

AIA PHILADELPHIA MEDIA GUIDE

**Expand Your Reach in Philadelphia's
Architectural Industry**

FOR MORE INFORMATION, PLEASE CONTACT:

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NAYLOR 
ASSOCIATION SOLUTIONS



AIA PHILADELPHIA QUICK FACTS

- Our members are part of the nations' **nearly \$40 billion** architectural industry.*
- Our membership includes some of the largest architectural firms in the U.S. including: **EwingCole, Ballinger, Jacobs, BLT Architects, and KieranTimberlake.**
- The U.S. architectural industry's revenue is forecasted to increase at an annualized rate of **3.7% to \$45.2 billion** over the next 5 years.

TPA NEWS

eNewsletter

naylor-network.com/aip-nwl



philadelphiacfa.org

Website Advertising

www.philadelphiacfa.org



WHY ADVERTISE?

We are among the oldest and most distinguished of the American Institute of Architects. Our members are responsible for specifying products and services in the states' **multi-million dollar architectural industry** each year.

Our online communications connects you with industry architects, design professionals, City and State Government officials and Civic Thought Leaders in Philadelphia, Southern New Jersey, Wilmington, and Delaware.

aiaphiladelphia.org

Website Advertising

www.aiaphiladelphia.org



Audience Retargeting

Use AIA Philadelphia's audience retargeting solution to create highly targeted ad campaigns to reach your desired audience around the web.

*Source: IBISWorld Industry Report #54131



AIA
Philadelphia

CENTER / ARCHITECTURE + DESIGN

TPA NEWS eNEWSLETTER

WWW.NAYLORNETWORK.COM/AIP-NWL

Now more than ever, professionals consume information on the go. Our TPA News 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 7,300 decision-makers on a regular basis
- In addition to AIA Philadelphia 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 AIA Philadelphia publications and communications pieces
- 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



1 Top Squares

12 Months | \$2,650

- Only three spots available – NO ROTATION
- Located between popular sections of the eNewsletter

2 Middle Squares

12 Months | \$2,100

- Only three spots available – NO ROTATION
- Placed next to content and visible the entire time the eNewsletter is being viewed

3 Bottom Squares

12 Months | \$1,575

- Only three spots available – NO ROTATION
- Placed next to content and visible the entire time the eNewsletter is being viewed

Distributed every Wednesday

Sections include

- Hot Topics
- News Briefs
- Upcoming Events

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.

Disclaimer: Please note that the mockup shows overall newsletter layout, but exact ad location on the newsletter will vary based on the amount of editorial content supplied each issue.

AIA PHILADELPHIA WEBSITE

Advertising on the AIA Philadelphia Website – aiaphiladelphia.org

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

Features of AIA Philadelphia website advertising:

- Cross-promoted in other AIA Philadelphia 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, AIA Philadelphia receives:

- 6,319 new visitors per month
- 11,539 sessions per month
- 31,793 page views per month

*Traffic numbers from 1/2018 - 1/2019



1 Top Custom Banner 12 Months | \$2,950

- Run of Site Position
- Four Rotations
- 200 x 260 pixels

2 Middle Custom Banner 12 Months | \$2,400

- Run of Site Position
- Four Rotations
- 200 x 260 pixels

3 Bottom Custom Banner 12 Months | \$1,950

- Run of Site Position
- Four Rotations
- 200 x 260 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.

CENTER FOR ARCHITECTURE AND DESIGN WEBSITE

Advertising on the Center for Architecture and Design Website – philadelphiaca.org

Advertising on the Center for Architecture and Design website is a great way to reach architecture and built environment enthusiasts including members of AIA Philadelphia and other design professionals. Visitors log on to philadelphiaca.org to learn about Center events, programs, design competitions, facility rentals, and volunteer opportunities.

Advertising on philadelphiaca.org offers several cost effective opportunities to position your company as a leader in front of an influential group of design professionals.

Features of Center for Architecture and Design website advertising:

- Cross-promoted in other AIA Philadelphia 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, philadelphiaca.org receives:

- 3,670 new visitors per month
- 4,837 visits per month
- 12,170 page views per month

*Traffic numbers from 1/2018 - 1/2019



1 Top Custom Banner 12 Months | \$2,250

- Run of Site Position
- Four Rotations
- 200 x 260 pixels

2 Middle Custom Banner 12 Months | \$1,750

- Run of Site Position
- Four Rotations
- 200 x 260 pixels

3 Bottom Custom Banner 12 Months | \$1,250

- Run of Site Position
- Four Rotations
- 200 x 260 pixels

For the latest online specs, please visit

www.naylor.com/online specs

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AUDIENCE EXTENSION

EXTEND YOUR REACH beyond AIA Philadelphia's website through audience extension which displays your ad to users who have already visited AIA Philadelphia's site while they are visiting other sites across the web. Audience extension (also known as site retargeting) is a highly effective method of converting site visitors into purchasers, increasing your ROI and eliminating wasted impressions. **98% of consumers will leave a site without converting.** Here is your chance to re-engage them with a completely new level of performance and insight.

EXTEND YOUR ENGAGEMENT with AIA Philadelphia's already qualified audience by keeping your brand top of mind with leading architectural industry professionals. **AIA Philadelphia represents 263 member architecture firms and 228 affiliate companies.** These members and other industry professionals contribute to over **382,000 pageviews every year** to AIA Philadelphia's website.

HOW RETARGETING WORKS



PROGRAMMATIC PACKAGES

GO	PRO	PRO+
\$2,400*	\$2,700*	\$3,000*
60,000 Campaign Impression Goal	90,000 Campaign Impression Goal	120,000 Campaign Impression Goal

ALL PACKAGES INCLUDE:

- ✓ 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:

**3-Month Campaign Run*

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NAYLOR
PROGRAMMATIC NETWORK