



Reach the members of the largest AIA chapter in the country!

The AIANY Advantage

- We represent **nearly 3 out of 4 registered architects** in New York City.
- AIANY members include practicing architects that **make up nearly half of all architects** in New York State.
- Our members represent the **largest and oldest chapter** of the American Institute of Architects.

Who We Are

Founded in 1857, AIANY is the oldest and largest chapter of the American Institute of Architects and represents nearly half of all the architects in New York State and almost 3 out of 4 architects in New York City. AIANY is dedicated to three goals: design excellence, public outreach and professional development. To fulfill its mission, AIANY sponsors an array of initiatives, including its publications programs, professional development courses and exhibitions that explore topics relevant to the architectural profession, including housing, planning, historic preservation and urban design. In New York, the AIA operates the Center for Architecture, where it hosts 20 exhibitions and hundreds of programs each year.

Member Profile

AIANY members are:

- Architects
- Architectural Photographers
- Construction Managers
- Contractors
- Design Consultants
- Engineers
- Facility Planners
- Graphic Designers
- Interior Designers
- Intern Architects
- Landscape Architects
- Library and Hospital Directors
- Public Officials
- University and College Leaders
- Urban Planners and Designers

For more information, please contact:

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czabel@naylor.com



IN PRINT AND ONLINE

Connecting you with AIANY members throughout the year

OCULUS PRINT EDITION



Published four times a year, New York architects rely on *Oculus* as a resource to stay up to date about the profession. It covers trends in practice, new projects and products. *Oculus* is also a marketing tool for architects whose projects are featured and for the AIA New York Chapter. It is distributed by mail and at conferences and is on sale at the Center for Architecture throughout the year.

2012 AIA New York Chapter Directory

Our new "who's who guide" stays on the desks of top contacts at AIANY all year long. Our key networking tool puts recipients in touch with fellow members, as well as the vendors that provide product and service solutions.



DIGITAL EDITION



In addition to print, both *Oculus* and the *2012 AIANY Directory* are available to readers in a fully interactive digital version. Extend your print advertising investment with the unique benefits of digital media.

e-Oculus

Whether in the office or on the go, members and non-member subscribers can stay informed of the latest chapter news, industry developments and architectural news.



AIANY WEBSITE

The AIANY website is the gateway for members and non-members to access information about the profession online. Position your company in front of a dynamic group of influential architects year-round and promote your company to visitors who are interested in the Center for Architecture's many programs and exhibitions.



To learn more about AIANY, visit:

www.aiany.org



Net Advertising Rates

All rates include an eLink in the digital edition.

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

| Full-Color Rates | 1x | 2-3x | 4-5x |
|-----------------------------------|-------------|-------------|-------------|
| Double-Page Spread | \$ 5,389.50 | \$ 4,849.50 | \$ 4,309.50 |
| Outside Back Cover | \$ 4,789.50 | \$ 4,439.50 | \$ 4,099.50 |
| Inside Front or Inside Back Cover | \$ 4,459.50 | \$ 4,109.50 | \$ 3,769.50 |
| Full Page - Guaranteed Position | \$ 3,978.43 | \$ 3,575.93 | \$ 3,184.93 |
| Full Page | \$ 3,459.50 | \$ 3,109.50 | \$ 2,769.50 |
| 2/3 Page | \$ 2,799.50 | \$ 2,519.50 | \$ 2,239.50 |
| 1/2 Page | \$ 2,079.50 | \$ 1,869.50 | \$ 1,659.50 |
| 1/3 Page | \$ 1,559.50 | \$ 1,399.50 | \$ 1,249.50 |
| 1/4 Page | \$ 1,209.50 | \$ 1,089.50 | \$ 969.50 |
| 1/6 Page | \$ 919.50 | \$ 829.50 | \$ 739.50 |
| 1/8 Page | \$ 709.50 | \$ 639.50 | \$ 569.50 |

| Black-and-White Rates | 1x | 2-3x | 4-5x |
|-----------------------|-------------|-------------|-------------|
| Double-Page Spread | \$ 4,489.50 | \$ 4,039.50 | \$ 3,589.50 |
| Full Page | \$ 2,569.50 | \$ 2,309.50 | \$ 2,059.50 |
| 2/3 Page | \$ 2,209.50 | \$ 1,989.50 | \$ 1,769.50 |
| 1/2 Page | \$ 1,629.50 | \$ 1,469.50 | \$ 1,299.50 |
| 1/3 Page | \$ 1,259.50 | \$ 1,129.50 | \$ 1,009.50 |
| 1/4 Page | \$ 979.50 | \$ 879.50 | \$ 779.50 |
| 1/6 Page | \$ 769.50 | \$ 689.50 | \$ 619.50 |
| 1/8 Page | \$ 599.50 | \$ 539.50 | \$ 479.50 |

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor 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 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). (ARC-Q0312)

Index of Advertisers Categories

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

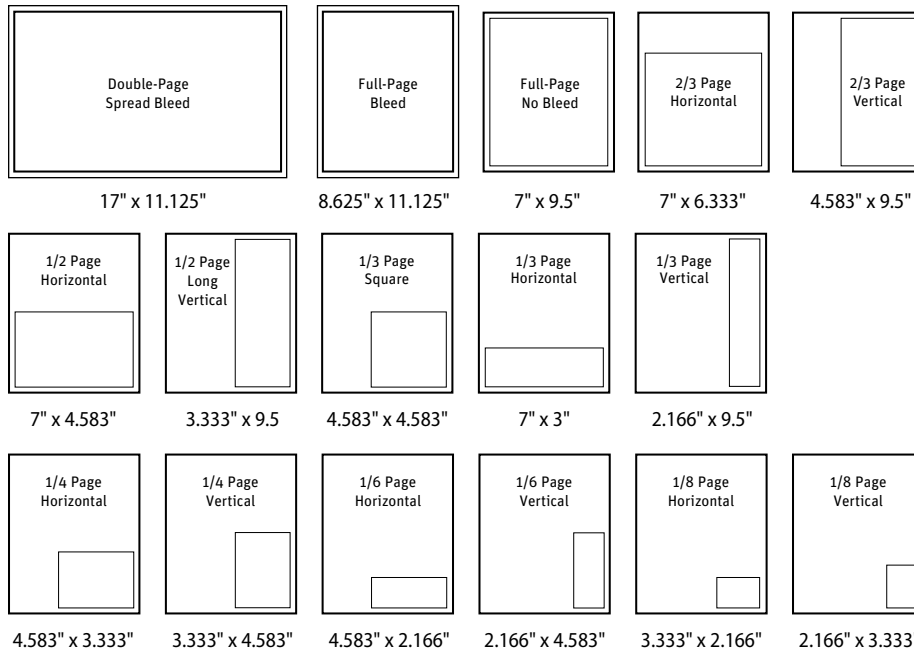
One free listing with any size ad. Additional listings are \$20.00 each. No limit. Please list new categories on this sheet.

_____ **Additional Categories X \$20.00 = \$** _____

Initial: _____ **Date:** _____

Print Advertising Specifications

Directory/Magazine 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.

DPS Live Area: 15.417" x 9.5"

Full-Page Live Area: 7" x 9.5"

Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

Artwork Requirements

All digital color and greyscale 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 greyscale 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 and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.