



AIA Florida MEDIA KIT

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AIA Florida

THE FIFTH LARGEST CHAPTER OF THE AMERICAN INSTITUTE OF ARCHITECTS

AIA Florida members **specify, recommend and approve the purchase** of products and services for their firms. Members include **decision-makers** throughout Florida, including architects, CEOs, presidents, directors and managing partners.

\$34M

Our members spend over
\$30 million per year on
products and services.



Our members are responsible for more
than **\$188 million annually** in pre-
bid, bid-phase and post-bid projects.



Spending on residential
private construction has
increased to over **\$5 billion.**



Spending on non-residential
private construction has
increased to over **\$4 billion.**



AIA Florida

TIPS TO HELP ARCHITECTS AND DESIGNERS BUY FROM **YOU**:

- ♦ Become their **go-to expert** to ensure they **buy from you again and again**.
- ♦ **Be product/service specific**. Offer everything they need to know about the product you are selling.
- ♦ **Walk them through your product's** manufacturing process, quality and design features, ordering, turnaround and installation process.

WHERE SHOULD YOU FEATURE YOUR PRODUCTS AND SERVICES FOR THE **BIGGEST RETURN ON YOUR INVESTMENT?**

PRINT

- ♦ Print advertising is best for **building the brand and identity** of your product, service or company.
- ♦ Print advertising has **staying power** and often engages the reader for a longer period of time.
- ♦ We offer **three types of print advertising**:
 1. Display advertising
 2. Advertorials
 3. Outserts

DIGITAL

- ♦ Digital advertising is best for a **quick response** and brand building.
- ♦ Our digital formats reach your target audience with **limited competition from your competitors** due to space availability.
- ♦ We offer **two types of digital advertising**:
 1. E-newsletters
 2. Websites

Allow us to customize a solution for you.

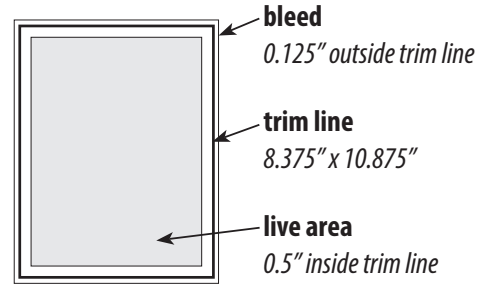




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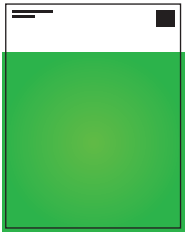
PRINT ADVERTISING SPECIFICATIONS

Page Size	8.375" x 10.875" (trim)
Full Page*	8.375" x 10.875"
Back Cover*	8.375" x 8.3"
1/2 Page Horizontal	7.875" x 4.937"
1/2 Page Vertical	3.875" x 10"
1/3 Page Block	5.187" x 4.937"
1/4 Page Block	3.875" x 4.937"
1/8 Page Horizontal	3.875" x 2.34"

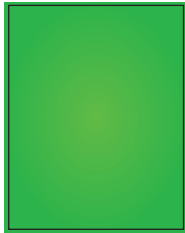


* Full-page ads are intended to bleed off the page (see example)

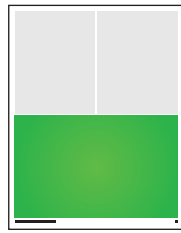
- ♦ Please include an **additional 0.125" of bleed** on each side of the page
- ♦ Keep all important information at least **0.5" from the trim line**



Back Cover (add bleed)



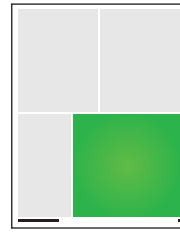
Full Page (add bleed)



1/2 Horizontal



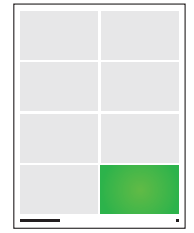
1/2 Vertical



1/3 Block



1/4 Block



1/8 Horizontal

PRINT ADVERTISING FILE REQUIREMENTS

- All artwork should be submitted as an Adobe InDesign, Illustrator, Photoshop or PDF file.
 - Please embed or include all fonts and graphics.
 - Full-page cover and tab ads must include a .125" bleed around the entire page and important content should be at least .5" away from the trim.
 - Graphics should visually appear high-resolution and have a minimum 300 DPI (dots per inch).
- NOTE: We cannot increase the quality of the image if the original is blurry, grainy or too small — graphics pulled from websites are generally too small to use.
- All colors should be created as CMYK process colors.
 - If you're ready to send us your ad, you can email it to us at graphics@innovativepublishing.com. Please upload files over 5 MB to our secure site.

AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all of the content for your ad, and we will design it for you at **no charge**.

PAYMENT TERMS

- Make checks payable to Innovative Publishing.
- American Express, MasterCard or Visa accepted.

PUBLISHER

Innovative Publishing, a national publisher of association and corporate magazines for more than 20 years, is the official publisher of *Florida/Caribbean Architect* and the *2018 Membership Directory*.



www.innovativepublishing.com



AIA Florida

DIGITAL EDITION

ADVERTISING ON THE AIA FLORIDA WEBSITE AIAFLA.ORG

Advertising on the AIA Florida website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to aiafla.org to learn about upcoming association events and discover ways to maximize their AIA Florida membership.

ON AVERAGE, AIAFLA.ORG RECEIVES:

- ◆ **13,345** page views per month
- ◆ **3,051** users per month
- ◆ **76%** of users access through desktop computers
- ◆ **19%** of users access through mobile phone

**Traffic numbers from 11/2016 - 11/2017*



AIA FLORIDA WEBSITE AD RATES

13 ad spots annually	Rate (Published Price)
(4) Rotating ROS 12-month Banner	\$2,500 per
(3) Rotating ROS 12-month Rectangle	\$1,950 per
(6) Rotating ROS 6-month Rectangle	\$1,350 per



Custom Banner | 485 x 77 pixels
Run of site. Only one ad space available with four advertisers rotating in each position.

Custom Rectangle | 233 x 150 pixels
Two run of site spaces available with four advertisers rotating per position.

E-NEWSLETTERS

Allow us to deliver your message to our membership straight from AIA Florida.
Great for promoting your products, services, events or press releases.

ONLINE ADVERTISING FILE SPECIFICATIONS

CUSTOM RECTANGLE

- ◆ **233 x 150 pixels**
- ◆ **JPG, GIF or Flash/SWF***
accepted
- ◆ **Max file size 100 KB**

HORIZONTAL BANNER

- ◆ **485 x 77 pixels**
- ◆ **120 x 240 pixels**
- ◆ **JPG, GIF or Flash/SWF***
accepted
- ◆ **Max file size 100 aKB**

WEBSITE FLASH GUIDELINES

- ◆ Publish or export .SWF file for Flash Player 9 and ActionScript 3.0.
- ◆ Bitmaps should have "smoothing enabled" for best presentation.
- ◆ All fonts, images, and support animations files should be embedded within the file.
- ◆ Do not use flash stage color as background; create a bottom layer and draw a solid filled box.
- ◆ Animation time limit is approximately 25 seconds (including multiple loops); a stop action is needed at the end of the animation.

