Relations |
| <input type="checkbox"/> Attorneys | <input type="checkbox"/> Electrical Engineers | <input type="checkbox"/> Metalwork |
| <input type="checkbox"/> Audio/Visual/Acoustical | <input type="checkbox"/> Elevators | <input type="checkbox"/> Outdoor Furniture & Accessories |
| <input type="checkbox"/> Bollards | <input type="checkbox"/> Energy Management | <input type="checkbox"/> Paint/Wallpaper |
| <input type="checkbox"/> CAD/BIM | <input type="checkbox"/> Engineering | <input type="checkbox"/> Plumbing |
| <input type="checkbox"/> Ceilings | <input type="checkbox"/> Expert Witness/Testimony | <input type="checkbox"/> Printing |
| <input type="checkbox"/> Claims Dispute Resolution | <input type="checkbox"/> Failures/Structural Inspection | <input type="checkbox"/> Professional |
| <input type="checkbox"/> Code/Expeditor | <input type="checkbox"/> Financial Services | <input type="checkbox"/> Project Management |
| <input type="checkbox"/> Computer Hardware | <input type="checkbox"/> Furniture | <input type="checkbox"/> Photography |
| <input type="checkbox"/> Computer Software | <input type="checkbox"/> Gates/Perimeter Security | <input type="checkbox"/> Solar Design |
| <input type="checkbox"/> Construction Services | <input type="checkbox"/> General Building Products | <input type="checkbox"/> Structural Engineering |
| <input type="checkbox"/> Consulting & Design Services | <input type="checkbox"/> General Contractors | <input type="checkbox"/> Sustainable Design |
| <input type="checkbox"/> Consulting Engineers | <input type="checkbox"/> Glass | <input type="checkbox"/> Tile/Stone/Flooring |
| <input type="checkbox"/> Continuing Education | <input type="checkbox"/> Glass Film | <input type="checkbox"/> Walls |
| <input type="checkbox"/> Contractor (General)/Construction | <input type="checkbox"/> Graphic Design | <input type="checkbox"/> Window Balances & Repair |
| | <input type="checkbox"/> Hardware | <input type="checkbox"/> Windows/Doors |
| | | <input type="checkbox"/> Woodwork |

One free listing with any size ad. Additional listings are \$20 each. No limit. Please list new categories on this sheet.

_____ Additional Categories X \$20 = \$ _____

Initial: _____ Date: _____



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