



Design your success by targeting members of the nation's multi-billion dollar architectural industry.

Licensed Architect

quarterly print and digital publication of the Association of Licensed Architects

Website advertising

* Image Courtesy of Balloggphoto.com

FOR MORE INFORMATION, PLEASE CONTACT:

www.alatoday.org



Association of
Licensed Architects

NAYLOR 
ASSOCIATION SOLUTIONS



Why ALA?

- ALA members are the key specifiers of architectural products for residential and commercial construction across the Midwest.
- Our members are also a part of the more than \$40 billion residential and commercial construction industry in the following states:
 - Illinois
 - Indiana
 - Michigan
 - Minnesota
 - Missouri
 - Ohio
 - Wisconsin
 - And More!
- Our member architects are directly responsible for planning, designing, and shaping trends in residential and commercial construction.

Our Reach:

Our print and online communications connect you with more than 10,000 industry licensed architects who are in constant need of products and services, such as:

- Computer Hardware and Software
- Consulting Engineers
- Energy Management
- Legal Services
- Project Management
- Structural Engineering

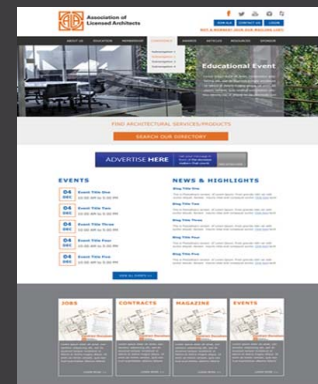
Grab the attention of members who specify products and services for their firms.

Licensed Architect
quarterly magazine
naylornetwork.com/alat-nxt



Each printed issue of Licensed Architect is delivered to 7,500 readers and the digital edition is distributed to nearly 3,000 online readers.

Website Advertising
www.alatoday.org



On average, alatoday.org receives 4 1/2 pages viewed per visit!



Licensed Architect

Net Advertising Rates

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

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

Full-Color Rates	1x	2-3x	4x
Double Page Spread	\$3,139.50	\$2,669.50	\$2,509.50
Outside Back Cover	\$2,769.50	\$2,424.50	\$2,319.50
Inside Front or Inside Back Cover	\$2,539.50	\$2,199.50	\$2,089.50
Full Page	\$2,269.50	\$1,929.50	\$1,819.50
2/3 Page	\$1,869.50	\$1,589.50	\$1,499.50
1/2 Page	\$1,509.50	\$1,279.50	\$1,209.50
1/3 Page	\$1,079.50	\$919.50	\$859.50
1/4 Page	\$919.50	\$779.50	\$739.50
1/8 Page (Business-card size)	\$499.50	\$419.50	\$399.50

Black-and-White Rates	1x	2-3x	4x
Full Page	\$1,829.50	\$1,559.50	\$1,459.50
2/3 Page	\$1,579.50	\$1,339.50	\$1,259.50
1/2 Page	\$1,149.50	\$979.50	\$919.50
1/3 Page	\$919.50	\$779.50	\$739.50
1/4 Page	\$709.50	\$599.50	\$569.50
1/8 Page (Business-card size)	\$429.50	\$369.50	\$339.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes.
This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Digital Edition Branding Opportunities

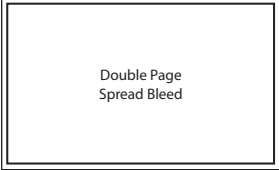

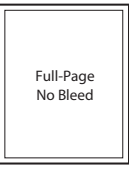
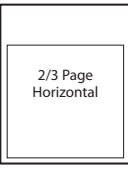
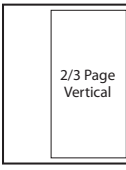
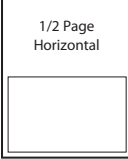
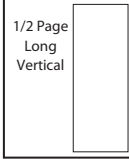
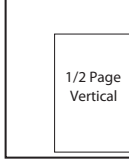
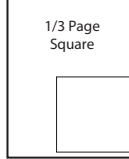
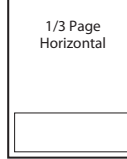
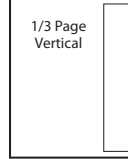
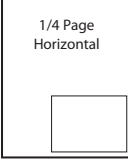
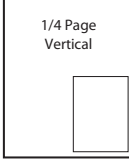
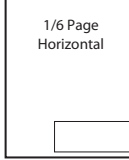
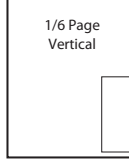
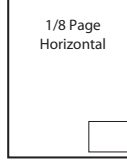
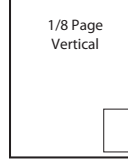
Skyscraper | \$1,400 per issue **Sponsorship Max** | \$950 per issue **Sponsorship** | \$850 per issue
Belly Band | \$500 per issue **Toolbar** | \$400 per issue

For the latest online specs, please visit: www.naylor.com/online specs

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 charges. 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). (Rates as of August 2017)

Print Advertising Specifications

Magazine Trim Size: 8.375" x 10.875"

					
17" x 11.125"	8.625" x 11.125"	7" x 9.5"	7" x 6.333"	4.583" x 9.5"	
					
7" x 4.583"	3.333" x 9.5"	4.583" x 7"	4.583" x 4.583"	7" x 3"	2.166" x 9.5"
					
4.583" x 3.333"	3.333" x 4.583"	4.583" x 2.166"	2.166" x 4.583"	3.333" x 2.166"	2.166" x 3.333"

Specs for Outsert/Inserts

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

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"

Digital Edition - For the latest online specs, please visit: www.naylor.com/onlinespecs

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

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Digital Edition

In addition to print, *Licensed Architect* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertise's websites. Each issue is emailed to readers as well as posted on the ALA's website. An archive of issues is available, securing your ad a lasting online presence.

