

MARYLAND AIA MEMBERSHIP DIRECTORY & RESOURCE GUIDE

MEDIA KIT



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

www.aiamd.org/

FOR MORE INFORMATION, PLEASE CONTACT:

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AIA
Maryland



AIA
Chesapeake Bay



AIA
Potomac Valley



AIA
Baltimore



AIA
Maryland



AIA
Chesapeake Bay



AIA
Potomac Valley



AIA
Baltimore



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 | • Engineers |
| • Architectural Drafters | • Graphic Designers |
| • Design Consultants | • Interior Designers |

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

Sources: *IBISWORLD Industry Report 54131 **2017 Marketing Questionnaire

MARYLAND AIA MEMBERSHIP DIRECTORY & RESOURCE GUIDE

PRINT & DIGITAL
The official annual
publication reaching
100% of our members.

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**

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

Full-Color Rates	1x
Double Page Spread	\$2,809.50
Outside Back Cover	\$2,469.50
Inside Front or Inside Back Cover	\$2,259.50
Full Page	\$1,939.50
1/2-Page Island	\$1,439.50
1/2 Page	\$1,209.50
1/3 Page	\$849.50
1/4 Page	\$739.50
1/8 Page	\$439.50

Black-and-White Rates	1x
Full Page	\$1,139.50
1/2 Page	\$739.50
1/3 Page	\$579.50
1/4 Page	\$429.50
1/8 Page	\$269.50

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.

Digital Edition Branding Opportunities

Sponsorship | \$670

Skyscraper | \$775

Toolbar | \$440

Direct Mail

1 Page (2 surfaces) | \$1,179.50

2 Page (4 surfaces) | \$1,679.50

Postcard | \$1,179.50



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

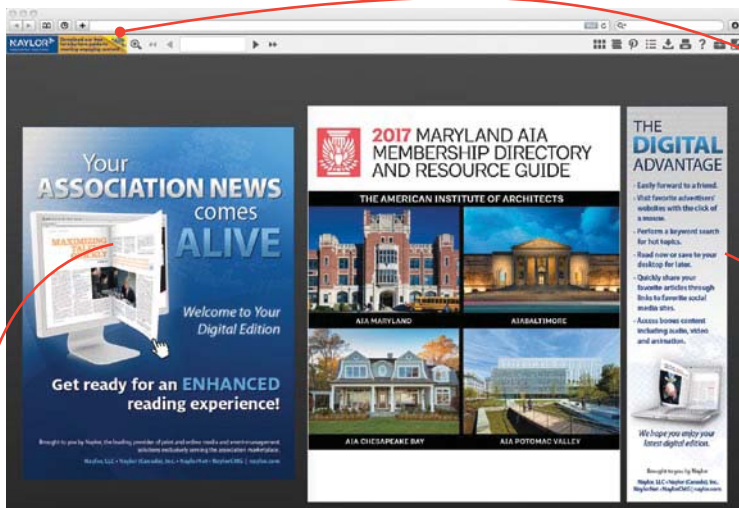
EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

- 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



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.*

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.

For the latest online specs, please visit:
<http://www.naylor.com/digitalmagspecs>

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.*

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

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

Surfaces	Print Distribution Only	Digital Distribution Only	Print & Digital Distribution
1-Page (2 surfaces.)	\$1,179.50	\$425	\$1,329.50
2-Page (4 surfaces)**	\$1,679.50	\$650	\$1,879.50
Postcard	\$1,179.50	\$425	\$1,329.50

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: _____

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Please sign and return to:

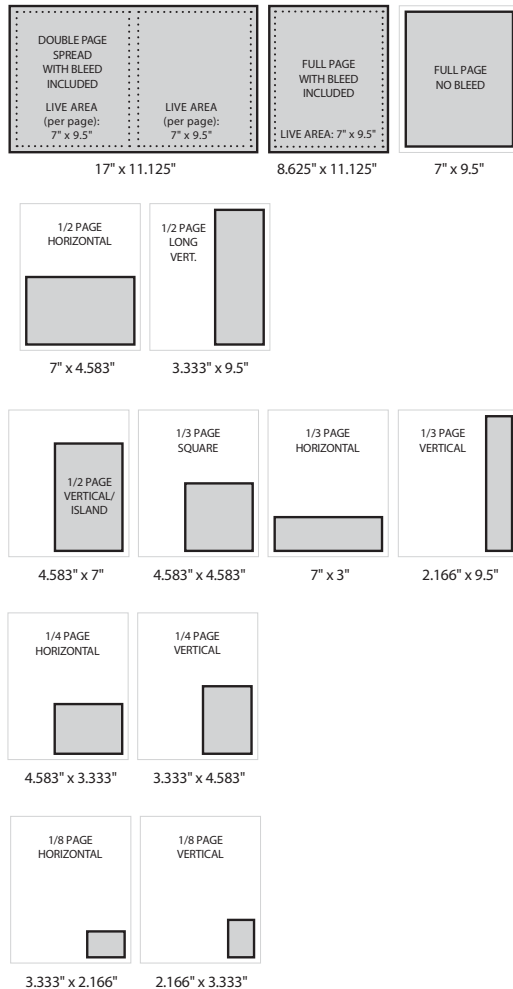
Angela Caroyannis
Project Manager
Naylor Association Solutions
(800) 665-2456 ext. 3625
acaroyannis@naylor.com

NAYLOR 
ASSOCIATION SOLUTIONS

PRINT ADVERTISING SPECIFICATIONS

MARYLAND AIA MEMBERSHIP DIRECTORY & RESOURCE GUIDE

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

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>



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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.



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: _____

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-D0018)

Please sign and return to:

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

NAYLOR 
ASSOCIATION SOLUTIONS

MARYLAND AIA MEMBERSHIP DIRECTORY

PRODUCTS & SERVICES MARKETPLACE

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.

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