

20
25

www.aiact.org

AIA Connecticut Advertising/Sponsorships

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PLEASE READ

Before submitting an advertising request, please read the section(s) of this Advertising Kit that pertain to the advertisement(s) you are interested in.

To submit a job posting, [click here](#).

To submit a request for anything else, [please fill this Jotform out in its entirety and submit](#).

For any questions or help with completing a Jotform request, please contact communications@aiact.org.

Please note that filling out a Jotform request does not guarantee advertisement availability.

Once we review your request, you will receive an email from AIA Connecticut either confirming ad details or requesting alternative dates/information.

If you would like to collaborate with us on a program that supports our mission, please email communications@aiact.org.

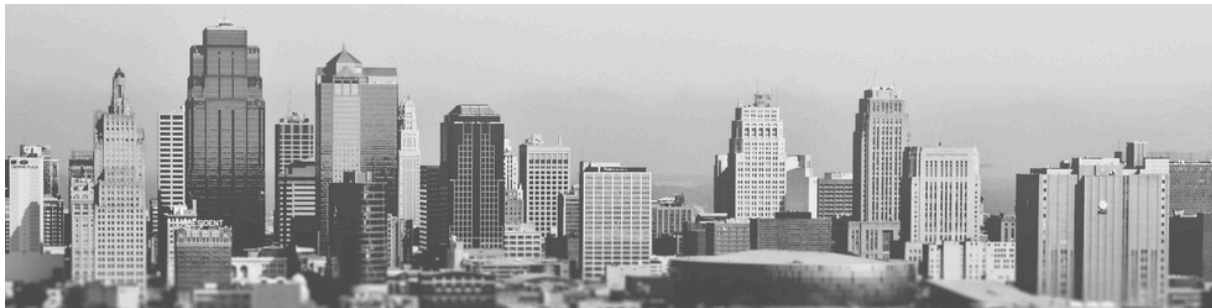
ABOUT AIA CONNECTICUT

AIA CONNECTICUT, STATEWIDE CHAPTER OF
THE AMERICAN INSTITUTE OF ARCHITECTS, IS
THE PROFESSIONAL ASSOCIATION FOR
CONNECTICUT ARCHITECTS

AIA Connecticut serves the architectural profession, encourages design excellence, and works to improve society through a concern for the quality of the built and natural environments. Members commit themselves to the highest standards of practice and code of ethics that addresses responsibilities to the public, clients, the building industry, and the art and science of architecture.

Activities of the chapter include tours of buildings, continuing education programs, slide and oral presentations by renowned architects, a speakers' bureau on architectural topics, events with other associations in the design, construction, and historic preservation fields, communication with the State Legislature and agencies, social and networking events for those in the design and construction profession, and an annual convention and design exposition.

AIA Connecticut serves as a resource to architects and the public. Its membership of over 1,500 is comprised of architects, interns working towards licensure, students, and professionals in affiliated fields.



OVER
1500
MEMBERS

EMAILS SENT TO
 **1800+**
ADDRESSES

OVER
8,500
MONTHLY
WEBPAGE HITS



@aiaconnecticut



AIA Connecticut

DIGITAL MAGAZINE ADS

ARCHITYPE
THE DIGITAL MAGAZINE OF **AIA** Connecticut

- ✓ Delivered to 1,800+ email addresses
- ✓ 11 issues annually (July & August joint issue)



ADVERTISEMENT PRICING

Full-page ad

Member: \$650
Non-member: \$1000

Half-page ad

Member: \$350
Non-member: \$750

Third-page ad

Member: \$350
Non-member: \$750

Price includes one month of ad exposure in ArchiType.

DIGITAL MAGAZINE ADS

LOOKING TO BE FEATURED IN AN ARCHITYPE PUBLICATION?

Allied Spotlight

This is a FREE full-page spotlight available to feature an Allied organization.

Once your spotlight is confirmed, please email a full-page PDF that includes the following items by the 1st of the month that you will be featured:

- 150-200 words about how your company works with architects (this is not meant to be an ad)
- 1-3 high-res photos featuring your company (include photo credits)
- company logo
- contact info
- send link to website separately



AIA Member Spotlight

This is a FREE full-page spotlight available to feature an AIA CT Firm.

Once your spotlight is confirmed, please email a full-page PDF that includes the following items by the 1st of the month that you will be featured:

- 100-150 words about your firm
- 1-3 high-res photos featuring your firm (include photo credits)
- company logo
- contact info
- send link to website separately



Member News

We encourage all members to send any new or recent work to communications@aiact.org for the opportunity to be featured in the Member News section of ArchiType.

Submit an Article

We welcome original, well-written articles on areas pertinent to architecture from members and Allied professionals. You do not need to have any formal writing experience. For more information, [click here](#).

EMAIL BLASTS

WANT TO ADVERTISE DIRECTLY TO THE AIA CT MEMBERSHIP?

Promote your company and services by taking advantage of an email blast advertisement! This ensures your message is delivered right to your audience's inbox.

Once your email blast is confirmed, AIA Connecticut will invoice you. Your email blast will not be sent unless payment has been received. A test email will be sent to you for your approval prior to the email blast being sent.

Deadline:

Email blast payment, any and all graphics, and advertisement copy must be received at least 1 week prior to desired email date. Once confirmed, all materials should be sent to communications@aiact.org.

Details:

Graphics/Logo should be a JPG or PNG with no encryptions, animations, or effects. The image should be no more than 600px wide. Please note that some adjustment may be necessary for best fit when placed. Graphics may be in the form of a completed email that can be embedded into GetResponse, AIA Connecticut's email platform. If you have graphics and separate text, you are allowing AIA Connecticut to arrange the materials as seen fit. Please include any necessary links.




Hello!
Why not have a Double Shot of Coffee & Concrete?

The Connecticut Concrete Promotion Council and the Connecticut Ready Mixed Concrete producers have a very special double shot of ICF love for you.

The upcoming Coffee & Concrete Hard Hat insulated concrete form(ICF) tour is actually two stops in the same town of Fairfield showing a BuildBlock ICFs home under construction AND a tour of



 **46.60%**
AVERAGE EMAIL
OPEN RATE

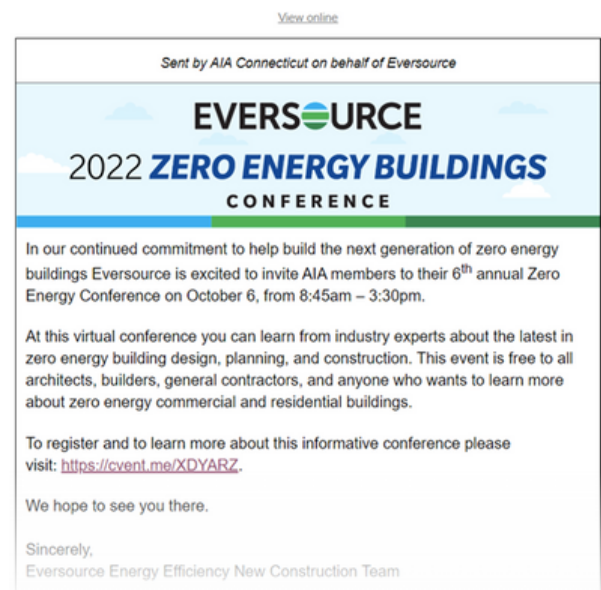
 **5.74%**
AVERAGE EMAIL
CLICK RATE

EMAIL BLAST PRICING

Member: \$500

Non-member: \$1,250

Payment may be made by credit card or check.



WEB ADVERTISING

PROMINENTLY PROMOTE YOUR BUSINESS ON OUR WEBSITE!

We are now offering 3 website advertisement opportunities! Feature your logo or ad for 6 months or 1 year. See below for information on each ad placement.

This is an AIA Members Only offer. Payment must be received before your advertisement is added to the AIA CT website.

Logo on Job Board

Only one ad space available

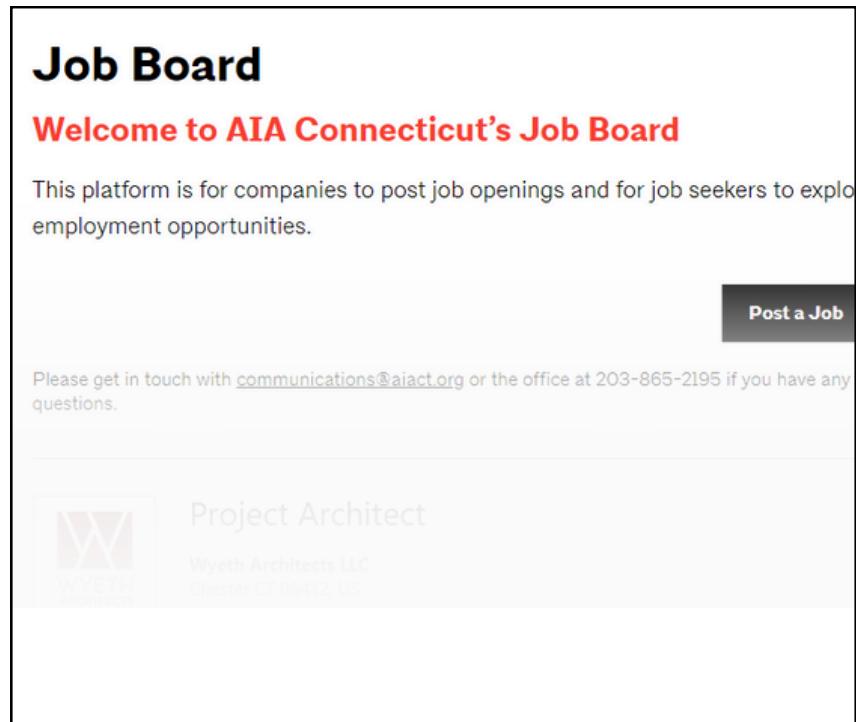
We will invoice you once ad space availability is confirmed. Please send your company logo along with your payment.



