



**RAIC | IRAC**  
Architecture Canada

**MEDIA KIT**

## Architecture Canada

*Resource Guide* in print and digital  
*Bulletin* eNewsletter  
RAIC Website Sales



FOR MORE INFORMATION, PLEASE CONTACT:

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

[www.raic.org](http://www.raic.org)

**NAYLOR**   
ASSOCIATION SOLUTIONS

## RAIC/IRAC MEMBER PROFILE

- 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.\*



**RAIC Resource Guide**  
print edition



**RAIC Website Sales**  
Over 20,324 unique visitors  
per month!



**Bulletin eNewsletter**

## STATE OF THE INDUSTRY

- Total revenue for Canada's architecture industry is approximately **\$3.4 billion** annually.
- In the five years to 2021, 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**

**Reach key specifiers in Canada's \$3.4 billion architecture industry. Contact your Naylor account executive today!**

# RAIC Resource Guide

## Net Advertising Rates

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

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

### Full-Color Rates

**1x**

Double Page Spread	\$ 5,299.50
Outside Back Cover	\$ 4,759.50
Inside Front or Inside Back Cover	\$ 4,399.50
Full Page	\$ 3,559.50
1/2 Page	\$ 2,619.50
1/3 Page	\$ 1,889.50
1/4 Page	\$ 1,449.50
1/8 Page	\$ 819.50

### Black-and-White Rates

**1x**

Full Page	\$ 2,609.50
1/2 Page	\$ 1,679.50
1/3 Page	\$ 1,259.50
1/4 Page	\$ 989.50
1/8 Page	\$ 599.50

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 with Toolbar** | \$1,050.00

**Skyscraper** | \$1,050.00

**Toolbar** | *Free with Sponsor Max*

**Leaderboard** | \$1,000.00

**Belly Band** | \$1,050.00

Online Specifications - For more information, visit: [www.naylor.com/clientSupport-onlineGuidelines.asp](http://www.naylor.com/clientSupport-onlineGuidelines.asp)



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 September 2016)

# RAIC *Resource Guide* digital edition

## Digital Edition – [www.naylor.com/rai-nxt](http://www.naylor.com/rai-nxt)

In addition to print, the *Resource Guide* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertisers' websites.

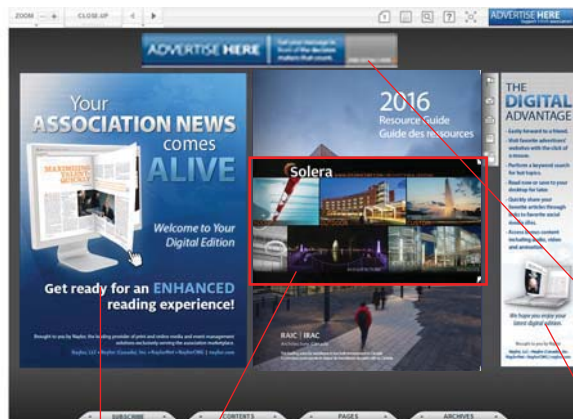
### Readers can:

- **Bookmark pages and insert notes**
- **Keyword search the entire guide**
- **Navigate and magnify pages with one click**
- **Read online or download and print for later**
- **View instantly from most smartphones and tablets**
- **View archives and find a list of sections for one-click access**

### Extend your advertising investment with digital media:

- **Link your ad to the landing page of your choice**
- **Increase website traffic**
- **Interact with viewers to help the buying process**
- **Generate an immediate response from customers**

## Ad Positions



### Digital Toolbar (250 x 50 pixels) | Free with Sponsor Max!

Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons. When viewers click the button, a box containing text about your company and a link to your website appears.

### Digital Edition Leaderboard (728 x 90 pixels) | \$1000

The leaderboard ad is displayed the entire time the digital edition is open at the top of the digital edition, giving your message constant and lasting exposure.

### Digital Skyscraper (200 x 783 pixels) | \$1,050.00

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

### Digital Edition Sponsor Max (550 x 480 pixels) | \$1,050.00

Also includes the Digital Toolbar! Your message will be prominently displayed directly across from the cover of the guide. Animation and video capabilities are available.

### Digital Belly Band (603 x 783 pixels) | \$1,050.00

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

### Ad Link | Included in display ad rates

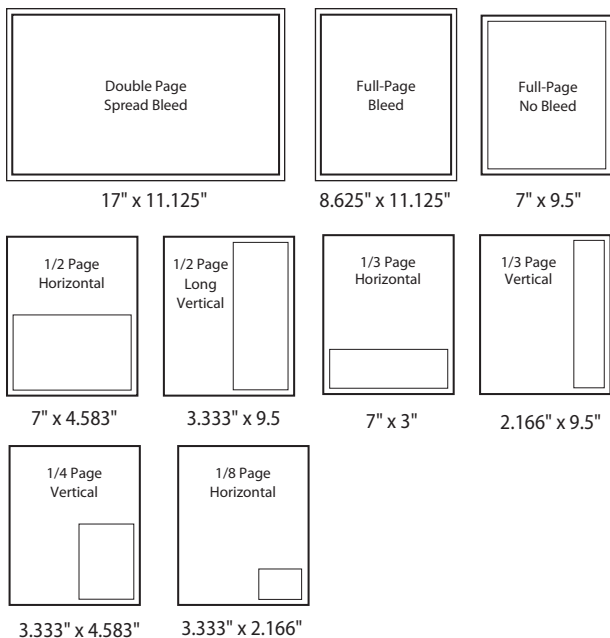
Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

