

# 2023 E-Newsletter Advertising

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.

**For advertising questions and to secure space contact:**

Elizabeth Jones

214.880.1503

[ejones@aiadallas.org](mailto:ejones@aiadallas.org)

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

AIA Dallas Allied Members receive a **10% discount** on e-newsletter advertising rates.


	AD TYPE A: TOP	AD TYPE A: MID	AD TYPE B
SIZE	1200x240 pixels	1200x240 pixels	580x240 pixels
1 WEEK PRICE	\$250	\$200	\$150
4 WEEK PRICE	\$750	\$600	\$450
MAX PER ISSUE	1	2	2

## Ad Specifications

- horizontal orientation 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 >**



CALENDAREND-A FIRM FOLLOWJOB BOARDJOIN AIA DALLAS

TUESDAY, JAN 21  
**PRESENTED BY COTE**  
5:00 PM - 7:00 PM / HKS, 350 North St. Paul Street #100, Dallas, TX 75201  
AIA Dallas will offer a series of happy hours in 2020 to explore best practices, high impact strategies, resources, and case studies for design excellence. Each session will be a two hour event from 5:00 to 7:00 p.m. with casual networking and discussion on two measures from the AIA Design Excellence Framework.  
[MORE INFORMATION](#)

AD TYPE A  
600x120

**AROUND THE CHAPTER**

**CONTINUING EDUCATION**  
Tuesday, 12/17: *Charrette: Universal Design Solutions for Accessible Public Restrooms - 1.5 HSW/ Barrier Free* - 1.5 HSW/ Barrier Free  
Organized by the Young Professionals Network

**LICENSING & ARE**  
Friday, 12/17: *2020 ARE Success Teams Program Application Deadline*  
Organized by the Young Professionals Network

**EVENTS**  
Wednesday, 1/22: *Allied Members Appreciation Breakfast*  
Save the Date:  
Monday, 4/27: *24th AIA Dallas Golf Tournament*  
Presented by ACME Brick

**TOURS**  
Friday, 12/17: *2020 ARE Success Teams Program Application Deadline*  
Organized by the Young Professionals Network

AD TYPE A  
600x120

**UPDATES & OPPORTUNITIES**

AD TYPE B  
290x120

AD TYPE B  
290x120

**COMMITTEE CORNER**

# 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 [Facebook](#) or [LinkedIn](#).

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AIA Dallas Allied Members receive a **10% discount** on social media advertising rates.

**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:
<b>Facebook</b>	114,000	16,800	161,00	+3,800
<b>LinkedIn</b>		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 3 days prior to release date.**

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

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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