MEDIA KIT

AIA Potomac Valley Advertising Opportunities

- www.aiapv.org website
- *Potomac Valley Architect* eNewsletter

CONTACT

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WHO WE ARE

AIA Potomac Valley
A local chapter of the American Institute of Architects and vibrant organization of architects and architectural associates working to make a better environment through architecture in the Maryland counties of Allegany, Charles, Garrett, Frederick, Montgomery, Prince Georges and Washington.

630+
We represent over 630 architects and architectural associates throughout 7 counties in the DC/Maryland/Virginia metropolitan area.

160+
Our 160+ member firms and designers practice architecture of all types and scales, within the Washington, DC region, throughout the U.S., and around the world.

LEAFHouse • 3907 Metzerott Road
College Park, MD 20740
info@aiapv.org • 301.935.5544

www.aiapv.org
Website Advertising
aiapv.org/Website_Advertising

Advertising on the AIA Potomac Valley website is a great way to reach member and non-member visitors with your marketing message. We offer several cost-effective packages with **banner or half-skyscraper ads** placed on the most-visited pages that will serve to position your company in front of AIA professionals, the design community and the public.

**835+ hits per month • 3,478 pages viewed per month**
*Figures based on website traffic data averages for January – December 2019*

AIAPV members, including architect and allied members, receive a 25% discount.

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**Banner Ad, Home Page Only** | $300 – $1350
**Banner Ad, Calendar and Job Board Pages** | $200 – $900
**Half Skyscraper Ad, Job Board and Awards Pages** | $200 – $900

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**Two ad positions**
- **Banner** (720 x 90 pixels • rotating) • 3 select pages • Maximum 4 advertiser positions
- **Half Skyscraper** (180 x 300 pixels • static) • 2 select pages • Maximum 2 advertiser positions
eNewsletter Advertising
aiapv.org/Newsletter_Advertising

Potomac Valley Architect eNewsletter connects AIAPV members with timely news, programs and opportunities within the broader AEC community and beyond.

1470 subscribers • Distributed bi-weekly
30% Avg. Open Rate • Opt-in subscription

All ads must be created by the advertiser. AIA Potomac Valley does not provide graphic design services for ad creation. AIAPV members, including architect and allied members, receive a 25% discount.

**Block or Banner Ad** | $75 per placement; $225 for 4 ads
**Maximum 3 ads per issue** | Block ad (2); Banner ad (1)

**Two ad positions**

- **Horizontal /Banner Ad** (400 x 75 pixels • static)
  Placement directly after Chapter News

- **Block Ad** (180 x 150 pixels • static)
  Placement in middle of Education and Events

Your message is delivered directly to design industry professionals

**Newsletter Event Promotion**
aiapv.org/Newsletter_Event_Promotion

- $50/event; $25/repeat promotion
  Placement within Education and Events
- Includes representative image, brief description, date, time, location, registration info, weblink
- Option: submit all event info in one promotional image (400 x 300 pixels) with weblink
ADVERTISEMENT GUIDELINES

AIA Potomac Valley members are a design-savvy audience. In order to make your ad stand out and receive a high click-thru rate, please consider the following design suggestions:

**Limit your word count.**
Keep it short and simple. Too much information can have a negative impact and lead to a low click-thru rate, while well written content and a strategically designed ad can dramatically increase click-thru rates.

**Use a “hook” phrase.**
To entice potential clients, a well-conceived tagline or catchy phrase is key. To hook the viewer and increase the click-thru rate, it’s important to have a brief “Call to Action” phrase.

**Be design-savvy.**
A picture is worth a thousand words. Complementary colors, font selection, and typography treatment are essential. Please keep in mind the red used on AIAPV’s website and in our weekly eNewsletter. AIA red is R: 250; G: 65; B: 50.

**Follow ad specs.**
Advertisements can be submitted in PNG, JPG or GIF format. eNewsletter banner ads are static; website ads may be rotating or static.

Please keep these design principles in mind to make your ad stand out. AIA Potomac Valley must approve all ad copy and design prior to posting of ad.