FOR MORE INFORMATION, PLEASE CONTACT:
Angela McDougall
Project Manager
Naylor Association Solutions
(800) 665-2456 ext.3625
amcdougall@naylor.com

REACH NEARLY 5,000 ARCHITECTS ACROSS CANADA WITH RAIC!

Resource Guide (Print & Digital) / Bulletin eNewsletter / RAIC website advertising / Audience Retargeting
THE LEADING VOICE OF ARCHITECTURE IN CANADA

The RAIC is a voluntary national association representing 4,900+ professional architects, faculty and graduates of accredited Canadian schools of architecture.

- Our members are the key specifiers for their organizations and determine what products will be included in every building project. Projects primarily include, commercial, industrial, institutional and multi-family buildings.
- RAIC members spend over $1 billion annually on products and services for their firms.*

INDUSTRY FACTS

$3.4 BILLION
TOTAL REVENUE FOR CANADA’S ARCHITECTURE INDUSTRY IS AN ESTIMATED $3.4 BILLION ANNUALLY.

1.2%
THERE WILL BE CONTINUED GROWTH IN THE CANADIAN ARCHITECTURE INDUSTRY, WHICH IS EXPECTED TO INCREASE AT AN ANNUALIZED RATE OF 1.2% TO $3.6 BILLION BY 2021.

CONTACT YOUR NAYLOR ACCOUNT EXECUTIVE TODAY!

Source: IBISWorld Industry Report 54131CA
RAIC RESOURCE GUIDE

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

<table>
<thead>
<tr>
<th>Full-Color Rates</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread</td>
<td>$5,349.50</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$4,799.50</td>
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<tr>
<td>Inside Front or Inside Back Cover</td>
<td>$4,439.50</td>
</tr>
<tr>
<td>Full Page</td>
<td>$3,599.50</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,649.50</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,459.50</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$829.50</td>
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</table>

<table>
<thead>
<tr>
<th>Black-and-White Rates</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 Page</td>
<td>$1,699.50</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$999.50</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$609.50</td>
</tr>
</tbody>
</table>

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.

For the latest online specs, please visit: [http://www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

Digital Edition Branding Opportunities

- **Sponsorship with Toolbar** | $1,100
- **Skyscraper**               | $1,100
- **Leaderboard**              | $1,100
- **Digital Belly Band**       | $1,100

Advertiser indemnifies Naylor LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of $35.00 will be leased for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.

Rates as of November 2018
RAIC RESOURCE GUIDE

PRINT ADVERTISING SPECIFICATIONS

Directory 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/Inserts
1 Page / 2 surface: 8.375" x 10.875"
Postcards: 6" x 4.25"

Digital Edition
For more information, visit:
http://www.naylor.com/digitalmagspecs
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 RAIC | IRAC ‘s website. A full archive of past issues is available, ensuring longevity for your online presence.

In addition to print, RAIC 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.

RAIC RESOURCE GUIDE - WWW.NAYLORNETWORK.COM/RAI-DIRECTORY/

1 Toolbar | Free with Sponsorship Max
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.

2 Skyscraper | $1,100
The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

3 Belly Band | $1,100
The Belly Band is included on the front cover of the digital edition, making your company’s ad one of the first that readers see when they receive their digital edition. It also extends to the digital edition’s back cover, wrapping your company’s message around the entire digital edition.

4 Leaderboard | $1,100
Your message will be prominently displayed above the magazine and is displayed the entire time the digital edition is open.

5 Sponsorship MAX* | $1,100
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/onlinespecs
Advertising on the RAIC | IRAC Website – www.raic.org

Advertising on the RAIC | IRAC website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to www.raic.org to learn about upcoming association events, discover ways to maximize their RAIC | IRAC membership, view the RAIC Resource Guide digital edition and much more! Advertising on www.raic.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of Canadian architecture professionals.

