



AIA Vermont

AIA Vermont Sponsored News Story Advertising

Known as “Advertorials”, “Partner Content”, or “Sponsored Articles”, AIA Vermont is offering a new opportunity for our sponsors to create an advertisement in the form of a news story. This story would be posted to AIA Vermont’s website, and be included in our quarterly e-newsletter, which is a digest of all new website news content that is sent directly to AIAVT members via email.

The “Advertorial” is an opportunity to feature your company, product or service in an in depth written piece of original content supplied to AIA Vermont for inclusion in our newsletter and website.

Parameters and Expectations:

- Your company will supply original, written content for use in the advertorial.
 - Your content idea should be sent in the form of a short pitch prior to drafting the full article. The pitched idea will be reviewed by AIAVT’s communications committee in order to ensure the proposed content is appropriate for the format and audience.
- AIA Vermont will retain editorial oversight and work with you to finalize the copy for publication.
- Length: Not to exceed 1000 words.
- The inclusion of visual content is highly encouraged, and could be graphics or photos that support the written content.
- The story can include a link to your website, and contact information for your company
- The content should be made up of valuable information for our members. A description of a new product, a case study of your services, or a description of the incorporation of your company’s products into a new building project that is taking place in Vermont (and was designed by an AIAVT member!) are examples of content that could be valuable to members and readers.
- Cost: \$700 for each original advertorial news story
- Frequency: there is a limit of **1 advertorial news story per quarterly publication** of AIAVT’s Newsletter. Stories will, however, remain available on AIAVT’s website in our news archive beyond the quarter of publication.
- The news story will include the text, “This news story features branded content from ____ Company”, or “This is a sponsored article from _____(company name)____” under the article title.
- The story will include the following disclaimer at the bottom of the webpage: *Opinions expressed in AIAVT News are those of the writers to whom they are attributed and not AIAVT, unless specifically stated. Neither this Chapter, nor the Executive Committee, any Chapter*



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committee, nor any of its officers, directors, committee members or employees, in an official capacity as such, shall approve, sponsor or endorse, either directly or indirectly, any public or private enterprise operated for profit, or any material of construction or any method or manner of handling, using, distributing or dealing in any material or product.

AIAVT Newsletters are published quarterly as an email digest on the following schedule:

- 1/31
- 4/31
- 7/31
- 10/31