Connect with 4 out of 5 architects in Maryland.

AIA Maryland Annual Membership Directory, Maryland Architect E-News

FOR MORE INFORMATION, PLEASE CONTACT:  www.aiamd.org
Architecture in Maryland

- Architectural firms in the state are responsible for more than $18 billion a year in local construction spending.
- Our members represent 4 out of 5 architects in the state.
- Our member firms are responsible for nearly $100 million annually in earnings from locally based projects.
- Our members include some of the largest architectural firms in the state, including Ayers Saint Goss, Design Collective Inc., Gensler, GWWO Architects and Hord Coplan Macht Inc.

AIA Maryland Members at a Glance

We represent the key stakeholders in Maryland's more than $100-million-a-year architectural industry. Our members' projects contribute directly to the $18 billion a year in construction spending in Maryland.

Key stakeholders include:
- Architects
- Architectural Drafters
- Construction Administrators
- Design Consultants
- Engineers
- Graphic Designers
- Interior Designers
- Project Managers

Build your brand with us and reach members in some of the largest firms in the state. Participate today!

Source: http://www.bizjournals.com/baltimore/subscriber-only/2013/06/07/baltimore-largest-architecture-firms.html
Connect with 4 out of 5 architects in Maryland.

Maryland Architect E-News

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Source: [http://www.bizjournals.com/baltimore/subscriber-only/2013/06/07/baltimore-largest-architecture-firms.html](http://www.bizjournals.com/baltimore/subscriber-only/2013/06/07/baltimore-largest-architecture-firms.html)
### Net Advertising Rates

All rates include an Ad Link in the digital edition of the directory. AIA Maryland members receive a 5% discount off of posted rates.

#### Revisions and Proofs: $50.00

#### Position Guarantee: 15% Premium

#### Full Color Rates

<table>
<thead>
<tr>
<th>Position</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double-Page Spread</td>
<td>$2,569.50</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$2,309.50</td>
</tr>
<tr>
<td>Inside Front or Inside Back Cover</td>
<td>$2,099.50</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,779.50</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$1,529.50</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>$1,319.50</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,119.50</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$869.50</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$679.50</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$529.50</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$409.50</td>
</tr>
</tbody>
</table>

#### Black and White Rates

<table>
<thead>
<tr>
<th>Position</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1,049.50</td>
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</tr>
<tr>
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<td>$399.50</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$309.50</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$239.50</td>
</tr>
</tbody>
</table>

#### Digital Edition Branding Opportunities

<table>
<thead>
<tr>
<th>Branding Opportunity</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsorship</td>
<td>$599.50</td>
</tr>
<tr>
<td>Toolbar</td>
<td>$399.50</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>$699.50</td>
</tr>
<tr>
<td>Ad Jolt Upgrade</td>
<td>$200</td>
</tr>
</tbody>
</table>

#### Direct Mail Rates (print only)

<table>
<thead>
<tr>
<th>Mail Type</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Page (2 surfaces)</td>
<td>$1,149.50</td>
</tr>
<tr>
<td>Postcard</td>
<td>$1,149.50</td>
</tr>
<tr>
<td>2 Page (4 surfaces)</td>
<td>$1,259.50</td>
</tr>
</tbody>
</table>

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charge. A charge of $30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).
### AIA Baltimore Advertisers Net Advertising Rates

All rates include an Ad Link in the digital edition of the directory.

**AIA Maryland members receive a 5% discount off of posted rates**

<table>
<thead>
<tr>
<th>Position Guarantee</th>
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</tr>
</thead>
<tbody>
<tr>
<td>15% Premium</td>
<td>$599.50</td>
</tr>
</tbody>
</table>

#### Full Color Rates

<table>
<thead>
<tr>
<th>Position</th>
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<tbody>
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<td>$959.50</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$739.50</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$579.50</td>
</tr>
<tr>
<td>1/6 Page</td>
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<td>$339.50</td>
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<th>Rates</th>
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<tbody>
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Print Advertising Specifications

Directory Trim Size: 8.375" x 10.875"

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

DPS Live Area: 15.417" x 9.5"
Full-Page Live Area: 7" x 9.5"

Specs for Outsert/Inserts

Directory/Magazine
1 Pg / 1 Surface 8.375" x 10.875"
1 Pg / 2 Surface 8.375" x 10.875"
2 Pg / 4 Surface 8.375" x 10.875"
Postcards 6" x 4.25"
Heavy Card Stock Insert 8.25" x 10.75"
Postal flysheets 8.5" x 11"

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.

Ad Material Upload

Go to the Naylor website at www.naylor.com

Proofs and Revisions

Proofs and Revision Proofs of ads produced by Naylor are available upon request at a charge of $50.
Online Specifications

For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

Digital Edition

Digital Edition Sponsorship (Max)
• 550 x 480 pixels (543 x 705 pixels); minimum resolution is 300 dpi
• JPG, SWF, FLV or MP4 (no videos accepted in Sponsorship Max)

Digital Edition Toolbar
• 250 x 50 pixels
• Creative accepted: JPG
• Max file size 100KB
• 100-200 words recommended for expandable text box

Digital Edition Skyscraper
• 200 x 783 pixels; minimum resolution is 300 dpi
• JPG, SWF, no movie types.

Digital Edition Belly Band
• 603 x 324 pixels per surface; minimum resolution is 300 dpi
• JPG, or SWF
• * Movies will be placed on top of a static image (no animation) with a maximum size of 300 x 300 pixels.

*Digital Edition Flash Guidelines
• Publish or export .SWF file for Flash Player 9 and ActionScript 3.0
• Set the frames per second (FPS) to 24
• Do not add buttons or any clickable actions; Please supply the intended URL to your Naylor account executive
• Avoid any ActionScript that can affect the Nxtbook engine, such as the _parent layer of the animation, _level0 and _rootreferences, or global functions like setInterval
• Font size no smaller than 18pt (12pt for Skyscraper)
• Bitmaps should have “smoothing enabled” for best presentation
• All fonts, images, and support animations files should be embedded within the file
• Do not use flash stage color as background; Create a bottom layer and draw a solid filled box
• Animation time limit is 15 seconds (including up to 3 loops); A stop action is needed at the end of the animation

eNewsletter

Horizontal Banner
• 350 x 75 pixels
• JPG only (no animation)
• Max file size 100 KB

Rectangles
• 180 x 150 pixels
• JPG only (no animation)
• Max file size 100 KB
Digital Edition

In addition to print, the Annual Membership Directory is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertisers’ websites.

Readers can:
- Bookmark pages and insert notes
- Keyword search the entire directory
- Navigate and magnify pages with one click
- Share articles on news and social networking sites
- Read the directory online or download and print for later
- View issues instantly from most smartphones and tablets
- View archives and find a list of articles for one-click access

Extend your advertising investment with digital media:
- Link your ad to the landing page of your choice
- Increase website traffic
- Interact with viewers to help the buying process
- Generate an immediate response from customers

Ad Positions

Digital Edition Sponsorship Max | $599.50
Your message will be prominently displayed directly across from the cover of the directory. Video capabilities not available for Sponsorship Max.

Digital Toolbar | $399.50
Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons. When viewers click the button, a box containing text about your company and a link to your website appears.

Digital Skyscraper | $699.50
The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

Ad "Jolt" Upgrade | $200
Transform your static print ad into an attention-grabbing animated message. The digital edition offers dynamic capabilities not available in print.

Ad Link | Included in display ad rates
Ad Links increase traffic from your ad in the digital edition to your company’s website or a corporate email address. Additional fees apply where noted.
Digital Edition Branding Opportunities

Please select from the following options and return the completed form to your account executive today. All display positions are exclusive and will be awarded on a first-come, first-served basis.

Select from the following options:

- Digital Edition Sponsorship | $599.50
- Digital Edition Skyscraper | $699.50
- Digital Edition Toolbar | $399.50
- Ad "Jolt" Upgrade | $200

All rates are per insertion. Invoices are issued upon publication.

