

MEDIA KIT

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

AIA Georgia Monthly eNewsletter ~ Website Advertising

FOR MORE INFORMATION, PLEASE CONTACT:
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aiageorgia.org

NAYLOR 
ASSOCIATION SOLUTIONS



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.

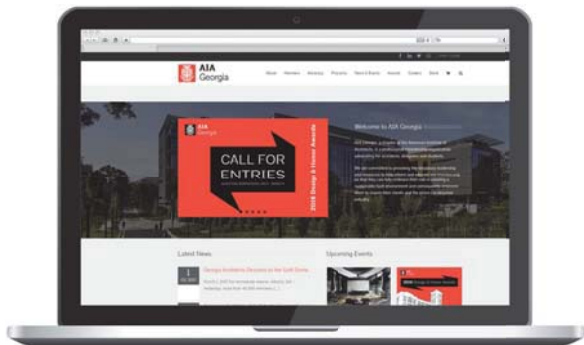
Consider allocating your marketing dollars with AIA Georgia to connect your marketing message to Georgia's **\$1.12 billion*** architecture industry.

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**
 - **Presidents**
 - **Supervisors**
 - **Owners**
 - **CEOs**
 - **Vice-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.

*Source: IBISWorld Report #54131

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.

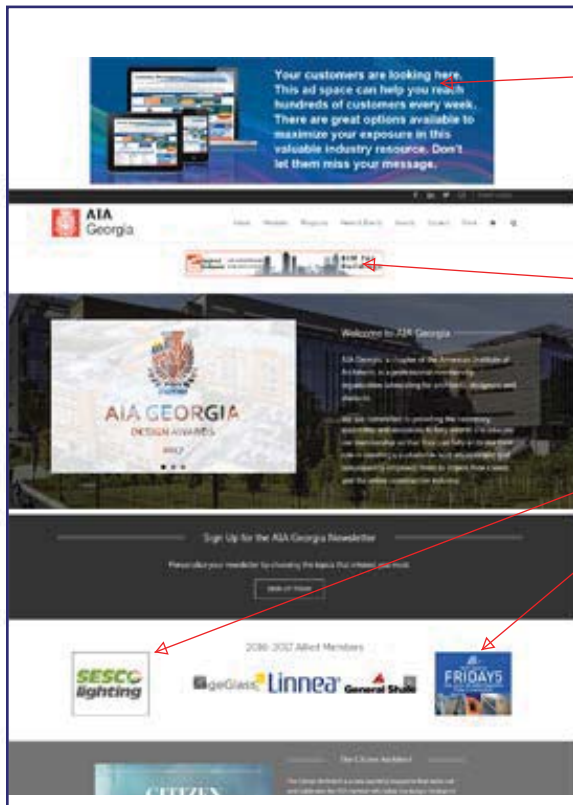
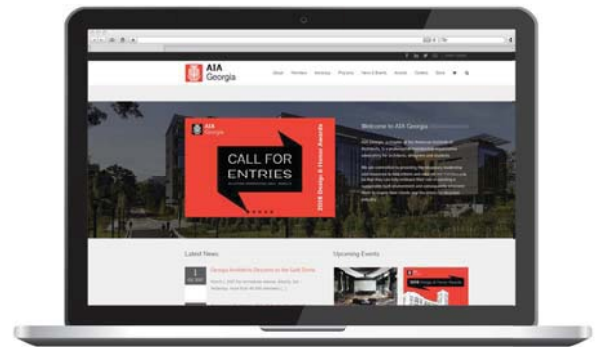
Features of AIA Georgia website advertising:

- 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
- Sessions lasting more than 1.40 minutes

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



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.

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



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

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