

Updated January 10, 2006

AIA Honolulu Advertising Opportunities & Rates*

*These rates are subject to change without advanced notice. All pre-paid ads will be honored as rate transacted.

- I. **The AIA Honolulu e-Vent Update**
- II. **The AIA Honolulu MEMO (Chapter Newsletter)**
- III. **The AIA Honolulu Website (www.aiahonolulu.org)**

General Information

When you advertise with AIA Honolulu, you deliver your message to a target audience of architects and building design professionals. There are also additional opportunities to reach this sought-after group – your message can be carried to trade shows, professional conferences and online.

AIA Members, Associate Members, and Local Allied Members in good standing with the AIA Honolulu Chapter are eligible to receive discounted member rates.

All placements must be submitted for approval. AIA Honolulu reserves the discretionary right to refuse any advertisement based on content and space availability. AIA Honolulu does not exclusively endorse any product or service nor should any paid advertisement be construed as such.

To assist in keeping administrative costs low, please note that payment is required for all advertisements at time of placement. NEW! Online payment will be available in early 2006. Go to our new web site at www.aiahonolulu.org and click on the drop down “Sponsorship” link in the “Membership” section. Here you can access the online reservation and payment form. You may pay online by Mastercard or Visa. Once your ad is placed online, we will email you confirmation including payment receipt and ad run date. Phone orders are accepted, however we must receive your payment in advance of running your ad.

Questions, please call Bonnie McIntyre, Membership Coordinator at 808-545-4242.

(I.) AIA Honolulu e-Vent Update

**We recommend you place your e-orders at least 7- 10 days in advance to insure placement:

The **AIA Honolulu e-Vent Update** is our Chapter’s weekly email publication with a circulation of over 600 emails distributed mid-week. The focus of the *eVent Update* is to highlight upcoming AIA Honolulu news and events to our members including continuing education programs for architects, AIA Honolulu committee and Board meetings, University of Hawaii School of Architecture programs, community events of interest to members, and classified ads/job postings.

E-Vent Update Featured Advertiser: Placement is for single issue date of your choice (pending availability)

The Featured Advertiser’s message and logo appears prominently at the beginning of the email. There is one Featured Advertiser per *eVent Update*. Placement is confirmed on a first-come first-served basis.

- Text of 75 words
- One electronic logo– either jpg or gif format, compressed to 72dpi.
- One hyperlink to your web site
- Optional: One link to a PDF attachment less than
- Cost:

Member	\$75
Non-Member	\$150

Advertising Section: Classified Ads or Announcements of Interest to Members – (Text Only; no logo)

The Advertising Section appears at the end of the email message.

- Classified Ads for architecture-related positions are welcome.
- Paid program announcements of interest to AIA members may also be submitted for approval in this advertising section. Discounts to non-profit organizations may be available; call for details if you are a NPO.
- Text requirements: no more than 75 words, or 25 -30 words with one link to PDF document or brochure of limited size.
- One email link to your contact person included.
- Cost:

Member	\$40
Non-Member	\$80

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(II.) The AIA Honolulu MEMO

The MEMO is planned as a **Bimonthly publication in 2006, beginning with Jan/Feb 2006 issue to be mailed end of January 2006.** The AIA Honolulu MEMO is the Chapter's featured member newsletter now published 6 times a year with a circulation of approximately 900 architects and building design professionals. A typical issue is 16 pages not including inserts.

MEMO INSERTS:

Pre-Printed Insert – One page (8 ½ x 11 inches)

Advertiser must supply 900 pre-printed pieces for inserting. Inserts may be one- or two-sided. If insert is larger or smaller in size, mailing envelopes must be provided. If insert is heavier than standard 25 lb. stock, a fee for additional postage will be added; contact us for overweight inserts

- Member **\$300**
- Non-Member **\$500**

MEMO PRINT ADS:

Display Ads

- Digital files or text only. Digital files should be tif, jpg or pdf.
- Full page: 7 ½ x 9 ¾ inches
- ½ page: Horizontal – 7 ½ x 4 ¾ inches; or Vertical – 3 ½ x 9 ¾ inches
- ¼ page: Vertical – 3 ½ x 4 ¾ inches

	<u>Full Page</u>	<u>½ Page</u>	<u>¼ Page</u>
Member	\$300	\$200	\$100
Non-Member	\$500	\$350	\$200

Classified Ads – 1/8 page (3 ½ x 2 inches)

AIA Honolulu can assist with basic text layout if required.

- **Member \$75**
- **Non-Member \$150**

FREQUENCY DISCOUNTS:

To receive a MEMO Insert or Display Ad frequency discount, advertisers must prepay and place advertisements within a calendar year (January – December). Frequency discounts are not available for Classified Ads. Choose either option below:

- **5 pre-paid placements 50% off 5th placement**

(III.) AIA Honolulu Web Site- NEW in 2006!

Visit www.aiahonolulu.org

The newly launched AIA Honolulu website is a primary point of contact for our AIA members and the general public. Good design makes a difference!

Opportunities will be available for sponsorship spots and classified ad listings. Contact Amy Blagriff, Executive Vice President, AIA Honolulu if interested in learning more.

Call (808) 545-4242 or email amy@aiahonolulu.org.