



**AIA**  
San Diego|Palomar

The American Institute of Architects, San Diego & Palomar Chapters

**[aiasandiego.org](http://aiasandiego.org)**  
**[aiapalomar.org](http://aiapalomar.org)**

**REACH 3 OUT OF 5 ARCHITECTS IN  
SAN DIEGO WITH  
AIA SAN DIEGO - PALOMAR!**

*Membership Directory & Resource Guide*  
**AIA San Diego Website Advertising**

FOR MORE INFORMATION, PLEASE CONTACT:

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Naylor Association Solutions  
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[acaroyannis@naylor.com](mailto:acaroyannis@naylor.com)





**AIA**  
San Diego|Palomar

The American Institute of Architects, San Diego & Palomar Chapters



## WHO WE ARE

- AIA San Diego and Palomar members represent **3 out of 5 architects** in San Diego.
- Our members specify over **\$5 billion annually** on products and services.
- California has the largest number of architectural firms in the US, representing close to **15% of the entire industry.**

## WHAT WE DO

Our members include architects and design professionals that are actively engaged in the industry. We serve as a vigorous advocate for design, planning and architecture education. Our clients serve in a host of industries including:

- **Government**
- **Hospitality**
- **Healthcare**
- **Education**
- **Single Family Residences**

**GET YOUR MESSAGE OUT TO SAN DIEGO/  
PALOMAR ARCHITECTS YEAR-ROUND!  
CONTACT YOUR NAYLOR REPRESENTATIVE  
TODAY!**



### MEMBERSHIP DIRECTORY & RESOURCE GUIDE

(PRINT & DIGITAL)

[www.naylornetwork.com/asd-directory/](http://www.naylornetwork.com/asd-directory/)



**AIASANDIEGO.ORG**

Website Advertising



# MEMBERSHIP DIRECTORY AND RESOURCE GUIDE

## Net Advertising Rates

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

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

Full-Color Rates	Rates
Double Page Spread	\$2,859.50
Outside Back Cover	\$2,529.50
Inside Front or Inside Back Cover	\$2,309.50
Full Page	\$1,989.50
1/2-Page Island	\$1,469.50
1/2 Page	\$ 1,239.50
1/3 Page	\$ 979.50
1/4 Page	\$749.50
1/6 Page	\$599.50
1/8 Page	\$449.50

*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 Max** | \$750

**Skyscraper** | \$1,000

**Toolbar** | \$300



*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.*

# MEMBERSHIP DIRECTORY AND RESOURCE GUIDE

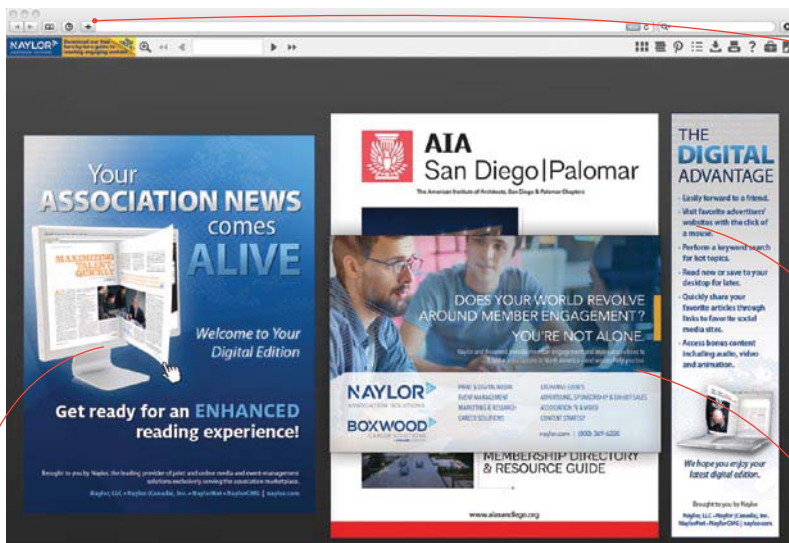
## EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

- 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 each issue via email and each new issue is posted on AIA San Diego & Palomar's website. A full archive of past issues is available, ensuring longevity for your online presence.



In addition to print, the *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.

## MEMBERSHIP DIRECTORY DIGITAL EDITION



### Sponsorship MAX\* | \$750

Your message will be prominently displayed directly across from the cover of the magazine.

*\*Video capabilities are not supported for Sponsorship MAX.*

### Toolbar | \$300

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.

