

# Reach more than 3 out of 5 of Georgia's registered architects.

AIA Georgia Monthly eNewsletter ~ Website Advertising

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







### **AIA Georgia**

# **Build your brand with AIA Georgia**

AIA Georgia is the recognized voice of the architectural profession in the state of Georgia, and is a resource for its members in service to society. Our members include architects, directors, students and many more professionals.

Consider allocating your marketing dollars with AIA Georgia to connect your marketing message to Georgia's **\$1.12 billion**\* architecture industry.

# Why AIA Georgia?

- Our members spend an estimated \$590 million on products and services annually.\*
- We represent more than **3 out of 5** of Georgia's registered architects.
- Georgia's architectural industry ranks in the top ten in the nation.
- Our members are the key decision makers within their firms, including:
  - Architects
     Directors
     Managers
  - Supervisors
    Owners
- CEOs
- Vice-Presidents

Presidents

# AIA Georgia Website Advertising

aiaga.org

## AIA Georgia Monthly eNewsletter

naylornetwork.com/aig-nwl





Maximize your exposure to decision makers responsible for spending \$517 million a year on products and services.



# **AIA Georgia Website**

# Advertising on the AIA Georgia Website - aiaga.org

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

Features of AIA Georgia website advertising:

- Cross-promoted in other AIA Georgia 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.aiag.org receives:

- More than 1,470 unique visitors per month
- 3,800 page views per month

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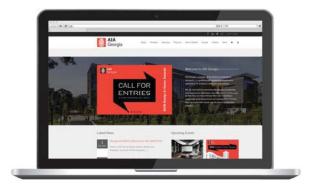
• Sessions lasting more than 1.40 minutes

\*Traffi c numbers from 08/2017 - 03/2018

AIA Georgia

ESCO

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#### Curtain Ad | 12 months | \$1,715

Exclusive position! Your ad will be showcased at the top of the website and when clicked on will expand for more content. Two files required: collapsed leaderboard and expanded billboard image. (Leaderboard 954 x 75 pixels, Billboard: 954 x 300 pixels)

#### Horizontal Banner | 12 months | \$1,590

Run of site. Only one ad space available with three advertisers rotating in each position. (468 x 60 pixels)

#### Rectangle Ad | 12 months | \$1,600

Run of site. Two ad spaces available; Only one advertiser in each position. (180 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.



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# **AIA Georgia Monthly eNewsletter**

# About the eNewsletter

Now more than ever, professionals consume information on the go. Our *AIA Georgia* Monthly 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 over 3,500 decision makers every month
- Frequently forwarded to others for additional exposure
- 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

On average AIA Georgia Monthly eNewsletter receives:

- Over 1,088 total opens per issue
- More than 560 unique opens per issue
- Average open rate of 24%

\*Traffic numbers from 08/2017 - 03/2018



AIA Georgia	a eNewsletter
Archive   Printer Friendly   Send to a Friend   www.aiaga.org	
State & Nati	onal News
UA Georgia will ce 2017 The Design i it the Ponce City h categories. We hav	esign Awards Call for Entries Now Open! Metaals Excellence in Design to end National Architecture Week, April 19-15, and Hoor Awards prementation will be held on April 15, 2017, tem 6-8 p and adapts Roothip Venuel The Call for Entries is now open and includen new ealso changed heus submission process to a two-part system. Please submit consideration this year!
Submission deadlin	re is March 3rd at 6pm. Early Bird ends February 24th.
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Day at the Capit	rgia "Day at the Capitol" State Grassroots Day AIA Georgia members from across the state are invited to attend on February 38, 2017. The 2017 Georgia General Assembly Session promess to be very interesting for architects. New insplation has been liker regarding 5240 and locring and advorther for studunal engineers that affects architects in the State. There will be plenty to report on and 15 LU cost to be had?
f 🗾 in	
	February 10th al 4pm during which Ryan Taylor will prefer an overwill of the origing process for amending and adopting Organity met en code. This will not be a structured continuing adducent programs to A can solid: commers to mAI AG at members to Jula for the meth meet of the Georgia Energy: Code Task Force on the valeweigh Thursday. It estimates the 2015 EICC, particularly adquet A in the commer et andreging to invest the 2015 EICC, particularly adquet A in the commer et andreging to invest the 2015 EICC, particularly adquet A in the commer et andreging to invest 2015 EICC, particularly adquet A in the commer et andreging to investigation of the discussion.
Natural Heat Pu Engineer Sustaina	imps red for
ARE & Cont	tinuing Education
Cobb Box Lur	nch "New Technologies in Construction Documentation", presented by Muttrivista February 15, 2017   12pm Eam: 1 AIAHSW Credit

ASSOCIATION SOLUTIONS



#### Square Tile (250 x 250 pixels)

#### 12 Months | \$2,100

- Only six spots available (3 rows of 2)
- Placed between popular sections of the eNewsletter

#### **Distributed monthly to:**

- Architects
- Allied members
- General subscribers
- Elected officials
- AIA officers and staff
- 3,500 including members, students members, and other subscribers

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

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