Features of RAIC | IRAC website advertising:
- Cross-promoted in other RAIC | IRAC 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, www.raic.org receives:
- More than 22,586 unique visitors per month
- 69,806+ page views per month
- Sessions lasting more than 2.52 minutes

*Traffic numbers from 6/2018 - 12/2018

A Custom Square | $4,500
Showcase your company to RAIC members year-round on our official website.
- One square with four advertisers rotating in position
- Appear on the home page and high traffic sub-pages
- Max file size 100 KB; JPG only (no animation)
- Specs: 240 x 240 pixels

B Custom Rectangle | $3,925
Showcase your company to RAIC members year-round on our official website.
- Four rectangles with two advertisers rotating in position
- Appear on the home page and high traffic sub-pages
- Will appear in the left column on sub-pages
- Max file size 100 KB; JPG only (no animation)
- Specs: 210 x 150 pixels

For the latest online specs, please visit www.naylor.com/onlinespecs

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.
Now more than ever, professionals consume information on the go. Our Bulletin eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of 4,200 decision-makers on a regular basis
- In addition to RAIC members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other RAIC publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Limited available ad space makes each position exclusive

Custom Banner (285 x 180 pixels)
12 Months | $5,830

- Only six spots available (3 rows of 2) – NO ROTATION
- Located between popular sections of the eNewsletter
- Max file size 100 KB; JPG only (no animation)

Distributed twice per month

Sections include

- Honours & Awards
- Professional Development
- Member Benefits
- Upcoming Events

For the latest online specs, please visit www.naylor.com/onlinespecs

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.
RAIC 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.

- Accessibility Consulting
- Acoustic Treatment
- Acoustical Ceilings
- Acoustical Engineering
- Acoustical Paneling
- Architectural Acoustics
- Architectural Concrete Slabs
- Architectural Metal Products
- Audio-Visual Equipment
- Basic Masonry Materials
- Brick Manufacturers/Suppliers
- Building Code Consulting
- Building Envelope Systems
- Concrete Products
- Construction Cleaners
- Consulting Engineers
- Curved Framing Components
- Custom Architectural Woodwork
- Door Hardware
- Emergency Planning
- Engineered Segmental Retaining Walls
- Exterior Insulation & Finish Systems (Eifs)
- Fence & Gates
- Fire Protection System Design
- Flashings
- Flooring
- Green Friendly Paints
- Heating Boilers & Accessories
- Insulating Concrete Forms
- Insulation
- Interlocking Stone
- Laminate
- Landscape Products
- Lifts
- Lighting Controls
- Masonry Anchorage & Reinforcement
- Masonry Flashing
- Masonry Supplies
- Metal Building Products
- Metal Building Systems
- Metal Distribution
- Mortar
- Mortar For Masonry Restoration
- Natural Stone Products
- Natural Stone Slabs
- Noise & Vibration Control
- Overhead Doors
- Parking Facility Design
- Permeable Products
- Plumbing Supplies
- Porous Surfaces
- Resilient Flooring
- Roof Decking - Metal
- Roof/Paver Pedestal Systems
- Roofing & Siding Panels
- Salvaged Wood Products
- Segmental Retaining Walls
- Sound Control For Buildings
- Sound Masking
- Specialty Doors
- Stained Glass Design & Conservation
- Stone Anchors
- Stone Veneer
- Structural Concrete
- Structural Engineering
- Structural Glass & Facade Engineering
- Surfacing Material
- Testing Services (Lab & Field)
- Unit Paving
- Veneer
- Venetian Plaster
- Vents
- Wall Beds
- Wall Protection
- Wall/Slab Insulation
- Wallcoverings
- White Reflective Roof Coating/Waterproofing
- Window Treatments & Hardware
- Windows & Doors
- Windows/Thermal Barriers
- Wood Doors
- Wood-Burning Fireplaces
- Other: ______________________
   ______________________
   ______________________
   ______________________

One free listing with any size ad. Additional listings are $20 each. No limit. Please list new categories on this sheet.

________Additional Categories X $20 = $____________________

Initial:________Date:____________________
PAST ADVERTISERS

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with RAIC | IRAC and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of RAIC | IRAC.

