REACH MEMBERS WHO SPEND $2.82 BILLION A YEAR ON PRODUCTS AND SERVICES!

FOR MORE INFORMATION, PLEASE CONTACT:
Angela McDougall
Naylor Association Solutions
Project Manager
(800) 665-2456 ext. 3625
amcdougall@naylor.com
BUILD YOUR BRAND AND CONNECT WITH LEADERS IN THE LOS ANGELES ARCHITECTURE INDUSTRY.

CONTACT YOUR NAYLOR ACCOUNT EXECUTIVE FOR MORE INFORMATION!

Source: IBISWorld Report 54131
2017 AIA Los Angeles Marketing Questionnaire
Net Advertising Rates - Member Rates

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

<table>
<thead>
<tr>
<th>Full-Color</th>
<th>Member Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread</td>
<td>$3,986.50</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$3,129.50</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$3,049.50</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,429.50</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,583.50</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,196.50</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$908.50</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$692.50</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$530.50</td>
</tr>
</tbody>
</table>

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 [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

Member Listing Enhancement

Draw attention to your business by adding your full color or black-and-white logo to your listing in the AIA Los Angeles Membership Directory and Resource Guide. Your logo will increase awareness of your brand and make your listing stand out.

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.
AIA LOS ANGELES MEMBERSHIP DIRECTORY AND RESOURCE GUIDE

Net Advertising Rates - Non-Member
All rates include an Ad Link in the digital edition of the directory.

<table>
<thead>
<tr>
<th>Full-Color</th>
<th>Non-Member Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread</td>
<td>$4,429.50</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$3,399.50</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$3,319.50</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,699.50</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,759.50</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,329.50</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,009.50</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$769.50</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$589.50</td>
</tr>
</tbody>
</table>

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For the latest online specs, please visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)
AIA LOS ANGELES MEMBERSHIP DIRECTORY AND RESOURCE GUIDE DIGITAL EDITION

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

In addition to print, AIA Los Angeles Membership Directory and 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.

Readers can:
- Bookmark pages and insert notes
- Keyword search the entire magazine
- Navigate and magnify pages with one click
- Share articles on news and social networking sites
- View issues instantly from most smartphones and tablets
- View archives and find a list of articles for one-click access
- Read the issue online or download and print for later

www.naylornetwork.com/ail-nxt

1 Digital Large Toolbar
Member: $675
Your company name is a button on the toolbar, found in the top of every page next to frequently used navigational icons.

2 Digital Leaderboard
Member: $2,070
Located at the top of the digital edition, the leaderboard ad is displayed the entire time the publication is open, giving your message constant and lasting exposure.

3 Digital Skyscraper
Member: $2,070
The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

4 Digital Sponsorship
Member: $1,170
Your message will be prominently displayed directly across from the cover of the magazine. Animation capabilities are available.

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 www.naylor.com/onlinespecs
AIA LOS ANGELES MEMBERSHIP DIRECTORY AND RESOURCE GUIDE DIGITAL EDITION

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- View archives and find a list of articles for one-click access
- Read the issue online or download and print for later

www.naylornetwork.com/ail-nxt

Digital Large Toolbar
Non-Member: $750
Your company name is a button on the toolbar, found in the top of every page next to frequently used navigational icons.

Digital Leaderboard
Non-Member: $2,300
Located at the top of the digital edition, the leaderboard ad is displayed the entire time the publication is open, giving your message constant and lasting exposure.

Digital Skyscraper
Non-Member: $2,300
The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

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 www.naylor.com/onlinespecs
PRINT ADVERTISING SPECIFICATIONS

Directory Trim 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/adupload

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"
2 Page / 4 surface: 8.375" x 10.875"
Postcards: 6" x 4.25"
Heavy Card Stock Insert: 8.25" x 10.75"
Postal Flysheets: 8.5" x 11"

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

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).
## AIA LOS ANGELES MEMBERSHIP DIRECTORY AND 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.

- Appliances
- Architect
- Architectural Bar/Grills
- Architectural Graphics
- Architectural Hardware
- Architectural Rendering, Animations & Scale Models
- Assembly Contractors
- Associations
- Attorneys
- Audio/Visual/Acoustical
- Bollards
- CAD/BIM
- Ceilings
- Claims Dispute Resolution
- Code/Expeditor
- Computer Hardware
- Computer Software
- Construction Services
- Consulting & Design Services
- Consulting Engineers
- Continuing Education
- Contractor (General)/Construction
- Control Systems
- Cork Flooring
- Curtain Wall & Building Enclosure Systems
- Custom Home Builder
- Design/Build
- Desk Space For Rent
- Drawings/Renderings/Models
- Educational Facilities
- Electrical Engineers
- Elevators
- Energy Management
- Engineering
- Expert Witness/Testimony
- Failures/Structural Inspection
- Financial Services
- Furniture
- Gates/Perimeter Security
- General Building Products
- General Contractors
- Glass
- Glass Film
- Graphic Design
- Hardware
- Insurance
- Interiors
- Kitchen/Bath
- Landscape
- Landscape Architects
- Legal Services
- Lighting
- Marketing/Public Relations
- Metalwork
- Outdoor Furniture & Accessories
- Paint/Wallpaper
- Plumbing
- Printing
- Professional
- Project Management
- Photography
- Solar Design
- Structural Engineering
- Sustainable Design
- Tile/Stone/Flooring
- Walls
- Window Balances & Repair
- Windows/Doors
- Woodwork

One free listing with any size ad. Additional listings are $20 each. No limit. Please list new categories on this sheet.

\[ \text{Additional Categories X } \$20 = \$ \]

Initial: \[ \] Date: \[ \]