



RAIC | IRAC

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

MEDIA GUIDE

REACH NEARLY 5,000 ARCHITECTS ACROSS CANADA WITH RAIC!

Resource Guide (Print & Digital) / **Bulletin** eNewsletter /

RAIC website advertising / Audience Retargeting

FOR MORE INFORMATION, PLEASE CONTACT:

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Naylor Association Solutions
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NAYLOR 
ASSOCIATION SOLUTIONS

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!

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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

AUDIENCE RETARGETING

By using RAIC's audience retargeting solution you can create highly targeted ad campaigns reaching your desired audience around the web. This offers a way to reach non-converted site visitors and users who have searched or read content related to your products or services.

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	\$5,349.50
Outside Back Cover	\$4,799.50
Inside Front or Inside Back Cover	\$4,439.50
Full Page	\$3,599.50
1/2 Page	\$2,649.50
1/4 Page	\$1,459.50
1/8 Page	\$829.50

Black-and-White Rates	Rates
1/2 Page	\$1,699.50
1/4 Page	\$999.50
1/8 Page	\$609.50

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.

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

Digital Edition Branding Opportunities

Sponsorship with Toolbar | \$1,100

Skyscraper | \$1,100

Leaderboard | \$1,100

Digital Belly Band | \$1,100



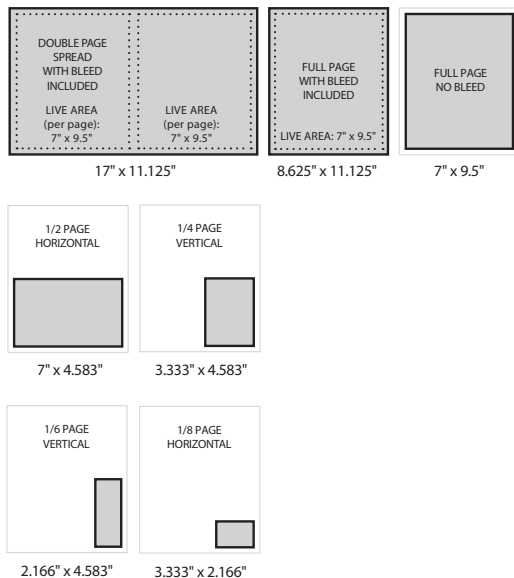
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Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next 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 levied 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>



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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 levied 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.

RAIC RESOURCE GUIDE

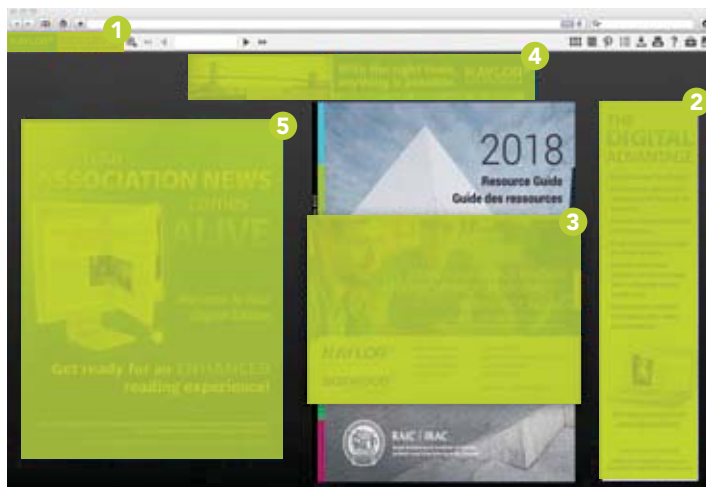
EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

- 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 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/onlinepecs>

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 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.

BULLETIN ENEWSLETTER

ABOUT THE ENEWSLETTER – 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



A 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/online specs

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

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: _____

RAIC | IRAC COMMUNICATIONS

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

AUDIENCE RETARGETING

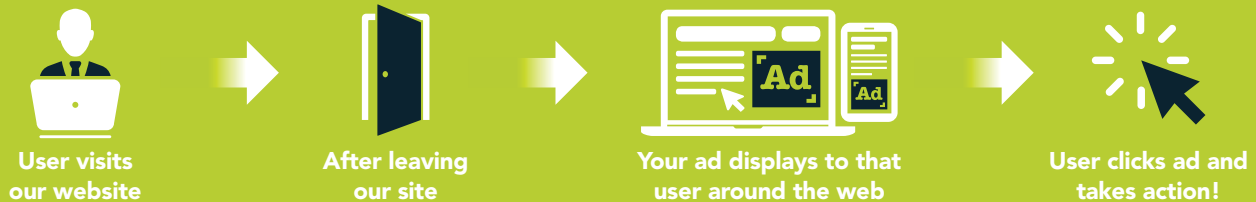
EXTEND YOUR REACH beyond RAIC's website and keep your brand top of mind with leading architecture industry professionals. RAIC members **spend approximately \$1 billion annually** on products and services for their firm. RAIC members and other industry professionals contribute to over **220,000 unique 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



PROGRAMMATIC PACKAGES

GO	PRO	PRO+
12-Month Contract	6-Month Contract	3-Month Contract
30,000 Approximate Impression Goal Monthly	40,000 Approximate Impression Goal Monthly	50,000 Approximate Impression Goal Monthly
INCLUDES : ✓ Standard Month End Results ✓ End of Campaign Performance Metrics	INCLUDES : ✓ Standard Month End Results ✓ End of Campaign Performance Metrics ✓ Strategic Insights/Recommendations	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: