



A Chapter of the American Institute of Architects

2011

# MEDIA KIT

## Newsletter

### Circulation

The AIA-Vermont online newsletter is distributed directly to the email addresses of nearly 300 AIA-Vermont members on a quarterly basis. It is later archived on the organization’s website ([www.aiavt.org](http://www.aiavt.org)), where it may be viewed by a wider audience.

### Demographics

Readers are AIA-Vermont member architects and their member colleagues in the construction, engineering, building materials, planning, and other related industries. AIA-member architects are the most highly trained architects in the field, required to meet the rigorous requirements of AIA-National in a variety of knowledge areas. The AIA-Vermont newsletter provides member and nonmember advertisers with a unique opportunity to keep their architecture-related products and services top-of-mind among the Vermont architects who design, spec and purchase materials/services on behalf of their clients. Many of the largest and most prestigious built environment projects are managed by AIA architects.

### Advertising Frequency & Deadlines

The newsletter is published on the 15<sup>th</sup> of March, June, September, and December.

**Space reservations:** due no later than the 1<sup>st</sup> of the month of publication.

**Materials:** due no later than the 5<sup>th</sup> of the month of publication.

### Advertising Specifications & Rates

**File format:** digital—240 DPI jpg; RGB color.

Logo only ads may be gif.

**Sizes** (shown below):

#### Size A in pixels: 200 w x 138 h

Rates:

	Member	Nonmember
2 Issues	\$300	\$400
4 Issues	\$525	\$700

#### Size B in pixels: 200 w x 295 h

Rates:

	Member	Nonmember
2 Issues	\$525	\$700
4 Issues	\$900	\$1200

For a visual idea of ad sizes visit:  
[www.aiavt.org/resources/newsarchive/1110/#c2023](http://www.aiavt.org/resources/newsarchive/1110/#c2023)

### Submissions:

Submit ads to [info@aiavt.org](mailto:info@aiavt.org).

## Web Site

### Demographics

The AIA-Vermont web site received 20,331 visits in 2010; 10,682 from unique visitors to the site, including AIA-Vermont member architects and affiliates, Young Architect

Forum-Vermont members, architects from other states in the northeast and California, architecture students, policy makers, engineers, planners, developers, landscape architects, design and construction industry professionals, and the general public.

### Advertising/Promotion Opportunities

#### Employment Ads

As a privilege of membership, AIA-Vermont architect and affiliate members may place employment ads at any time during the year for \$100 per insertion, per position. Ads remain posted for 60 days. Employment ad copy should be emailed, as an attachment, in word or PDF format, to [info@aiavt.org](mailto:info@aiavt.org); ads will be placed after payment is received.

#### Web Images

AIA-Vermont members may place web images (of products, projects, logos) beside their member listings. With the abundance of web traffic to the AIA-Vermont site, these web images—linked to members’ own web sites—correspondingly increase traffic to members’ sites. Members who have web images report receiving inquiries and projects on the basis of their images on the AIA-Vermont web site.

Rate: \$95.

### Payments/Contact:

Check should be made out and sent to:

**AIA-Vermont**  
**88 Blackbird Lane**  
**Charlotte, Vermont 05445**  
**Phone: 802.425.6162**  
**Fax: 802.425.6165**  
**Email: [info@aiavt.org](mailto:info@aiavt.org)**  
**Web: [www.aiavt.org](http://www.aiavt.org)**