Acoustics First Corporation
AMBICO Limited
Amvic Building Systems
Architek Sustainable Building Products, Inc.
ArchSmarter
Armatherm
Arriscraft
AS Hanging Display Systems
Azon
BASF Canada
Beaulieu Canada
Beaver Valley Stone Ltd.
Benjamin Moore & Company
BLOK-LOK® Limited
C R Laurence Company, Inc.
Cabinetworks Ltd.
Canadian Stone Industries
Can-Best
Canon Canada, Inc.
CBC Specialty Metals Co.
Century Wood Products, Inc.
Ceragres Tile Group
Coloured Aggregates, Inc.
Concrete Flooring Association
CUFCA
Design Components, Inc.
Designguide.com
DINOFLEX Group LP.
Dobbin Sales Limited
Dri-Design
DuRock Alfacing International Ltd.
Ener-Gard/Vista Window Film
Energie Innovation, Inc.
Envirospec, Inc.
Epic Metals Corp.
Eve Guinan Design Restoration
Extron Electronics
Flash Trac Systems, Inc.
Flex-Ability Concepts
Forbo Flooring
Formica Canada, Inc.
Garaventa Lift Canada
Graphisoft North America
HH Angus & Associates
ICC Industrial Chimney
IMARK, Inc.
Johns Manville
KARNAK Corporation
Lasertech Floorplans
Legrand Canada
LRI Engineering, Inc.
Lumicrest Lighting Solutions, Inc.
M&E Engineering Ltd.
Mapei, Inc.
Maple Flooring Manufacturers Association, Inc.
Medallion Fence
Metro Wallcoverings
Mirage
Montel, Inc.
Nahanni Steel Products, Inc.
Nana Wall Systems
National Capital Commission (NCC)
NUDURA
OAS
Owens Corning Canada, Inc.
Permacon Group, Inc.
Permacon Milton
Plastic-Fab
Power Plant Supply Company
Re-Form Technologies Ltd.
REHAU
RJC Engineers
Robertson Building Systems
SFM
Soprema, Inc.
Sound Solutions
Spec Mix, Inc.
Steel-Craft Door Products Ltd.
Sun Glow Window Covering Products of Canada
Techni+Contact
Ten Plus Architectural Products Ltd.
Thames Valley Brick & Tile
The Belden Brick Company
Think Wood Products Showcase
Titus
Total Opening Consultants
Twin Maple
Unilock Limited
Urban Mode
Valcoustics Canada Ltd.
Varco Pruden Buildings
VICWEST
AUDIENCE RETARGETING

EXTEND YOUR REACH beyond RAIC’s website and keep your brand top of mind with leading architecture industry professionals. RAIC members spend approximately $1 billion annually on products and services for their firm. RAIC members and other industry professionals contribute to over 220,000 unique visits every year to RAIC’s website. Through programmatic retargeting you can create customized campaigns to reach only your target audience, increasing your ROI and eliminating wasted impressions.

Targeting Tactics
Using a combination of our top targeting tactics will help you achieve your campaign goals.

- Geo-fencing location based advertising focused on specific geographic shapes
- Search retargeting target prospects with display ads based on the searches they perform across the web
- Site retargeting targets users who have already visited your site while they are visiting other sites across the web
- Contextual targeting looks at the category or keywords of the current page a consumer is viewing and then serves them ads that are highly relevant to that content

HOW RETARGETING WORKS

User visits our website → After leaving our site → Your ad displays to that user around the web → User clicks ad and takes action!

PROGRAMMATIC PACKAGES

<table>
<thead>
<tr>
<th>GO</th>
<th>PRO</th>
<th>PRO+</th>
</tr>
</thead>
<tbody>
<tr>
<td>12-Month Contract</td>
<td>6-Month Contract</td>
<td>3-Month Contract</td>
</tr>
<tr>
<td>30,000 Approximate Impression Goal Monthly</td>
<td>40,000 Approximate Impression Goal Monthly</td>
<td>50,000 Approximate Impression Goal Monthly</td>
</tr>
</tbody>
</table>

INCLUDES:
- Standard Month End Results
- End of Campaign Performance Metrics

INCLUDES:
- Standard Month End Results
- End of Campaign Performance Metrics
- Customized Campaign Reporting
- Campaign Optimization
- Creative Optimization
- Strategic Insights/Recommendations

Customized targeting solutions are available, please contact:

RAIC | IRAC
Royal Architectural Institute of Canada
Institut royal d’architecture du Canada

NAYLOR
PROGRAMMATIC NETWORK