

# RAIC | IRAC

Royal Architectural Institute of Canada

Institut royal d'architecture du Canada

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

## MEDIA GUIDE



**REACH NEARLY 5,000 ARCHITECTS  
ACROSS CANADA WITH RAIC!**

**Resource Guide** (Print & Digital) / **Bulletin** eNewsletter / RAIC website advertising

FOR MORE INFORMATION, PLEASE CONTACT:

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**NAYLOR**   
ASSOCIATION SOLUTIONS

# RAIC | IRAC

Royal Architectural Institute of Canada  
Institut royal d'architecture du Canada



## 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%**

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

**NAYLOR**   
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Source: IBISWorld Industry Report 54131CA



### PRINT MEDIA

The **RAIC Resource Guide** is our official publication that is distributed to 100% of our members annually. Reach our members in both print and in our fully interactive digital version.



### ONLINE MEDIA

RAIC's online communications products include the **Bulletin eNewsletter**, which is sent to primary contacts with RAIC, and the digital edition of the **Resource Guide**. Advertisement space is also available on RAIC's website, [www.raic.org](http://www.raic.org)

# 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	Rates
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	Rates
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

**Skyscraper** | \$1,050

**Leaderboard** | \$1,000

**Digital Belly Band** | \$1,050

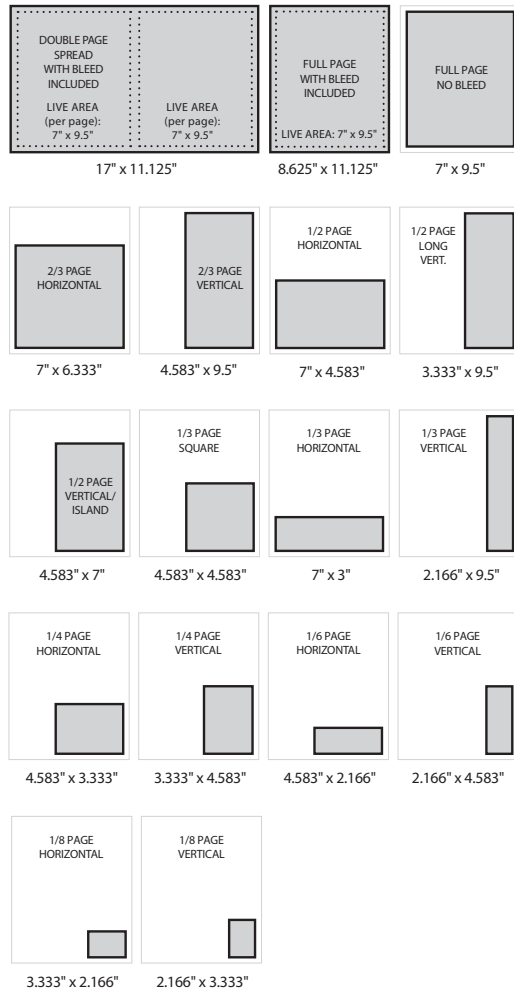


*Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted 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 2017*

# PRINT ADVERTISING SPECIFICATIONS

## RAIC RESOURCE GUIDE

### 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](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/Inserts

1 Page / 1 surface: 8.375" x 10.875"  
 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>



*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).*



## 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/](http://WWW.NAYLORNETWORK.COM/RAI-DIRECTORY/)



### Leaderboard | \$1,000

Your message will be prominently displayed above the magazine and is displayed the entire time the digital edition is open.

### Sponsorship MAX\* | \$1,050

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

\*Video capabilities are not supported for Sponsorship MAX.

### Toolbar | Free with Sponsorship Max

Your company name is displayed on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons.

### Skyscraper | \$1,050

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

### Belly Band | \$1,050

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.

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

# RAIC.ORG WEBSITE

## 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.

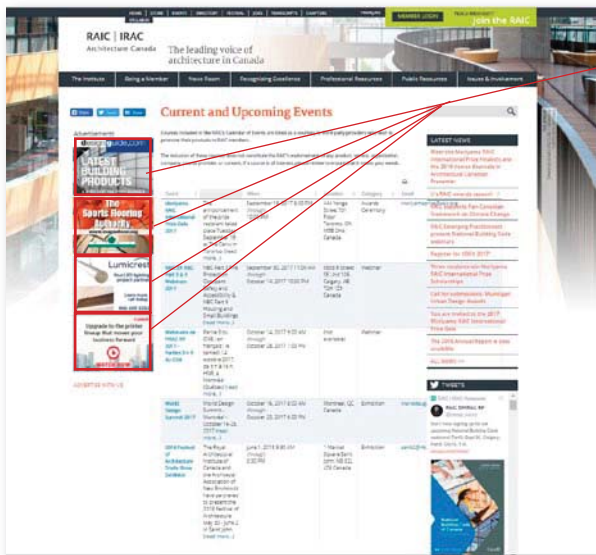
## Features of RAIC | IRAC website advertising:

- 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 18,640 unique visitors per month
- 50,871 page views per month
- Sessions lasting more than 2.30 minutes

\*Traffic numbers from 03/2017-09/2017



## Custom Rectangle | \$4,125

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
- Max file size 100 KB; JPG only (no animation)
- Specs: 245 x 150 pixels

Online Specifications - For more information, visit:

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

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# BULLETIN ENEWSLETTER

ABOUT THE ENEWSLETTER – [WWW.RAIC.ORG/RAIC/RAIC-BULLETIN/](http://WWW.RAIC.ORG/RAIC/RAIC-BULLETIN/)

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.

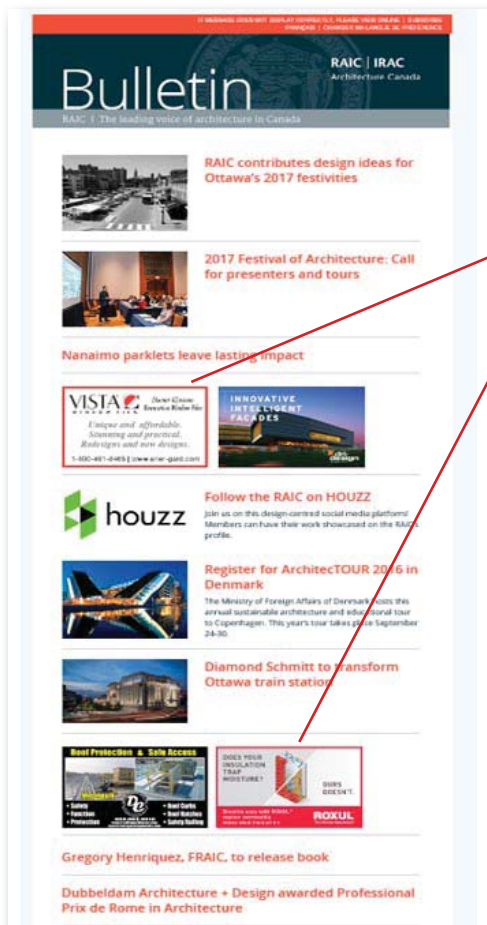
## Enjoy the benefits of a targeted eNewsletter:

- 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



**Average of 1,177 unique opens and 2,061 total opens per issue!**

*Traffic numbers from 11/17 - 01/18*



## 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

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

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