Online Specifications - For more information, visit:  
[www.naylor.com/clientSupport-onlineGuidelines.asp](http://www.naylor.com/clientSupport-onlineGuidelines.asp)

# RAIC Resource Guide

## Print Advertising Specifications

Guide Trim Size: 8.375" x 10.875"



## Specs for Outsert/Inserts

1 Pg / 1 Surface 8.375" x 10.875"      Postcards 6" x 4.25"  
1 Pg / 2 Surface 8.375" x 10.875"      Heavy Card Stock Insert 8.25" x 10.75"  
2 Pg / 4 Surface 8.375" x 10.875"      Postal flyersheets 8.5" x 11"

**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"

## 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)

## 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.

**Digital Edition - For more information, visit:** [www.naylor.com/clientSupport-onlineGuidelines.asp](http://www.naylor.com/clientSupport-onlineGuidelines.asp)

# 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.*

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Acoustical Suspension                      | <input type="checkbox"/> Flooring                            | <input type="checkbox"/> Radiation/Lighting Protection        |
| <input type="checkbox"/> Air Barriers                               | <input type="checkbox"/> Furniture                           | <input type="checkbox"/> Roofing and Siding Panels            |
| <input type="checkbox"/> Air Distribution                           | <input type="checkbox"/> Glass                               | <input type="checkbox"/> Scaffolding                          |
| <input type="checkbox"/> Structures                                 | <input type="checkbox"/> Groundwater Treatment Systems       | <input type="checkbox"/> Security and Vault Equipment         |
| <input type="checkbox"/> Architectural Cast-in-Place Concrete Forms | <input type="checkbox"/> Heating and Cooling Piping          | <input type="checkbox"/> Shingles                             |
| <input type="checkbox"/> Architectural Woodwork                     | <input type="checkbox"/> Heating Boilers and Accessories     | <input type="checkbox"/> Site Decontamination                 |
| <input type="checkbox"/> Audiovisual Equipment                      | <input type="checkbox"/> High-tolerance Flooring             | <input type="checkbox"/> Site Preparation                     |
| <input type="checkbox"/> Awnings/Canopies                           | <input type="checkbox"/> HVAC Instrumentation and Controls   | <input type="checkbox"/> Sound-Conditioned Rooms              |
| <input type="checkbox"/> Basic Electrical Materials                 | <input type="checkbox"/> Interior Wood Door Frames and Jambs | <input type="checkbox"/> Special Purpose Rooms                |
| <input type="checkbox"/> Basic Masonry Materials                    | <input type="checkbox"/> Lifts                               | <input type="checkbox"/> Specialty Doors                      |
| <input type="checkbox"/> Carpet                                     | <input type="checkbox"/> Lighting                            | <input type="checkbox"/> Stone Anchors                        |
| <input type="checkbox"/> Ceiling Suspension                         | <input type="checkbox"/> Limestone                           | <input type="checkbox"/> Structural Concrete                  |
| <input type="checkbox"/> Concrete Restoration and Cleaning          | <input type="checkbox"/> Maintenance Equipment               | <input type="checkbox"/> Tack Board and Visual Aid Boards     |
| <input type="checkbox"/> Cubicles                                   | <input type="checkbox"/> Material Handling                   | <input type="checkbox"/> Terracotta                           |
| <input type="checkbox"/> Detection and Alarm                        | <input type="checkbox"/> Masonry Anchorage and Reinforcement | <input type="checkbox"/> Tiles                                |
| <input type="checkbox"/> Door and Window Wood Casings               | <input type="checkbox"/> Membrane Roofing                    | <input type="checkbox"/> Transformers                         |
| <input type="checkbox"/> Door Louvres                               | <input type="checkbox"/> Metal Support Assemblies            | <input type="checkbox"/> Transmissions and Distribution       |
| <input type="checkbox"/> Electrical Testing                         | <input type="checkbox"/> Meters                              | <input type="checkbox"/> Utility Boxes                        |
| <input type="checkbox"/> Elevators                                  | <input type="checkbox"/> Mortar for Masonry Restoration      | <input type="checkbox"/> Vents                                |
| <input type="checkbox"/> Escalators and Moving Walks                | <input type="checkbox"/> Office Accessories                  | <input type="checkbox"/> Water Supply and Treatment Equipment |
| <input type="checkbox"/> Exterior Signage                           | <input type="checkbox"/> Paints                              | <input type="checkbox"/> Waterproofing                        |
| <input type="checkbox"/> Exterior Wood Door Frames and Jambs        | <input type="checkbox"/> Parking Control Equipment           | <input type="checkbox"/> Window Treatments & Hardware         |
| <input type="checkbox"/> Fabrics                                    | <input type="checkbox"/> Plaster and Gypsum Board            | <input type="checkbox"/> Windows                              |
| <input type="checkbox"/> Fibrous Reinforcing                        | <input type="checkbox"/> Plastic Doors                       | <input type="checkbox"/> Wood Cornices                        |
| <input type="checkbox"/> Fire and Smoke Protection                  | <input type="checkbox"/> Plumbing Pumps                      | <input type="checkbox"/> Wood Doors                           |
| <input type="checkbox"/> Fire Protection Piping                     | <input type="checkbox"/> Prefabricated Stair Forms           | <input type="checkbox"/> Other: _____                         |

