



A Chapter of the American Institute of Architects

2018 MEDIA KIT

Newsletter

Circulation

The AIA Vermont online newsletter, *AIAVT News*, is distributed directly by email to nearly 500 AIAVT members. The publication is later archived on the www.aiavt.org website, where it is viewed by a much wider audience of site visitors.

Demographics

Readers are AIAVT member architects, designers, and their 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 the AIA in a variety of knowledge areas.

The AIAVT newsletter provides advertisers with a unique opportunity to keep their architecture-related products and services top-of-mind among the Vermont community who design, specify, and purchase materials and services on behalf of their clients. Many of the largest and most prestigious built environment projects are managed by AIA architects.

Advertising Frequency & Deadlines

Newsletters are published in bulk issues on a quarterly basis on January 31, April 30, July 31, and October 31. However, with AIAVT's new responsive online format and news "card" feature, single, timely stories are published throughout the year—independent of the quarterly issues. *This means advertisers achieve more exposure than if only quarterly issues were published.*

Space Reservations:

Due no later than the 1st of the month of publication.

Materials:

Due no later than the 20th of the month of publication.

Advertising Specifications & Rates:

- **Size:** Recommended size 1000 pixels wide x 2000 pixels high (must be 1:2 ratio).
- **Fonts:** Should be sized for an effective display size of 350 X 700 pixels or approximately 3 X 6 inches, otherwise text and logo may become too small to read.
- **Format:** JPEG; RGB color; sRGB color space for best overall results on a variety of screens.

Rates:

Member	Nonmember
2 issues \$550	\$700
4 issues \$945	\$1200

See *AIAVT News* and actual ads: [AIAVT News Archive](#)

Submissions/ Payments/ Contact:

Make checks out to AIAVT; send to:

AIA Vermont

**P.O. Box 1115, Jericho Center,
VT 05465**

Phone: 802.448.2169

Submissions: info@aiavt.org



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Website (aiavt.org)

Demographics

The AIA Vermont website receives approximately 24,000 visits annually; 15,500 from unique visitors to the site—including AIAVT member architects, designers, and allied members in the construction, engineering, building materials, planning and other related industries—as well as architecture students, policy makers, engineers, planners, developers, and the general public.

Classified Advertising

AIAVT architect and associate members may place employment and architecture-practice-appropriate used merchandise ads at anytime during the year, free of charge.

Allied members and nonmembers may use this classified ad service for \$150 per insertion. Ads remain posted for 60 days. Classified ad copy should be emailed, as an attachment, in word or PDF format, to info@aiavt.org; ads will be placed after payment is received.

Promotional Opportunities: Web Images

AIAVT members may place web images (of products, projects, logos, headshots) beside their directory listings at [AIAVT member listings](#). With the abundance of web traffic to aiavt.org, these images correspondingly increase traffic to members' sites. Members who place images report receiving inquiries and projects on the basis of these placements.

Rate: First image: \$100. Firms with multiple members may place second images at second member's listing for \$65. Headshots: \$35.

Photo Image Spec's:

- **Size:** Recommended size is 2000–3000 pixels on the longer edge (height or width); for example, both 1500 X 2000

and 2000 X 3000 sizes meet this recommendation.

- **Format:** JPEG; RGB color; sRGB color space for best overall appearance on a variety of screens.

Logo Image Specs:

- **Size:** Recommended size 1000 X 2000 pixels on the longer edge (height or width); for example, both 750 X 1000 and 1500 X 2000 sizes meet this recommendation.
- **Format:** JPEG or PNG, RGB color, sRGB color space for best overall appearance on a variety of screens.

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