

2023 E-Newsletter Advertising

AD TYPE A: MID

1200x240 pixels

\$200

\$600

2

The AIA Dallas E-Newsletter is emailed every Friday to up to 5,000 recipients. Member architects and leaders in the architectural/design industry are kept up to date on AIA Dallas news and events.

Keep your brand in front of the architectural community in North Texas!

AD TYPE A: TOP

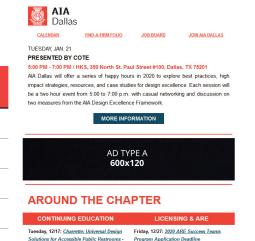
1200x240 pixels

\$250

\$750

1

For advertising questions and to secure space contact: Elizabeth Jones 214.880.1503 ejones@aiadallas.org



Ad Specifications

SIZE

1 WEEK PRICE

4 WEEK PRICE

MAX PER ISSUE

- horizontal orienation only
- jpg or png format
- url link to website
- *no animations

Ad sizes and rate subject to change. Click reports available on request.

EXAMPLE E-NEWSLETTER TEMPLATE >

AD TYPE B

580x240 pixels

\$150

\$450

2



Organized by the Young Professio

Friday, 12/27: 2020 ARE Success Team

Program Application Deadline

Organized by the Young Professiona

UPDATES & OPPORTUNITIES



COMMITTEE CORNER

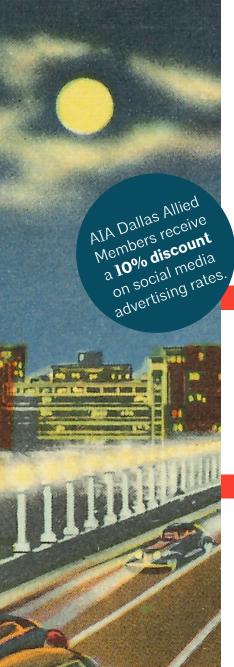
1.5 HSW/ Barrier Free - 1.5 HSW/ Barrier

Wednesday, 1/22: Allied Members

Appreciation Breakfast

Save the Date: Monday, 4/27: 24th AIA Dallas Gold

Tournament



Social Media Advertising

Leverage the following of AIA Dallas and share your event, new product, or message through a sponsored post on the AIA Dallas <u>Facebook</u> or <u>Linkedin</u>.

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Pricing:\$250 per sponsored post
1 sponsored post available per week

3 Month Social Stats for AIA Dallas

	Reach (number of unique accounts/people who viewed content associated with AIA Dallas Page on any given day):	Page Engagement (total number of actions taken on AIA Dallas Facebook Page including clicks, reactions, and comments):	Impressions (total number of times AIA Dallas content was seen):	Followers:
Facebook	114,000	16,800	161,00	+3,800
LinkedIn		920	17,200	+2,200

Post Requirements

Image

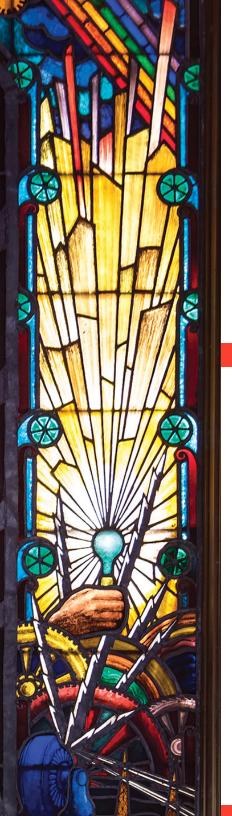
- 1200px X 630px at 150 dpi (ppi) horizontal
- jpg or png format, NO gifs or animations
- max file size: 3MB

Text

- caption (50 words or less)
- url link to website
- Facebook/LinkedIn handles of all associated accounts (ex: @aiadallas)
- up to 5 hashtags

Sponsored posts are typically scheduled for Wednesdays between 10:00 a.m. and 2:00 p.m. (based on best engagement times per analytics)

Artwork due <u>3 days prior to release date</u>. Posts are subject to review and approval by AIA Dallas.



Dedicated E-Blast Advertising

Send a fully customized email to over 5,000 recipients, including member architects and leaders in the architectural/design industry. This is the perfect option for any single-purpose campaign, including, but not limited to, an upcoming webinar, new product, major event, or white paper promotion.

This opportunity is limited to 1 per company per year.

Pricing: \$600 per sponsored e-blast Limited to 1 opportunity monthly, first come first served (only 12 total opportunities available in a year)

E-Blast Requirements

Main Image

- Width: 1200 pixels
- PPI: 72 | Color Profile: RGB
- File Types: PNG, JPEG, and GIF
- Maximum file size: **3MB**
- Animation: GIF format only, under 10 frames

Headline Text

Character limit: 60 characters with spaces

Paragraph Text

- Character limit: **500** characters with spaces
- Click-through URL: Maximum of 5

Call to Action Button

- Character limit: 5 words with spaces
- Click-through URL: One

Social Media Links

 Allowed Platforms: Twitter, Facebook, Pinterest, Instagram, Linkedin, and Youtube Click-through URLs (one per each platform)

Day options for dedicated e-blast

Wednesdays between 10:00 a.m.-2:00 p.m.

Materials Deadline

 $\underline{10\ business\ days}$ before your scheduled deployment

Required Materials

A subject line (8 words max), copy, images, and URLs.

Proofs + Approval

After receiving your creative assets, our team will send you a test email for review. This will be your final opportunity to make any changes to your campaign. Test email proofs must be approved 24 hours in advance of scheduled deployment.

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