

AIA Florida



Reach the majority of the Florida architectural industry

The AIA Florida Advantage

- AIA Florida members are **specifically responsible for \$200 billion** in pre-bid, bid-phase, and post-bid projects per year.
- AIA Florida is **the fourth largest of all AIA** state components.
- **AIA Florida is the unifying force** for the Florida architectural profession.

Who We Are

Founded in 1912, AIA Florida has been involving members in a statewide proactive, organized, unified effort to benefit the profession. Its mission is to "unite, educate and position architects to lead the shaping of Florida's future." Today, AIA Florida promotes excellence, is well organized, is politically effective, and supports unification of the architectural profession.

AIA Florida members by the numbers

AIA Florida members consist of:

- Architects
- Associate members
- Emeritus members
- Allied members
- Firm members

Interested in advertising? Please contact:

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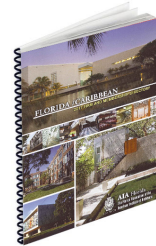
AIA Florida

The Florida Association of the American Institute of Architects



IN PRINT AND ONLINE

Connecting you with AIA Florida members throughout the year



Directory of Florida Architectural Firms

Our "who's who guide" stays on the desks of top contacts at AIA Florida 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.

Florida/Caribbean Architect Print Edition

Published four times a year, the magazine features coverage of the latest topics, trends and regulatory updates. AIA Florida members rely on the magazine to stay up to date about the latest products and services to hit the market.



Florida/Caribbean Architect Digital Edition

In addition to print, *Florida/Caribbean Architect* is also available to readers in a fully interactive digital version. Extend your print advertising investment with the unique benefits of digital media.



aiafla.org Website

The AIA Florida website is the gateway for members and non-members to access information about the association online. Position your company in front of a dynamic group of influential professionals year-round.



To learn more about AIA Florida, visit:

www.aiafla.org

AIA Florida Website

Advertising on the AIA Florida website – www.aiafla.org

Advertising on the AIA Florida website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to aiafla.org to learn about upcoming association events, discover ways to maximize their AIA Florida membership. Advertising on aiafla.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of architectural professionals.

Features of AIA Florida website advertising:

- Cross-promoted in other AIA Florida 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, aiafla.org receives:

- More than 6,700 unique visitors per month
- 28,705 visits per month
- 83,204 page views per month

**Traffic numbers from 01/2010 - 12/2010*



Page Peel | 75 x 75 pixels (small page peel) 500 x 500 pixels (large page peel)

~~12 months | \$4,500~~ **SOLD OUT**

Run of site. Exclusive opportunity, only one space available.

Horizontal Banner | 468 x 60 pixels

~~12 months | \$2,500~~ **SOLD OUT**

Run of site. Only one ad space available with four advertisers rotating in each position.

Rectangles | 180 x 150 pixels **ONLY 3 SPOTS LEFT!**

12 months | \$2,000

Run of site. Only two ad spaces available with four advertisers rotating in each position.

AIA Florida Website

Website Specifications

For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

Website

Page Peel

- 75 x 75 pixels for small peel corner
- 500 x 500 pixels for full peel
- JPG only (no animation)
- Max file size 100 KB

Rectangles

- 180 x 150 pixels
- JPG, GIF or Flash/SWF* accepted
- Max file size 100 KB

Horizontal Banner

- 468 x 60 pixels
- 120 x 240 pixels
- JPG, GIF or Flash/SWF* accepted
- Max file size 100 KB

***Website/Online Buyers' Guide/Online Directory Flash Guidelines**

- Publish or export .SWF file for Flash Player 9 and ActionScript 2.0
- Bitmaps should have "smoothing enabled" for best presentation
- All fonts, images, and support animations files should be embedded within the file
- Do not use flash stage color as background; Create a bottom layer and draw a solid filled box
- Animation time limit is approximately 25 seconds (including multiple loops); A stop action is needed at the end of the animation

- Create a proper ActionScript 2.0 button as follows:

1. Symbol type needs to be "button"
2. Set action script code exactly as below:

```
on (press) {  
    getURL(url, "_blank");  
}
```

NOTE: Do not type your intended URL in the code.

The purpose of setting up your Flash creative like this is so that we can control the landing page. Please supply the URL to your Naylor account executive.