

Florida/Caribbean Architect and the 2017 Membership Directory

2016 Media Kit

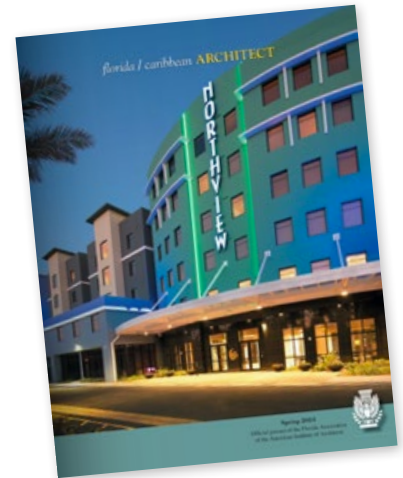


WHO ARE WE?

Our association, the fifth largest chapter of the American Institute of Architects, represents **decision-makers throughout Florida** who are responsible for purchasing or recommending products, services and equipment for their facilities, including:

- ◆ Architects
- ◆ Directors
- ◆ CEO's
- ◆ Managing Partners
- ◆ Presidents
- ◆ Vice-Presidents

ABOUT THE PUBLICATIONS



Florida/Caribbean Architect and the **2017 Membership Directory**

are the official publications of AIA Florida. These professionally designed publications are critical components of AIA Florida's communications program and feature relevant editorial for people directly involved in Florida's architecture profession. When our readers are ready to contract services and products, **make sure they think of you first.**

WHY AIA FLORIDA?

- ◆ Our members spend more than **\$34 million a year** on products and services.
- ◆ Our members are responsible for more than **\$188 million annually** in pre-bid, bid-phase and post-bid projects in Florida.
- ◆ Our members **specify, recommend and approve the purchase** of products and services for their firms.

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 2017 Membership Directory.



www.innovativepublishing.com

PLEASE CONTACT

Innovative Publishing
844.423.7272 TOLL-FREE
888.780.2241 FAX
advertise@innovativepublishing.com

EDITORIAL CALENDAR

Ad Sales Close/Artwork Due	Delivered to Members
FLORIDA/CARIBBEAN ARCHITECT MAGAZINE	
3/7/2016	April 2016
5/23/2016	July 2016
9/6/2016	October 2016
12/2/2016	January 2017

2017 MEMBERSHIP DIRECTORY

12/15/2016	February 2017
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NET ADVERTISING RATES: FLORIDA/CARIBBEAN ARCHITECT MAGAZINE AND THE 2017 MEMBERSHIP DIRECTORY

Size	1x Rate	5x Rate*
Cover	\$2,500	\$2,000 per
Full Page	\$2,200	\$1,450 per
Half Page	\$1,500	\$1,250 per
1/3 Page	\$900	\$750
1/4 Page	\$650	\$525
1/8 Page	\$475	\$395

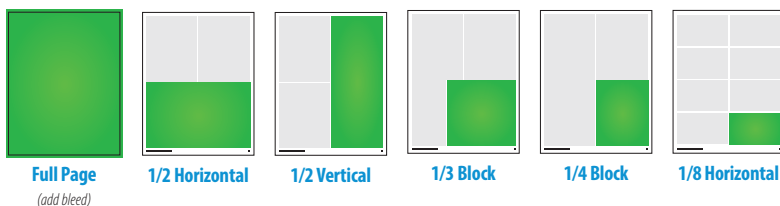
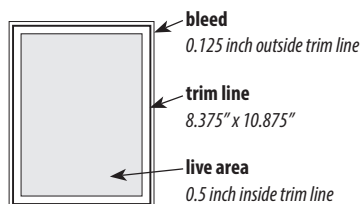
*5th is the 2017 Membership Directory

PRINT ADVERTISING SPECS

Page Size	8.375" x 10.875" (trim)
Full Page*	8.375" x 10.875"
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 page
- Keep all important information at least **0.5" from the trim line**



DIGITAL 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 ads must include a .125 inch bleed around the entire page and important content should be at least .5 inches 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 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.

DESIGN SERVICES

If you need help designing your ad, our graphic designers can design it for you at **no charge**.

PAYMENT TERMS

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

TO ADVERTISE, PLEASE CONTACT

Innovative Publishing

10629 Henning Way, Suite 8

Louisville, KY 40241

844.423.7272 TOLL-FREE

888.780.2241 FAX

advertise@innovativepublishing.com



www.innovativepublishing.com

ADVERTISING ON THE AIA FLORIDA WEBSITE

www.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:

- ◆ More than 2,550 unique visitors per month
- ◆ 3,607 visits per month
- ◆ 9,658 page views per month
- ◆ Sessions lasting more than 2:13 minutes

*Traffic numbers from 6/1/2013 - 6/1/2014



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
2 run of site spaces available with four advertisers rotating per position.

Online Specifications for Website Advertising

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

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