



MEDIA KIT

**Get your message in front of the
largest chapter of AIA in the nation!**



AIANY

***Oculus* magazine
e*Oculus* eNewsletter
Website Advertising**

FOR MORE INFORMATION, PLEASE CONTACT:

www.aiany.org

NAYLOR 
ASSOCIATION SOLUTIONS



Oculus
print and digital
quarterly magazine



aiany.org
website advertising



eOculus
weekly eNewsletter

Why AIANY?

- We represent approximately **half of all the architects** in New York City.
- New York has the **second largest architectural market** in the United States.
- In a recent AIANY reader survey, **3 out of 4** respondents stated that they were **more likely to consider purchasing** products and services from companies who advertise.

Your Reach:

Connect with the **largest and oldest AIA chapter** when you participate in AIANY communications and reach:

- Architects
- Construction Managers
- Contractors
- Engineers
- Facility Planners
- Graphic Designers
- Interior Designers
- Landscape Architects
- Library and Hospital Directors
- Public Officials
- University and College Leaders
- Urban Planners and Designers

There's never been an easier way to reach members of the second-largest architectural market in the nation.

Contact your Naylor account executive today!

Advertising on the AIANY Website – aiany.org

Advertising on the AIANY website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to aiany.org to learn about Chapter events, Chapter initiatives and discover ways to maximize their aiany.org membership. People also visit aiany.org to get more information on the Center for Architecture's exhibitions and programming. Advertising on aiany.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of architects.

Features of AIANY website advertising:

- Cross-promoted in other AIANY publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

On average, aiany.org receives:

- Nearly 18,358 unique visitors per month
 - Nearly 30,748 visits per month
 - More than 94,950 page views per month
 - 3.09 page viewed per visit
- *Traffic numbers from January June 2016*

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

For the latest online specs, please visit: www.naylor.com/onlinespecs

Home Page Vertical Banner Ad | 120 x 240 pixels 12 months | \$2,500

- Two vertical banner ads available with three advertisers rotating in position
- Types of creative accepted: JPG/GIF and Flash
- File size must be no greater than 100kb
- Animation must be no longer than 25 seconds

Sub-Page Vertical Banner | 120 x 240 pixels 12 months | \$2,400

- Two vertical banner ads available with three advertisers rotating in each position
- Types of creative accepted: JPG/GIF and Flash
- File size must be no greater than 100kb
- Animation must be no longer than 25 seconds

Calendar of Events Skyscraper 12 months | \$4,325

- Only one Skyscraper ad is available with two advertisers rotating in position
- Types of creative accepted: JPG/GIF and Flash
- File size must be no greater than 100kb
- Animation must be no longer than 25 seconds
- 120 x 600 pixels