### Skyscraper | \$1,000

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

### Digital Belly Band | \$450

Your company will be featured as a digital belly band that wraps around the front and back of the digital edition. This prominent location will give your company tremendous exposure to our members.

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



# MEMBERSHIP DIRECTORY AND RESOURCE GUIDE

## 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"/> 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,<br>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"/> Bollards  | <input type="checkbox"/> Fireplaces & Stoves             | <input type="checkbox"/> Project Management              |
| <input type="checkbox"/> Cad/Bim   | <input type="checkbox"/> Food Service/Restaurant         | <input type="checkbox"/> Project Managers                |
| <input type="checkbox"/> Ceilings  | <input type="checkbox"/> Furniture                       | <input type="checkbox"/> Photography                     |
| <input type="checkbox"/> Claims Dispute Resolution                             | <input type="checkbox"/> Galvanizer/Galvanizing Services | <input type="checkbox"/> Real Estate                     |
| <input type="checkbox"/> Code/Expeditor  | <input type="checkbox"/> Gates/Perimeter Security        | <input type="checkbox"/> Renovations                     |
| <input type="checkbox"/> Computer Hardware                                     | <input type="checkbox"/> General Building Products       | <input type="checkbox"/> Solar Design                    |
| <input type="checkbox"/> Computer Software                                     | <input type="checkbox"/> General Contractors             | <input type="checkbox"/> Specifications                  |
| <input type="checkbox"/> Construction Services                                 | <input type="checkbox"/> Glass                           | <input type="checkbox"/> Sports/Athletic Facilities      |
| <input type="checkbox"/> Consulting & Design Services                          | <input type="checkbox"/> Glass Film                      | <input type="checkbox"/> Structural Engineering          |
| <input type="checkbox"/> Consulting Engineers                                  | <input type="checkbox"/> Graphic Design                  | <input type="checkbox"/> Sustainable Design              |
| <input type="checkbox"/> Continuing Education                                  | <input type="checkbox"/> Hardware                        | <input type="checkbox"/> Technology Consulting           |
| <input type="checkbox"/> Contractor (General)/Construction<br>Manager          | <input type="checkbox"/> Insurance                       | <input type="checkbox"/> Tile/Stone/Flooring             |
| <input type="checkbox"/> Control Systems                                       | <input type="checkbox"/> Interiors                       | <input type="checkbox"/> Utilities                       |
| <input type="checkbox"/> Cork Flooring   | <input type="checkbox"/> Kitchen/Bath                    | <input type="checkbox"/> Walls                           |
| <input type="checkbox"/> Curtain Wall & Building Enclosure<br>Systems          | <input type="checkbox"/> Landscape                       | <input type="checkbox"/> Window Balances & Repair        |
| <input type="checkbox"/> Custom Home Builder                                   | <input type="checkbox"/> Landscape Architects            | <input type="checkbox"/> Windows/Doors                   |
| <input type="checkbox"/> Design/BuildDesk Space For Rent                       | <input type="checkbox"/> Law Firms                       | <input type="checkbox"/> Woodworking                     |
|  | <input type="checkbox"/> Lawyer                          | <input type="checkbox"/> Zoning                          |
|  | <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 = \$ \_\_\_\_\_

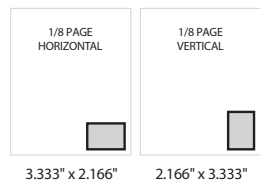
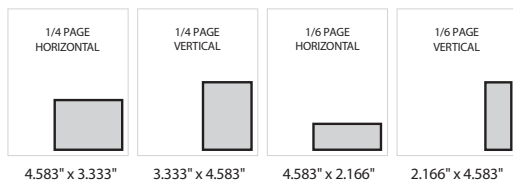
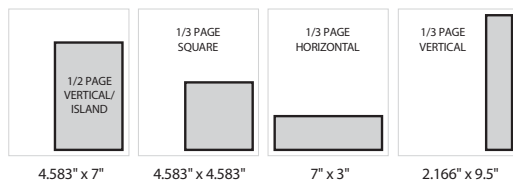
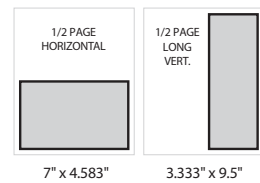
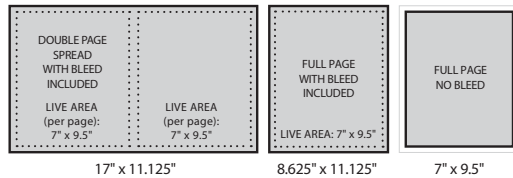
Initial: \_\_\_\_\_ Date: \_\_\_\_\_