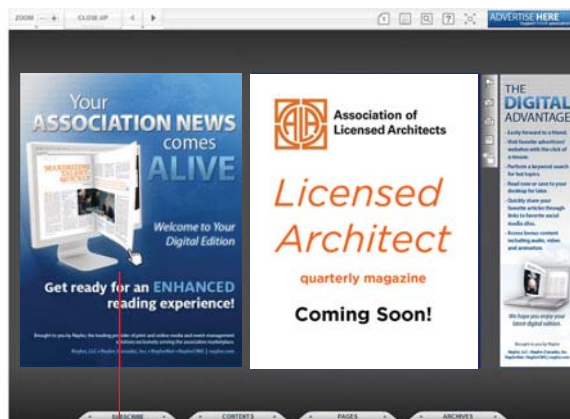
Readers can:

- Bookmark pages and insert notes
- Keyword search the entire magazine
- Navigate and magnify pages with one click
- Share articles on news and social networking sites
- Read the issue 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 Sponsorship | \$850

Digital Sponsorship Max | \$950

Your message will be prominently displayed directly across from the cover of the magazine. Animation capabilities are available. Video capabilities not available for Sponsorship Max.

Digital Belly Band | \$500

Your company will be featured as a digital belly band that wraps around the front and back of the digital edition. This prominent location will give your company tremendous exposure to our members.

Digital Toolbar | \$400

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 | \$1,400

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

Ad Link | \$900 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.

For the latest online specs, please visit:
www.naylor.com/onlinespecs



Direct-Mail and Belly Band Opportunities

Guarantee your message gets exposure with a direct-mail piece shipped with the publication. Or, ensure readers interact with your message by wrapping it around Licensed Architect with a belly band. This exclusive position is only sold to one advertiser. Readers must detach the full-color belly band to access the publication, positioning your ad to be noticed.

In addition to the printed version, we can attach your direct-mail piece or belly band to the digital publication for a nominal fee — simply supply the digital file of the ad in high-resolution PDF format. Additional charges apply to animated ads.



Licensed

Your Message Here!

Coming Soon!

Net Rates*

Sample Belly Band

Surfaces	Print Distribution Only	Digital Distribution Only	Print & Digital Distribution
Belly Band	<input type="checkbox"/> \$4,629.50	<input type="checkbox"/> \$500	<input type="checkbox"/> \$5,029.50
1-Page (2 surfaces)	<input type="checkbox"/> \$2,119.50	<input type="checkbox"/> \$300	<input type="checkbox"/> \$2,269.50
2-Page (4 surfaces)**	<input type="checkbox"/> \$2,969.50	<input type="checkbox"/> \$500	<input type="checkbox"/> \$3,219.50
Postcard	<input type="checkbox"/> \$2,119.50	<input type="checkbox"/> \$300	<input type="checkbox"/> \$2,269.50

Direct-mail piece should not exceed dimensions of publication with which it will be mailed. If folding is required, additional fees apply. All pieces except the Belly Band are furnished by the advertiser.

*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.

Naylor charges a \$50 artwork surcharge for artwork creation or changes.

This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

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: _____

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 charges. 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). (ALATQ0118)

Please sign and return to:



Advertising on the ALA Website – alatoday.org

Advertising on the ALA website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to the ALA website to learn about upcoming association events, discover ways to maximize their ALA membership, view the latest issues of Licensed Architect digital edition. Advertising on alatoday.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of architect professionals.

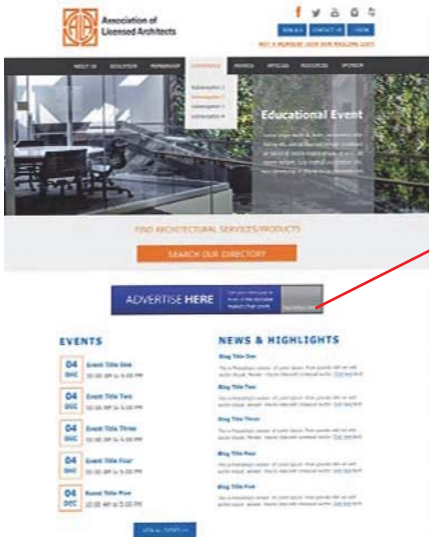
Features of ALA website advertising:

- Cross-promoted in other ALA publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

On average, alatoday.com receives:

- Nearly 1,770 visits per month
- 7,980 page views per month
- 4 1/2 pages viewed per visit
- Visits lasting nearly 4 minutes

**Traffic numbers from Aug 28, 2016 - Feb 28, 2017*



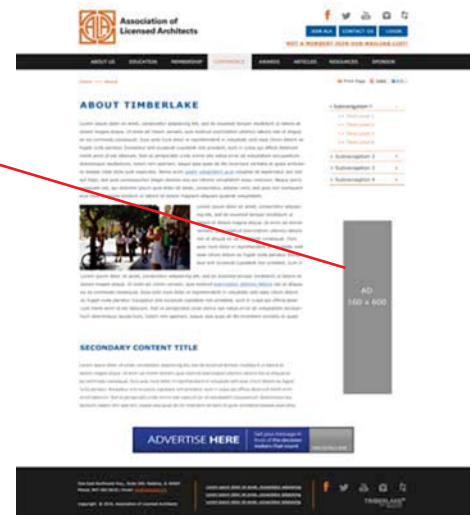
Skyscraper (12 Months) | \$1,315

- Run-of-site
- 160 x 600 pixels

Leaderboard (12 Months) | \$1,840

- Subpages Only
- 728 x 90 pixels

For the latest online specs, please visit:
www.naylor.com/onlinespecs



Naylor charges a \$50 artwork surcharge for artwork creation or changes.
This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.