



A Chapter of the American Institute of Architects

2019 MEDIA KIT AIAVT News

Circulation

AIA Vermont's news stories are published throughout the year on aiavt.org at an average of 9 articles per quarter. The AIA Vermont e-newsletter, *AIAVT News*, is a digest of these online articles, collected and distributed directly by email to nearly 500 AIAVT members on a quarterly schedule.

Demographics

In 2018, AIAVT's e-newsletter had an open rate of 48%, compared to the industry average of 21.6%, and a click rate of 28%, compared to the industry average of 2.4%

The AIA Vermont website receives approximately 24,000 visits annually; 15,500 from unique visitors to the site.

Readers are AIAVT member architects, designers, and their colleagues in the construction, engineering, building materials, planning and other related industries.

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

With AIAVT's new responsive online format and news "card" feature, single, timely stories are published throughout the year. These stories are collected in digest form, and published quarterly to an e-mail newsletter, sent directly to members on January 31, April 30, July 31, and October 31. Advertisements are placed both alongside the individual news stories, as well as in the e-mailed newsletter digest, and are linked directly to your website. *This means advertisers achieve more exposure than if only quarterly issues were published.*

Space Reservations:

Ad space can be reserved on a rolling basis for online news stories. Inclusion in AIAVT's email newsletter should be reserved by the 15th 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.

Website Ads & Newsletter Rates:

	Member	Nonmember
6 months	\$550	\$700
12 months	\$945	\$1200

See *AIAVT News* and actual ads:

[AIAVT Online News Article](#)
[AIAVT E-Newsletter](#)

Submissions/ Payments/ Contact:

Submissions/questions:
info@aiavt.org, Phone: 802.448.2169

Make checks payable to AIAVT:

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