

MEDIA KIT

AIA Potomac Valley Advertising Opportunities

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

CONTACT

David Iams, Executive Director

P 410.212.2945 E david@aiapv.org



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.

700+

We represent over 700 architects and architectural associates throughout 7 counties in the DC/Maryland/Virginia metropolitan area.

260+

Our 260+ 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

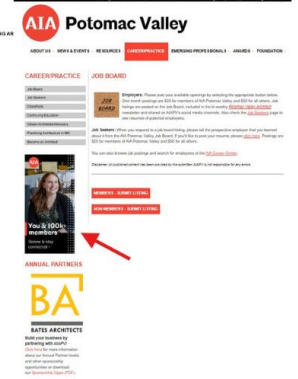
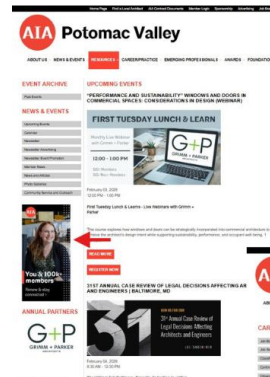
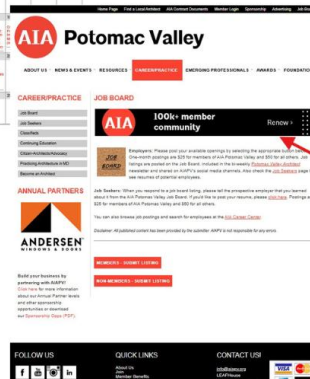
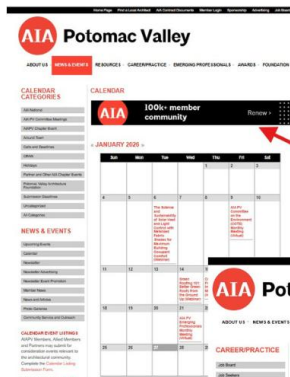
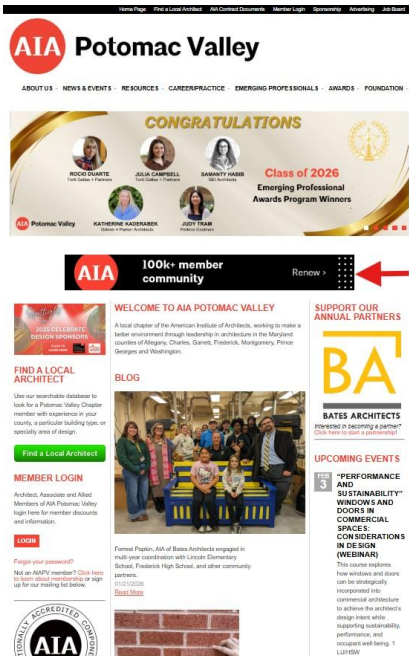
Advertising on the AIA Potomac Valley website is a great way to reach member and non-member visitors with your marketing message. We offer several cost-effective packages with banner or half-skyscraper ads placed on the most-visited pages that will serve to position your company in front of AIA professionals,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

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

Banner Ad: Home Page Only | \$300 – \$1350

Banner Ad: Calendar and Job Board Pages | \$200 – \$900

Half Skyscraper Ad: Job Board or Events & Awards Pages | \$200 – \$900



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.

1800+ subscribers • Distributed bi-weekly
40–55% 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 Horizontal Ad | \$50/\$75 per placement
\$150/225 for 4 ads
Maximum 3 ads per issue | Block ad (2); Banner ad (1)
Two ad positions

- Horizontal Ad (300 x 150 pixels • static)
Placement directly after Potomac Valley Events
- Block Ad (180 x 150 pixels • static)
Placement directly after Chapter News or first section

FIRST TUESDAY LUNCH & LEARN

Monthly Live Webinar with Grimm + Parker

12:00 - 1:00 PM

S/O Members
SIS/ Non-Members



CONSULTANT INTEGRATION TO ACHIEVE PERFORMANCE IN BUILDING DESIGN, CONSTRUCTION, AND OPERATIONS

November 4, 12:00 – 1:00 PM
Webinar | 1 LU/HSW | REGISTER

This course will cover the various ways that building science and materials testing can be used by specialized consultants to help understand and improve the performance of your building. Time will be spent on ways that consultants can be integrated into your process to help with the building enclosure, the structural systems, due diligence activities and code compliance. Examples will also be provided of integrated consulting on a range of projects from practice in the local Mid-Atlantic Area and in various other zones.

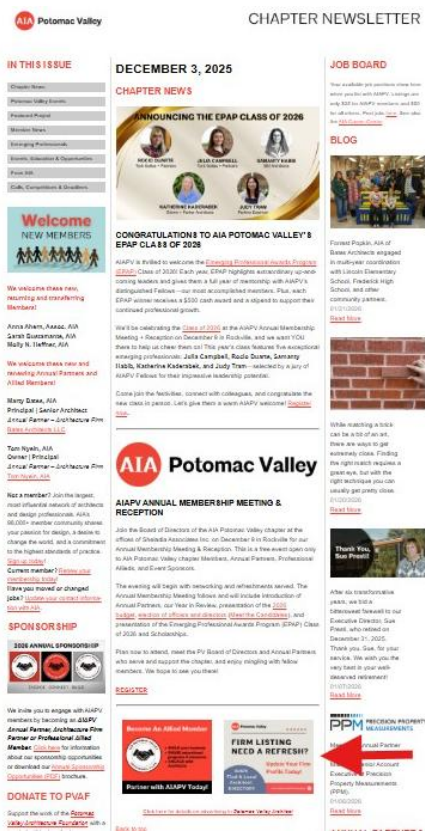
AIA POTOMAC VALLEY COMMITTEE MEETINGS – JOIN US!

Sep 17 | Emerging Professionals Committee 6:30 PM | Zoom
Sep 19 | Advocacy Committee 12:00 PM | Zoom
Oct 10 | Committee on the Environment (COTE) 11:00 AM | Zoom

Need accurate As-Built plans for your next project?

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Your message is delivered directly to design industry professionals

Newsletter Event Promotion
aiapv.org/Newsletter_Event_Promotion

- \$50/event; \$25/repeat promotion
Placement within Events, Education & Opportunities

Eblast Event Promotion
aiapv.org/content.php?page=Advertising

- \$125/event for AIAPV members; \$225 for Non-members
Sent via direct email to AIAPV's 1,800+ distribution list

ADVERTISEMENT GUIDELINES

AIA Potomac Valley members are a design-savvy audience. In order to make your ad stand out and receive a high click-through 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-through rate, while well-written content and a strategically designed ad can dramatically increase click-through 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-through 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 or JPG 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.