*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:** \_\_\_\_\_

# RAIC Website

## Advertising on the RAIC website– [www.raic.org](http://www.raic.org)

The Architecture Canada website is a great way to reach members and reinforce your marketing message. Visitors log on to [raic.org](http://raic.org) to learn about important information and to discover ways to maximize their membership. Advertising on [raic.org](http://raic.org) offers several cost-effective opportunities to position your company as a leader in front of an influential group of architectural professionals.

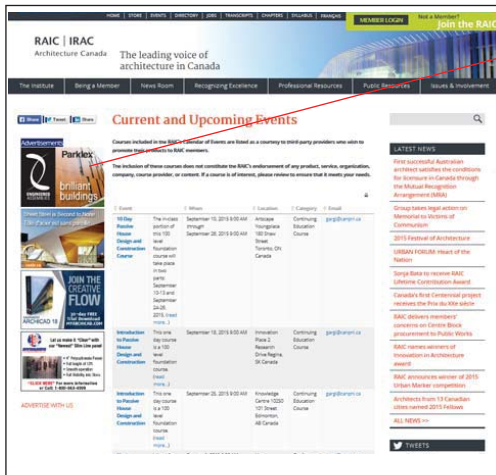
### Features of [raic.org](http://raic.org) advertising:

- Cross-promoted in other Architecture Canada 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.
- Have our team create a custom ad for only \$50.

### On average, [raic.org](http://raic.org) receives:

- 20,324 visits per month
- 64,138 page views per month
- Visit duration of nearly 3 minutes

*\*Traffic from January 2016 - July 2016*



### Custom Rectangles (245 x 150 pixels)

12 months | \$3,775

- Four rectangles with two advertisers rotating in position
- Appear on the home page and high traffic sub-pages
- Max file size 100 KB; JPG only (no animation)

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.

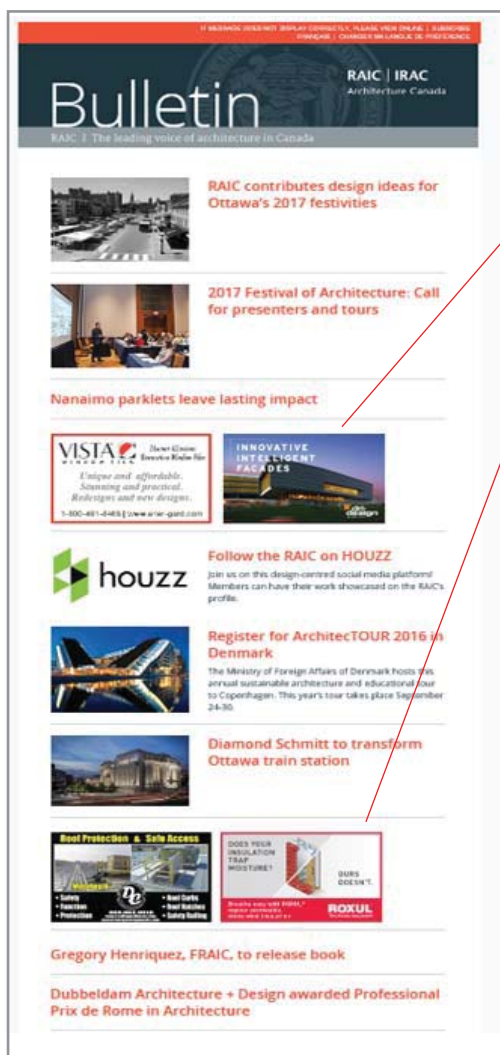
# Bulletin eNewsletter

## About the eNewsletter

Now more than ever, professionals consume information on the go. Our *Bulletin* twice per month 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 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 Architecture Canada | RAIC publications and communications pieces.
- Directs visitors to the landing page of your choice to facilitate the purchasing process.
- Archives are accessible for unlimited online viewing.
- Limited available ad space makes each position exclusive.
- Change artwork monthly at no additional cost to promote time-sensitive offers and events.



### Custom Banner (245 x 150 pixels)

12 Months | \$5,550

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

### Distributed twice per month

#### Sections include:

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

**Online Specifications** - For more information, visit:  
[www.naylor.com/clientSupport-onlineGuidelines.asp](http://www.naylor.com/clientSupport-onlineGuidelines.asp)

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.