Logo on Calendar Page or Member Directory

Only one ad space available per page

We will invoice you once ad space availability is confirmed. Please send your company logo along with your payment.



ADVERTISEMENT PRICING

Job Posting Page

One Year: \$1,600
6 Months: \$1,000

Calendar OR Directory

One Year: \$2,000
6 Months: \$1,200

CODES SERIES SPONSOR

SPONSOR THE AIA CT CODES PROGRAM!

The AIA CT Building Performance & Regulations Knowledge Community puts together a Codes Series each year. The series includes webinars and may include an in-person program/tour.

Your sponsorship includes:

- Your logo on all marketing emails related to the 2025 Codes Series
- Your logo on event pages for the 2025 Codes Series
- Your logo on the PowerPoint welcome slide for each program
- One ticket to the in-person programs

We will invoice you once ad space availability is confirmed. Please send your company logo along with your payment.

Only one ad space available.

ADVERTISEMENT PRICING

2025 Codes Series
\$750 for 2025 sponsorship

COMMUNIQUE ADS

FEATURE AN AD IN OUR BIWEEKLY NEWSLETTER!

Your ad will be the first thing people see when they open our email!

Your firm name, address, contact information, brief description, business logo, and link to your website may be prominently displayed in the Communique Sponsor Block.



January 9, 2024



AIA Connecticut Resources

Once JotForm is completed, AIA CT will confirm your ad date(s). Information will not be posted until payment is received. Payment may be made by credit card or check.

Deadline:

Payment, advertisement, and link must be received by 5:00 pm on Friday for Tuesday email. All materials should be sent to communications@aiact.org.

Details:

Graphic/Logo should be a JPG, PNG, or GIF file with no encryptions, animations, or effects. The image should be no more than 600 px wide (a height maximum of 350 px is preferred) and no more than 100 KB in total file size at a 72 dpi setting. (Please note that some adjustments may be necessary for best fit when placed.)

COMMUNIQUE PRICING

Member: \$100/issue

Non-member: \$250/issue

Payment may be made by credit card or check.

CLASSIFIED ADS

AN EASY WAY TO ADVERTISE EMPLOYMENT OR RFPs & RFQs



- ✓ Advertisement form and copy must be received at least one day in advance of posting
- ✓ Advertisements will read as submitted
- ✓ Contact information must be included in each advertisement

To place a job posting, [click here](#).

ADVERTISEMENT PRICING

Members: \$65/insertion
Non-Members: \$200/insertion

2025 AIA Connecticut VIP Circle

Levels

Benefits	Diamond \$10,000	Titanium \$7,500	Platinum \$6,000
Primary Membership # of Members	Up to 5 contacts (value \$1,295)	Up to 5 contacts (value \$1,295)	Up to 5 contacts (value \$1,295)
Archetype Digital Magazine (11 issues)	Full page ad) (value \$7,150)	Full page ad) (value \$7,150)	Half page ad) (value \$3,850)
Communique Ad	1 ad during 2025 (choice of date) (value \$100)	1 ad during 2025 (choice of date) (value \$100)	
Bowling Event	Lane Sponsor with team (value \$900)	Lane Sponsor with team (value \$900)	Lane Sponsor with team (value \$900)
Procrastinator Days 4 half-day virtual programs	Two 1-hour virtual programs (value \$300)	One 1-hour virtual program (value \$150)	One 1-hour virtual program (value \$150)
Cornhole Event	Sponsorship + 2 cornhole teams 1 Cornhole board (value \$3,000)	Sponsorship + 1 cornhole team 1 Cornhole board (value \$2,500)	Sponsorship OR 1 cornhole team 1 Cornhole board (value \$1,500)
Annual Conference	Booth w/2 staff 1 Educational Session 2 additional attendees 30-second promo video (value \$4,000)		Booth w/2 staff 1 Educational Session 30-second promo video (value \$3,000)
Awards Gala	Pillar Sponsor + 2 tickets OR Table of 10 (value \$2,000)	Pillar Sponsor + 2 tickets OR 5 Tickets (value \$1,000)	2 Tickets (value \$400)
Additional Sponsorships	2 webinars + Underwriter for In-person KC event (value \$2,500)	1 webinars + sponsor for In-person KC event (value \$1,500)	
Email Blast to AIA CT Membership	2 Email blasts (value \$1,000)	1 Email blast (value \$500)	1 Email blast (value \$500)
Logo on AIA CT Website	Included (value \$600)	Included (value \$600)	Included (value \$600)
Total Value	\$22,845	\$15,695	\$12,195