



A Chapter of the American Institute of Architects

2023 MEDIA KIT  
**AIAVT News**

**Circulation**

AIA Vermont’s news stories are published throughout the year on [aiavt.org](http://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 and subscribers on a quarterly schedule.

**Demographics**

AIAVT’s e-newsletter has shown impressive engagement rates, with 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.

Keep your 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 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 email newsletter. 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 15<sup>th</sup> of the month of publication.

**Materials:**

Due no later than the 20<sup>th</sup> of the month of publication.

**Advertising Specifications**

- **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.

**Banner Ad Rates:**

|           | Member     | Non-Member |
|-----------|------------|------------|
| 6 months  | \$675.00   | \$875.00   |
| 12 months | \$1,150.00 | \$1,350.00 |

See *AIAVT News* and actual ads: [AIAVT Online News Article](#)  
[AIAVT E-Newsletter](#)

**Contact:**

Submissions/questions: [info@aiavt.org](mailto:info@aiavt.org)  
Phone: 802.448.2169

**Payment:**

Pay with a CC at [www.aiavt.org/pay](http://www.aiavt.org/pay)  
Make checks payable to AIAVT:  
AIA Vermont  
47 Maple Street, Suite 211B Burlington,  
VT 05401

**Banner Ad Example**



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