# PRINT ADVERTISING SPECIFICATIONS

## MEMBERSHIP DIRECTORY AND 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](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

#### Membership Directory & Resource Guide

- 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"

### Digital Edition

For more information, visit:

<http://www.naylor.com/digitalmagspecs>

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# AIASANDIEGO.ORG WEBSITE

## Advertising on the AIA San Diego & Palomar Website – aiasandiego.org

Advertising on the AIA San Diego website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to **aiasandiego.org** to learn about upcoming association events, discover ways to maximize their AIA San Diego membership, view the latest *Membership Directory & Resource Guide* digital edition. Advertising on **aiasandiego.org** offers several cost-effective opportunities to position your company as a leader in front of an influential group of AIA professionals..

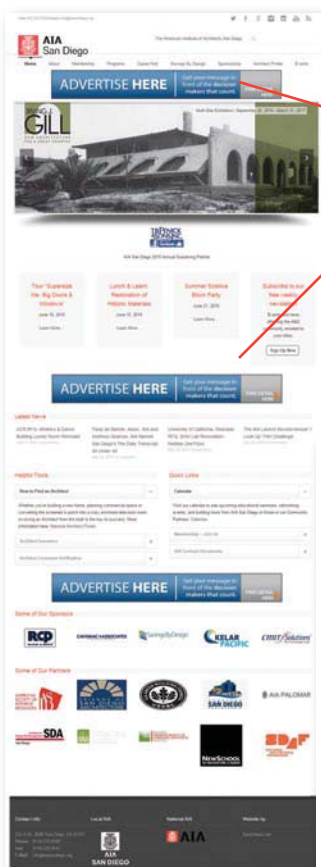
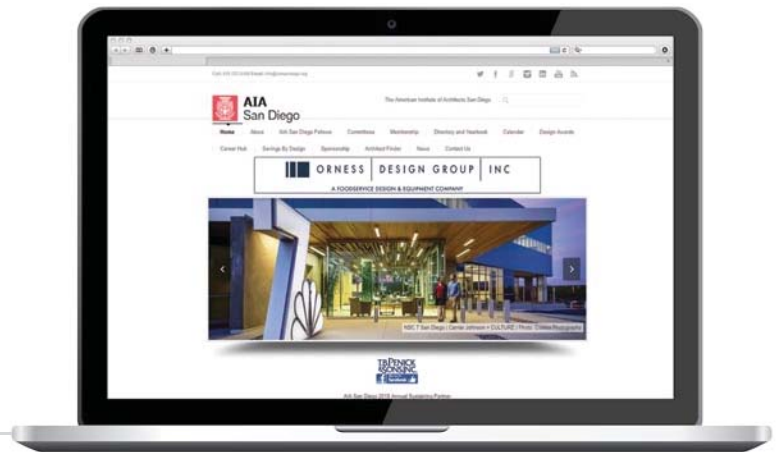
### Features of AIA San Diego & Palomar website advertising:

- Cross-promoted in other AIA San Diego publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

### On average, aiasandiego.org receives:

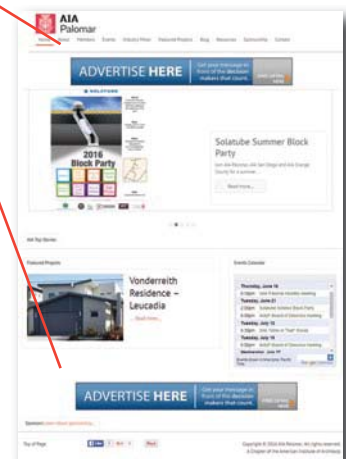
- More than 1,600 unique visitors per month
- Over 3,500 visits per month
- 5,700 page views per month
- Sessions lasting more than 1:37 minutes

\*Traffic numbers from 08/17-02/18



### Leaderboard Package | \$2,060

- Run-of-site with eight rotations
- 728 x 90 pixels
- Top and middle leaderboard on home page
- Top and bottom on all sub-pages
- Additional exposure! Package includes top and bottom leaderboard on [www.aiapalomar.org](http://www.aiapalomar.org)



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