



AIA
New York

Oculus

2018 MEDIA PLANNER

**Reach the largest AIA
chapter in the nation!**

CIRC & STATS

Who is *Oculus*?

Oculus is a quarterly magazine that asserts the identity and advocacy of architects in New York. *Oculus* explores issues relevant to architectural discourse and practice in the New York region. Each issue carries an overarching theme, with the spring issue featuring the winning projects of the annual AIANY Design Awards.

Why *Oculus*?

- 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 in *Oculus*.
- We represent **approximately half** of all the architects in New York City
- New York has the **second largest architectural market** in the United States
- AIANY is the **largest and oldest** AIA Chapter
- New York firms work on projects all over the world

CHAPTER	NUMBER OF SUBSCRIBERS	PERCENT OF STATE
Bronx	39	0%
Brooklyn	593	7%
Buffalo	272	3%
Central	214	2%
Eastern	334	4%
Long Island	597	7%
New York City	5018	58%
Peconic	120	1%
Queens	356	4%
Rochester	301	4%
Southern New York	101	1%
Staten Island	71	1%
Westchester/MHV	579	7%
	8595	100%

Who do we Reach?

93% of *Oculus* subscribers are located in New York State.



IN THE MAGAZINE

Advertise with *Oculus*

Target influential architectural professionals in New York who use *Oculus* as a resource to stay up to date on the latest trends in urban design and stay current on everything their AIA chapter is doing. Situated alongside high quality editorial, your ad will be seen by architects who trust AIANY and *Oculus* Magazine.



	2018 EDITORIAL TOPICS	BONUS DISTRIBUTION
Winter 2018 Issue Ad Close: November 6 Materials Due: November 10	Architecture in the Public Eye	Social Housing Symposium Monthly Oculus Book Talk
Spring 2018 Issue Ad Close: February 23 Materials Due: March 1	AIA New York Design Awards	AIA Honors and Awards Luncheon Monthly Oculus Book Talk
Summer 2018 Issue Ad Close: April 26 Materials Due: May 2	New York Past, Present, Future	AIA National Convention: June 21-23 Monthly Oculus Book Talk
Fall 2018 Issue Ad Close: July 30 Materials Due: August 3	Materials and Interiors	Archtober Festival: October, 2018 Architectural Record's Innovation Conference: October 19 Monthly Oculus Book Talk



Digital Edition Sponsorship \$2,450

In addition to print, *Oculus* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. **Each issue is emailed directly to readers and posted on the AIANY website.**



Digital Edition Sponsorship Includes:

- Digital Toolbar
 Your company name displayed as a button on the toolbar, found in the top-right corner of every page of the digital edition, next to frequently used navigational icons.
- Full Page Ad
 Your ad will be prominently displayed directly across from the cover of the magazine.
- Digital Skyscraper
 The Skyscraper ad displays the entire time the digital edition is open, giving your message consistent and lasting exposure.
- Ad Link
 Ad links increase traffic from your ad in the digital edition to your company's website or a corporate email address.
- Logo
 Your logo will appear on the email deployed to readers notifying them of the release of the digital edition.

Oculus Advertising Specifications and Rates

Magazine Trim Size: 8.375" x 10.875"

<p>Full Page Bleed 8.625" x 11.125"</p> <p>Live Area 7" x 9.5"</p> <p>Full Page Spread Bleed 17" x 11.125"</p>	<p>Full Page Non-Bleed 7" x 9.5"</p>	<p>1/2 Page Vertical</p> <p>3.333" x 9.5"</p>	<p>1/2 Page Island</p> <p>4.583" x 7"</p>
---	---	--	--

<p>1/2 Page Horizontal</p> <p>7" x 4.583"</p>	<p>1/3 Page Square</p> <p>4.583" x 4.583"</p>	<p>1/3 Page Vertical</p> <p>2.166" x 9.5"</p>	<p>1/3 Page Horizontal</p> <p>7" x 3"</p>
--	--	--	--

<p>1/4 Page Vertical</p> <p>3.333" x 4.583"</p>	<p>1/8 Page Horizontal</p> <p>3.333" x 2.166"</p>
--	--

Marketplace Section

Please submit ad materials to **upload.bnppmedia.com**. Follow the site prompts and submit the files.

Rates

PRINT	1X	2X	4X
Full Page	\$3,500	\$3,000	\$2,750
1/2 Page	\$2,500	\$2,075	\$1,750
1/3 Page	\$2,300	\$1,885	\$1,475
1/4 Page	\$1,750	\$1,400	\$1,150

DIGITAL EDITION SPONSORSHIP \$2,450

Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Note: Text placed outside the live area within any full-page ad may be cut off. Please keep text within the live area at all times.

Full-Page Live Area: 7" x 9.5"

Oculus

Contact Your Oculus Sales Representative Today!

Alex Bachrach

Publisher
BachrachA@bnpmedia.com
646-849-7110

Joe Sosnowski

New England and Eastern PA
SosnowskiJ@bnpmedia.com
610-278-7829

Bruce Smith

Midwest IL, IN, IA, MN, MO, WI
SmithB@bnpmedia.com
224-216-7836

Lisa Zurick

KY, MI, OH, OK, Western PA,
TX and Eastern CAN
ZurickL@bnpmedia.com
513-823-0248

Bill Madden

AZ, CA, CO, ID, MT, NM, NV, OR,
UT, WA, WY and Western CAN
bill@maddenandassociates.net
503-260-9679

Risa Serin

FL, KS, ND, NE, NY, SD and International
SerinR@bnpmedia.com
646-849-7130

Wesley Loon

AL, AR, DC, GA, LA, MD,
MS, NC, TN, SC, VA, WV
LoonW@bnpmedia.com
859-414-3795



Helping People Succeed in Business with Superior Information

2401 West Big Beaver Road, Suite 700, Troy, MI 48084