Advertiser Information:

Company Name: _______________________________________________________________________________________________________

Primary Contact: _________________________________________ Position:______________________________________________________

Address: _____________________________________________________________________________________________________________

City: ______________________________________________ State/Province:_____________ Zip/Postal Code:___________________________

Phone: _____________________________________________________ Fax:______________________________________________________

Email: __________________________________________________ Website:______________________________________________________

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _________________________________________ Date:________________________

Please sign and return to:
Direct-Mail Opportunities

Advertise your products and services by including your flier, brochure or postcard in the clear plastic bag in which the Annual Membership Directory is mailed. Whether you are promoting an event, a new product or your entire product line, placing a direct-mail piece in our polybag with the publication will ensure tremendous exposure for your company.

DIGITIZE YOUR AD! In addition to the printed version, the Annual Membership Directory is digitally reproduced and is emailed to members and archived. We can attach your direct-mail piece to the digital publication for a nominal fee. To be included, advertisers must supply the digital file of the direct-mail piece in high-resolution PDF format. If you would like to animate your ad, additional charges apply.

Net Rates—Pieces Furnished by Advertiser

<table>
<thead>
<tr>
<th>Surfaces</th>
<th>Print Distribution Only</th>
<th>Digital Distribution Only</th>
<th>Print &amp; Digital Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Page (2 surfaces)</td>
<td>☐ $1,149.50</td>
<td>☐ $150</td>
<td>☐ $1,299.50</td>
</tr>
<tr>
<td>2 Pages (4 surfaces)**</td>
<td>☐ $1,259.50</td>
<td>☐ $150</td>
<td>☐ $1,409.50</td>
</tr>
<tr>
<td>Postcard</td>
<td>☐ $1,149.50</td>
<td>☐ $150</td>
<td>☐ $1,299.50</td>
</tr>
</tbody>
</table>

*Advertisers placing a display ad and direct-mail piece in same publication will receive a 25% discount, to be applied to the ad of lesser value.

**3 Pages (6 surfaces) or more available; quotes supplied upon request.

Advertiser Information:

Company Name:______________________________________________________________

Primary Contact:_________________________________ Position:____________________

Address: __________________________________________________________________

City: ___________________________________________ State/Province:_____________ Zip/Postal Code:___________________________

Phone: ___________________________________________ Fax:_________________________

Email: ___________________________________________ Website:_____________________

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X_________________________________ Date:

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rated to the next 30 days exposure with a $50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the contract. (AMD-D0014)

Please sign and return to:
Firm Profiles

This special section is designed to highlight architectural firms listed in the Annual Membership Directory, which is distributed to AIA Maryland members, including architects, design consultants and engineers. Don’t miss out on your chance to have an increased presence in the directory! Return this signed form to your sales representative today and take advantage of this unique opportunity.

Please select from the following options:

☐ Full-page, full-color: $1,500
☐ 1/2-page, horizontal, full-color: $750

Advertiser Information:

Company Name: _______________________________________________________________________________________________________
Primary Contact: _________________________________________ Position:______________________________________________________
Address: _____________________________________________________________________________________________________________
City: ______________________________________________ State/Province:_____________ Zip/Postal Code:___________________________
Phone: _____________________________________________________ Fax:______________________________________________________
Email: __________________________________________________ Website:______________________________________________________

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X__________________________________________ Date:________________________

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rated to the next 30 days exposure with a $50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the contract. (AMD-D0014)

Please sign and return to:
Contractor Business Card Exchange

Our member architects are constantly looking for General Contractors and Specialty Contractors help them find you by including your information in our Business Card Exchange. This high profile section puts your company in an easy to use section designed to help our members find contractors. Be in front of members when they're looking for you. Participate today!

Please select from the following options:

- 1/8-page, horizontal, full color: $199.50
- 1/8-page, horizontal, black and white: $99.50

Please complete your firm profile on the attached page.

Advertiser Information:

Company Name: _______________________________________________________________________________________________________
Primary Contact: _________________________________________ Position:______________________________________________________
Address: _____________________________________________________________________________________________________________
City: ______________________________________________ State/Province:_____________ Zip/Postal Code:___________________________
Phone: _____________________________________________________ Fax:______________________________________________________
Email: __________________________________________________ Website:______________________________________________________

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _________________________________________ Date:________________________

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rated to the next 30 days exposure with a $50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the contract. (AMD-D0014)
Annual Membership Directory

Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only $20 each. If your product or service is not listed below, a new category can be created for you.

