MARYLAND AIA MEMBERSHIP DIRECTORY & RESOURCE GUIDE

MEDIA KIT

REACH MARYLAND AIA MEMBERS THAT SPEND $312 MILLION A YEAR ON PRODUCTS & SERVICES.

FOR MORE INFORMATION, PLEASE CONTACT:

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

www.aiamd.org/
MARYLAND AIA
QUICK FACTS:

Our members include some of the largest architectural firms in the state, including Ayers Saint Gross, Grimm + Parker Architects, Hord Coplan Macht Inc., and Torti Gallas and Partners, Inc.

- Our members spend more than **$312 million per year** on products and services. **
- Architectural firms in the state are responsible for more than **$18 billion per year** in local construction spending. **
- **4 out of 5** Maryland AIA members recommend, specify or approve the purchase of products and services for their company.**

MARYLAND AIA MEMBERS AT A GLANCE

Maryland AIA members represent more than **1,500** key stakeholders throughout Maryland. Our projects contribute directly to the **$18 billion a year** spent on construction in Maryland.

- Architects
- Architectural Drafters
- Design Consultants
- Engineers
- Graphic Designers
- Interior Designers

SHOWCASE YOUR BRAND TO SOME OF MARYLAND’S LARGEST FIRMS. PARTICIPATE TODAY!

Sources: *IBISWORLD Industry Report 54131 **2017 Marketing Questionaire
MARYLAND AIA MEMBERSHIP DIRECTORY

Net Advertising Rates
All rates include an Ad Link in the digital edition of the magazine.

*Maryland AIA members receive a 5% discount off the posted rates

<table>
<thead>
<tr>
<th>Full-Color Rates</th>
<th>1x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread</td>
<td>$2,809.50</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$2,469.50</td>
</tr>
<tr>
<td>Inside Front or Inside Back Cover</td>
<td>$2,259.50</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,939.50</td>
</tr>
<tr>
<td>1/2-Page Island</td>
<td>$1,439.50</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,209.50</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$849.50</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$739.50</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$439.50</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Black-and-White Rates</th>
<th>1x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1,139.50</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$739.50</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$579.50</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$429.50</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$269.50</td>
</tr>
</tbody>
</table>

Revisions and Proofs: $50
Position Guarantee: 15% Premium

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.

Digital Edition Branding Opportunities

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Skyscraper</th>
<th>Toolbar</th>
</tr>
</thead>
<tbody>
<tr>
<td>$670</td>
<td>$775</td>
<td>$440</td>
</tr>
</tbody>
</table>

Digital Edition Branding Opportunities

<table>
<thead>
<tr>
<th>Direct Mail</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Page (2 surfaces)</td>
</tr>
<tr>
<td>2 Page (4 surfaces)</td>
</tr>
<tr>
<td>Postcard</td>
</tr>
</tbody>
</table>

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). Rates as of February 2018.
MARYLAND AIA MEMBERSHIP DIRECTORY

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

- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers
- Members and readers receive the directory via email.

In addition to print, Maryland AIA Membership Directory & 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.

DIGITAL EDITION AD POSITIONS

Digital Toolbar | $440
Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition next to frequently used navigational icons.

Digital Skyscraper | $775
The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

Sponsorship MAX | $670
Your message will be prominently displayed directly across from the cover of the magazine.

*Video capabilities are not supported for Sponsorship MAX.

For the latest online specs, please visit: http://www.naylor.com/digitalmagsspecs
MARYLAND AIA MEMBERSHIP DIRECTORY

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.

☐ Appliances
☐ Architect
☐ Architectural Bar/Grilles
☐ Architectural Graphics
☐ Architectural Hardware
☐ Architectural Rendering, Animations & Scale Models
☐ Assembly Contractors
☐ Associations
☐ Attorneys
☐ Audio/Visual/Acoustical
☐ Bollards
☐ CAD/BIM
☐ Ceilings
☐ Claims Dispute Resolution
☐ Code/Expeditor
☐ Computer Hardware
☐ Computer Software
☐ Construction Services
☐ Consulting & Design Services
☐ Consulting Engineers
☐ Continuing Education
☐ Contractor (General)/Construction Manager
☐ Control Systems
☐ Cork Flooring
☐ Curtain Wall & Building Enclosure Systems
☐ Custom Home Builder
☐ Design/Build
☐ Desk Space For Rent
☐ Drawings/Renderings/Models
☐ Educational Facilities
☐ Electrical Engineers
☐ Elevators
☐ Energy Management
☐ Engineering
☐ Expert Witness/Testimony
☐ Facilities Management
☐ Failures/Structural Inspection
☐ Financial Services
☐ Fireplaces & Stoves
☐ Food Service/Restaurant
☐ Furniture
☐ Galvanizer/Galvanizing Services
☐ Gates/Perimeter Security
☐ General Building Products
☐ General Contractors
☐ Glass
☐ Glass Film
☐ Graphic Design
☐ Hardware
☐ Insurance
☐ Interiors
☐ Kitchen/Bath
☐ Landscape
☐ Landscape Architects
☐ Law Firms
☐ Lawyer
☐ Legal Services
☐ Lighting
☐ Marketing/Public Relations
☐ Mechanical Engineers
☐ Metalwork
☐ Outdoor Furniture & Accessories
☐ Paint/Wallpaper
☐ Personnel/Employment Agency
☐ Planning
☐ Plumbing
☐ Printing
☐ Professional
☐ Project Management
☐ Project Managers
☐ Photography
☐ Real Estate
☐ Renovations
☐ Solar Design
☐ Specifications
☐ Sports/Athletic Facilities
☐ Structural Engineering
☐ Sustainable Design
☐ Technology Consulting
☐ Tile/Stone/Flooring
☐ Utilities
☐ Walls
☐ Window Balances & Repair
☐ Windows/Doors
☐ Woodworking
☐ Zoning

One free listing with any size ad. Additional listings are $20.00 each. No limit. Please list new categories on this sheet.

__________Additional Categories X $20.00 = $____________________

Initial:_________Date:____________________
MARYLAND AIA MEMBERSHIP DIRECTORY

DIRECT-MAIL OPPORTUNITIES

Catch readers’ attention by placing a flier, brochure or postcard inside the clear bag in which Maryland AIA Membership Directory & Resource Guide is mailed. Guarantee your message gets exposure with a direct-mail piece shipped with the publication.

In addition to the printed version, we can attach your direct-mail piece or belly band to the digital publication for a nominal fee — simply supply the digital file of the ad in high-resolution PDF format. Additional charges apply to animated ads.

Net Rates—Pieces Furnished by Advertiser

<table>
<thead>
<tr>
<th>Surfaces</th>
<th>Print Distribution Only</th>
<th>Digital Distribution Only</th>
<th>Print &amp; Digital Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-Page (2 surfaces.)</td>
<td>$1,179.50</td>
<td>$425</td>
<td>$1,329.50</td>
</tr>
<tr>
<td>2-Page (4 surfaces)**</td>
<td>$1,679.50</td>
<td>$650</td>
<td>$1,879.50</td>
</tr>
<tr>
<td>Postcard</td>
<td>$1,179.50</td>
<td>$425</td>
<td>$1,329.50</td>
</tr>
</tbody>
</table>

Direct-mail piece should not exceed dimensions of publication with which it will be mailed. If folding is required, additional fees apply.

*Advertisers placing a display ad and direct mail piece in same publication will receive a 25% discount, to be applied to the ad of lesser value.

**3-Pages/6-Surfaces or more available; quotes supplied upon request.

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.

ADvertiser INFORMATION

Company Name: ______________________________________________________________________________________________________________

Primary Contact: _________________________________________________ Position: ______________________________________________________

Address: ______________________________________________________________________________________________________________________

City: ____________________________________________________________ State/Province: _____________ Zip/Postal Code: ___________________

Phone: _________________________________________________________ Fax: __________________________________________________________

Email: __________________________________________________________ Website: _____________________________________________________

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X ________________________________ Date: ________________________________________________________

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). (AMD-D0018)

Please sign and return to:

Angela Caroyannis
Project Manager
Naylor Association Solutions
(800) 665-2456 ext. 3625
acaroyannis@naylor.com
## Print Advertising Specifications

**Maryland AIA Membership Directory & Resource Guide**

**Directory Trim Size:** 8.375" x 10.875"

**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](http://www.naylor.com)

**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**

**Maryland AIA Membership Directory**
- 1 Page / 2 surface: 8.375" x 10.875"
- 2 Page / 4 surface: 8.375" x 10.875"
- Postcards: 6" x 4.25"

**Digital Edition**

For more information, visit: [http://www.naylor.com/digitalmagspecs](http://www.naylor.com/digitalmagspecs)
DIGITAL EDITION BRANDING OPPORTUNITIES

Please select from the following options and return the completed form to your account executive today. All display positions are exclusive and will be awarded on a first-come, first-served basis.

1. Select from the following options:

   - [ ] Digital Sponsorship Max | $670
   - [ ] Digital Skyscraper | $775
   - [ ] Digital Toolbar | $440

All rates are per insertion. Invoices are issued upon publication.

ADVERTISER INFORMATION

Company Name: ______________________________________________________________________________________________________________

Primary Contact: _________________________________________________ Position: ______________________________________________________

Address: ______________________________________________________________________________________________________________________

City: ____________________________________________________________ State/Province: _____________ Zip/Postal Code: ___________________

Phone: _________________________________________________________ Fax: __________________________________________________________

Email: __________________________________________________________ Website: _____________________________________________________

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X ________________________________ Date: ________________________________________________________

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rated to the next 30 days exposure with a $50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the contract. (AMD-00018)

Please sign and return to:

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Project Manager
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(800) 665-2456 ext. 3625
acaroyannis@naylor.com
Attract attention by prominently displaying your ad in the Products and Services Marketplace. Our members can reference this special section when searching for the most qualified suppliers. Secure your space today by completing this form and returning it to your Naylor account executive.

1. Select from the following options:
   - Full-page, full-color: $1,409.50
   - 1/2-page, horizontal, full-color: $799.50
   - 1/4-page, vertical, full-color: $439.50
   - 1/8-page, horizontal, full-color: $239.50

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.

ADVERTISER INFORMATION

Company Name: ______________________________________________________________________________________________________________
Primary Contact: _________________________________________________ Position: ______________________________________________________
Address: ______________________________________________________________________________________________________________________
City: ____________________________________________________________ State/Province: _____________ Zip/Postal Code: ___________________
Phone: _________________________________________________________ Fax: __________________________________________________________
Email: __________________________________________________________ Website: _____________________________________________________

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X ________________________________ Date: ________________________________________________________

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