- Appliances
- Architect
- Architectural Bar/Grilles
- Architectural Graphics
- Architectural Hardware
- Architectural Rendering, Animations & Scale Models
- Assembly Contractors
- Associations
- Attorneys
- Audio/Visual/Acoustical
- Bollards
- CAD/BIM
- Ceilings
- Claims Dispute Resolution
- Code/Expeditor
- Computer Hardware
- Computer Software
- Construction Services
- Consulting & Design Services
- Consulting Engineers
- Continuing Education
- Contractor (General)/Construction Manager
- Control Systems
- Cork Flooring
- Curtain Wall & Building Enclosure Systems
- Custom Home Builder
- Design/Build
- Desk Space For Rent
- Drawings/Renderings/Models
- Educational Facilities
- Electrical Engineers
- Elevators
- Energy Management
- Engineering
- Expert Witness/Testimony
- Facilities Management
- Failures/Structural Inspection
- Financial Services
- Fireplaces & Stoves
- Food Service/Restaurant
- Furniture
- Galvanizer/Galvanizing Services
- Gates/Perimeter Security
- General Building Products
- General Contractors
- Glass
- Glass Film
- Graphic Design
- Hardware
- Insurance
- Interiors
- Kitchen/Bath
- Landscape
- Landscape Architects
- Law Firms
- Lawyer
- Legal Services
- Lighting
- Marketing/Public Relations
- Mechanical Engineers
- Metalwork
- Outdoor Furniture & Accessories
- Paint/Wallpaper
- Personnel/Employment Agency
- Planning
- Plumbing
- Printing
- Professional
- Project Management
- Project Managers
- Photography
- Real Estate
- Renovations
- Solar Design
- Specifications
- Sports/Athletic Facilities
- Structural Engineering
- Sustainable Design
- Technology Consulting
- Tile/Stone/Flooring
- Utilities
- Walls
- Window Balances & Repair
- Windows/Doors
- Woodworking
- Zoning

One free listing with any size ad. Additional listings are $20 each. No limit. Please list new categories on this sheet.

__________ Additional Categories X $20 = $ _______________________

Initial: __________ Date: __________________
About the eNewsletter

Now more than ever, professionals consume information on the go. Our *Maryland Architect E-News* allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of more than 2,000 recipients on a regular basis
- Frequently forwarded to others for additional exposure
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive
- Change artwork monthly at no additional cost to promote time-sensitive offers and events

---

**Top Horizontal Banner**

6 Months Only | $1,575

- Only two companies allowed. Advertiser rotates in every other month.

**Rectangle**

12 Months | $2,750

- Only two spots available – no rotation.
- Placed next to content and visible the entire time the eNewsletter is being viewed.

**Horizontal Banner**

12 Months | $2,750

- No rotation.
- Located between popular sections of the eNewsletter.

**Distributed biweekly to more than 2,000 recipients!**

Sections include:

- Hot Topics
- News Briefs
- Upcoming Events
eNewsletter Branding Opportunities

To be included in the Maryland Architect E-News, please select from the options below, then return this completed form to your Naylor account executive.

Advertisements must be in JPG format (animation and Flash/SWF files are not accepted) and the total file size must not exceed 100kb. Contract advertisers may change their ad artwork once a month at no additional cost.

Advertisers will receive campaign performance reports that detail monthly ad impressions and click-throughs on an as-requested basis.

**Top Horizontal Banner**
- 6 Months Only | $1,575

**Rectangle**
- 12 Months | $2,750

**Horizontal Banner**
- 12 Months | $2,750

All advertisers will receive an invoice for the total amount, due upon activation.

When renewing online ads, priority and first right-of-refusal will be given to advertisers who commit to 12 months. All other companies will be renewed on a first-come, first-served basis.

**Advertiser Information:**

Company Name: _______________________________________________________________________________________________________
Primary Contact: _________________________________________ Position:______________________________________________________
Address: _____________________________________________________________________________________________________________
City: ______________________________________________ State/Province:_____________ Zip/Postal Code:___________________________
Phone: _____________________________________________________ Fax:______________________________________________________
Email: __________________________________________________ Website:______________________________________________________

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _________________________________________ Date:________________________

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rated to the next 30 days exposure with a $50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the contract. (AMD-N0014)

Please sign and return to: