



ARCHITECTURE CANADA  
RAIC | IRAC

**2015** MEDIA KIT

## The leading voice of architecture in Canada.

Architecture magazine, 2015 Resource Guide, Bulletin eNewsletter,  
Architecture Canada Services Portal

FOR MORE INFORMATION, PLEASE CONTACT:

[www.raic.org](http://www.raic.org)

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**NAYLOR**   
ASSOCIATION SOLUTIONS

## Architecture Canada

### Architecture magazine



### The voice of the industry:

- We represent nearly **30%** of the architects in Canada with more that **4,600 members**.
- Our members spend nearly **\$1.5 billion** annually on products and services for their organizations.\*
- The architecture industry in Canada is worth more than **\$3.2 billion**.\*

### 2015 Resource Guide



### About Us:

As the **leading voice of architecture** in Canada we seek to build awareness and appreciation of the contribution of architecture. Our members are the decision-makers of their organizations with nearly **75%**, being directly involved in the purchase process.

### Bulletin eNewsletter



**Reach leaders in Canada's \$3.2 billion architecture industry. Contact your Naylor Account Executive today!**

### Services Portal



\* <http://www.statcan.gc.ca/tables-tableaux/sum-som/l01/cst01/serv40a-eng.htm>

\* [http://www.servicecanada.gc.ca/eng/qc/job\\_futures/statistics/2151.shtml](http://www.servicecanada.gc.ca/eng/qc/job_futures/statistics/2151.shtml)

# Architecture biannual magazine 2015 Resource Guide

## Net Advertising Rates

All rates include an Ad Link in the digital edition of *Architecture & 2015 Resource Guide*

**Revisions and Proofs:** \$50.00  
**Position Guarantee:** 15% Premium

Full-Colour Rates	1x	2x	3x
Double Page Spread	\$4,999.50	\$4,749.50	\$4,499.50
Outside Back Cover	\$4,519.50	\$4,349.50	\$4,179.50
Inside Front or Inside Back Cover	\$4,169.50	\$3,999.50	\$3,829.50
Full Page	\$3,359.50	\$3,189.50	\$3,019.50
1/2 Page	\$2,469.50	\$2,349.50	\$2,219.50
1/3 Page	\$1,789.50	\$1,699.50	\$1,609.50
1/4 Page	\$1,369.50	\$1,299.50	\$1,229.50
1/8 Page	\$779.50	\$739.50	\$699.50

Black-and-White Rates	1x	2x	3x
Full Page	\$2,459.50	\$2,339.50	\$2,209.50
1/2 Page	\$1,579.50	\$1,499.50	\$1,419.50
1/3 Page	\$1,189.50	\$1,129.50	\$1,069.50
1/4 Page	\$929.50	\$879.50	\$839.50
1/8 Page	\$559.50	\$529.50	\$499.50

## Architecture Digital Edition Branding Opportunities

**Sponsorship** | \$1,849.50

**Skyscraper** | Included with Sponsorship

**Toolbar** | \$759.50

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.

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).





# Architecture biannual magazine 2015 Resource Guide

## Digital Edition – [www.naylornetwork.com/rai-nxt](http://www.naylornetwork.com/rai-nxt)

In addition to print, *Architecture* & the *2015 Resource Guide* are available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertisers' websites. *Each issue is emailed to readers and posted on the Architecture Canada | RAIC 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 Toolbar | \$400.00

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 | \$1,000.00

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

### 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.

### Digital Sponsorship | \$1,000.00

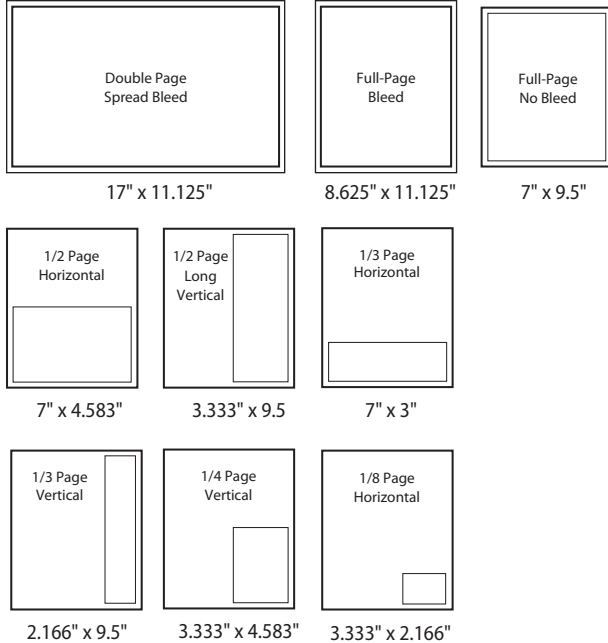
Your message will be prominently displayed directly across from the cover of the magazine. Animation and video capabilities are available.

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.

# Architecture biannual magazine 2015 Resource Guide

## Print Advertising Specifications

Directory/Magazine Trim Size: 8.375" x 10.875"



### 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](http://www.naylor.com)

### Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.

## Specs for Outserts/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 more information, visit: [www.naylor.com/clientSupport-onlineGuidelines.asp](http://www.naylor.com/clientSupport-onlineGuidelines.asp)

### Sponsorship

- 550 x 480 pixels; minimum resolution is 300 dpi
- JPG, SWF, FLV or MP4

### Skyscraper

- 200 x 783 pixels; minimum resolution is 300 dpi
- JPG, SWF, no movie types.

### Toolbar

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

### \*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 `_root` references, or global functions like `setTimeinterval`
- 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

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).

**NAYLOR**   
ASSOCIATION SOLUTIONS

### 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.*

- |                                                                     |                                                              |                                                               |
|---------------------------------------------------------------------|--------------------------------------------------------------|---------------------------------------------------------------|
| <input type="checkbox"/> Acoustical Suspension                      | <input type="checkbox"/> Flooring                            | <input type="checkbox"/> Radiation/Lighting Protection        |
| <input type="checkbox"/> Air Barriers                               | <input type="checkbox"/> Furniture                           | <input type="checkbox"/> Roofing and Siding Panels            |
| <input type="checkbox"/> Air Distribution                           | <input type="checkbox"/> Glass                               | <input type="checkbox"/> Scaffolding                          |
| <input type="checkbox"/> Structures                                 | <input type="checkbox"/> Groundwater Treatment Systems       | <input type="checkbox"/> Security and Vault Equipment         |
| <input type="checkbox"/> Architectural Cast-in-Place Concrete Forms | <input type="checkbox"/> Heating and Cooling Piping          | <input type="checkbox"/> Shingles                             |
| <input type="checkbox"/> Architectural Woodwork                     | <input type="checkbox"/> Heating Boilers and Accessories     | <input type="checkbox"/> Site Decontamination                 |
| <input type="checkbox"/> Audiovisual Equipment                      | <input type="checkbox"/> High-tolerance Flooring             | <input type="checkbox"/> Site Preparation                     |
| <input type="checkbox"/> Awnings/Canopies                           | <input type="checkbox"/> HVAC Instrumentation and Controls   | <input type="checkbox"/> Sound-Conditioned Rooms              |
| <input type="checkbox"/> Basic Electrical Materials                 | <input type="checkbox"/> Interior Wood Door Frames and Jambs | <input type="checkbox"/> Special Purpose Rooms                |
| <input type="checkbox"/> Basic Masonry Materials                    | <input type="checkbox"/> Lifts                               | <input type="checkbox"/> Specialty Doors                      |
| <input type="checkbox"/> Carpet                                     | <input type="checkbox"/> Lighting                            | <input type="checkbox"/> Stone Anchors                        |
| <input type="checkbox"/> Ceiling Suspension                         | <input type="checkbox"/> Limestone                           | <input type="checkbox"/> Structural Concrete                  |
| <input type="checkbox"/> Concrete Restoration and Cleaning          | <input type="checkbox"/> Maintenance Equipment               | <input type="checkbox"/> Tack Board and Visual Aid Boards     |
| <input type="checkbox"/> Cubicles                                   | <input type="checkbox"/> Material Handling                   | <input type="checkbox"/> Terracotta                           |
| <input type="checkbox"/> Detection and Alarm                        | <input type="checkbox"/> Masonry Anchorage and Reinforcement | <input type="checkbox"/> Tiles                                |
| <input type="checkbox"/> Door and Window Wood Casings               | <input type="checkbox"/> Membrane Roofing                    | <input type="checkbox"/> Transformers                         |
| <input type="checkbox"/> Door Louvres                               | <input type="checkbox"/> Metal Support Assemblies            | <input type="checkbox"/> Transmissions and Distribution       |
| <input type="checkbox"/> Electrical Testing                         | <input type="checkbox"/> Meters                              | <input type="checkbox"/> Utility Boxes                        |
| <input type="checkbox"/> Elevators                                  | <input type="checkbox"/> Mortar for Masonry Restoration      | <input type="checkbox"/> Vents                                |
| <input type="checkbox"/> Escalators and Moving Walks                | <input type="checkbox"/> Office Accessories                  | <input type="checkbox"/> Water Supply and Treatment Equipment |
| <input type="checkbox"/> Exterior Signage                           | <input type="checkbox"/> Paints                              | <input type="checkbox"/> Waterproofing                        |
| <input type="checkbox"/> Exterior Wood Door Frames and Jambs        | <input type="checkbox"/> Parking Control Equipment           | <input type="checkbox"/> Window Treatments & Hardware         |
| <input type="checkbox"/> Fabrics                                    | <input type="checkbox"/> Plaster and Gypsum Board            | <input type="checkbox"/> Windows                              |
| <input type="checkbox"/> Fibrous Reinforcing                        | <input type="checkbox"/> Plastic Doors                       | <input type="checkbox"/> Wood Cornices                        |
| <input type="checkbox"/> Fire and Smoke Protection                  | <input type="checkbox"/> Plumbing Pumps                      | <input type="checkbox"/> Wood Doors                           |
| <input type="checkbox"/> Fire Protection Piping                     | <input type="checkbox"/> Prefabricated Stair Forms           | <input type="checkbox"/> Other: _____                         |

*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:** \_\_\_\_\_

# **Architecture** biannual magazine **2015 Resource Guide**

## **2014 Advertisers**

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with Architecture Canada | RAIC and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of Architecture Canada | RAIC.

Access Entry Systems Inc.  
Access Entry Systems Inc.  
Accurate Lock and Hardware Co.  
Acoustics With Design Ltd.  
Altro Canada Inc.  
Amvic Building Systems  
Architectural Glass and Metal Contractors Association  
Arriscraft International  
AS Hanging Systems  
Azon  
BASF  
Beaulieu Canada  
Beaver Valley Stone Ltd.  
BLOK-LOK Limited  
C R Laurence Company, Inc.  
C.F.F. Stainless Steels  
Cement Association of Canada  
Cloverdale Paint Inc.  
Coloured Aggregates Inc.  
Columbia Manufacturing Co. Ltd.  
Concrete Flooring Association  
Cooper Lighting Canada  
Corflex, Inc.  
Dal Tile  
Design Components Inc.  
DuPont Canada Inc.  
DURABUILT Windows & doors Inc.  
DuRock Alfacing International Ltd.  
ECO Insulating Glass Inc  
Elite Crete Systems  
Ener-Gard/Vista Window Film  
Envirospec Inc.  
Epic Metals Corp.  
Eve Guinan Design Restoration  
Evonik Cyro Canada Inc.  
Fabcon  
Fenzi North America Inc.  
Ferro Anchors Ltd.  
Flex-Ability Concepts  
Forbo Flooring  
Gage-Babcock & Associates  
Graphisoft North America  
Hanson Building Products  
HC Matcon Inc  
HydroTech Membrane

Illuminating Engineering Society of North America  
Inkan Limited  
Invisible Structures, Inc.  
IR Energy Inc.  
Iron Eagle Industries Inc.  
Komandor Canada Closets & Doors Inc  
Lasertech Floorplans Ltd.  
LOGIX Insulated Concrete Forms, Ltd.  
Mapei Inc.  
Marvin Windows & Doors  
Megamet Industries, Inc.  
Mirage  
MP Global Products  
Nana Wall Systems  
naturally:wood  
Nordic Engineered Wood  
NRB Inc.  
Oce-Canada Inc.  
Ohio Gratings, Inc.  
Omega II Fence Systems  
Read Jones Christoffersen Ltd.  
Richersons Enterprise Ltd  
Robertson Building Systems  
Roll Form Group  
Sarah Hall Studio, Inc.  
Sound Solutions  
Steel-Craft Door Products Ltd.  
StonCor Canada  
StoneSelex Inc.  
Sun Glow Window Covering Products of Canada  
Sunset Stone Inc  
Sustainable Forestry Initiative Inc.  
Tandus Flooring, Inc  
Tate ASP  
Ten Plus Architectural Products Ltd.  
Terrazzo Tile and Marble Association of Canada  
Thames Valley Brick & Tile  
The Belden Brick Company  
The International Surface Event 2014  
Tractel Swingstage  
Tri-Con Concrete Finishing Co. Ltd  
Twin Maple  
Tymetal Corporation  
Valcoustics Canada Ltd.  
Varco Pruden Buildings  
Velux Canada Inc.  
VICWEST

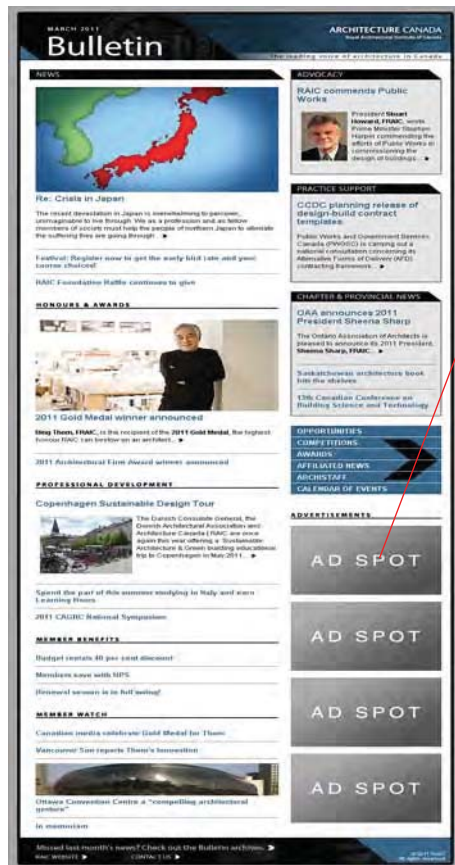
# Bulletin monthly eNewsletter

## About the eNewsletter

Now more than ever, professionals consume information on the go. Our *Bulletin* monthly eNewsletter 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 4,200 decision-makers on a regular basis.
- In addition to members, opt-in subscription means that professionals in the market for your products and services see your message.
- Frequently forwarded to others for additional exposure.
- Cross-promoted in other Architecture Canada | RAIC publications and communications pieces.
- 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.



### Custom Banner (245 x 150 pixels)

12 Months | \$5,250 6 Months | \$2,850 3 Months | \$1,600

- Only four spots available – NO ROTATION
- Max file size 100 KB; JPG only (no animation)

### Distributed Monthly Sections include:

- Hot Topics
- News Briefs
- Upcoming Events



# Architecture Canada Services Portal

## Advertising on the Architecture Canada Services Portal – portal.raic.org

The Architecture Canada Services Portal is a great way to reach members and reinforce your marketing message. Visitors log on to portal.raic.org to learn about important information and to discover ways to maximize their membership. Advertising on portal.raic.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of architectural professionals.

### Features of Architecture Canada Services Portal advertising:

- Cross-promoted in other Architecture Canada 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.
- Have our team create a custom ad for only \$50.

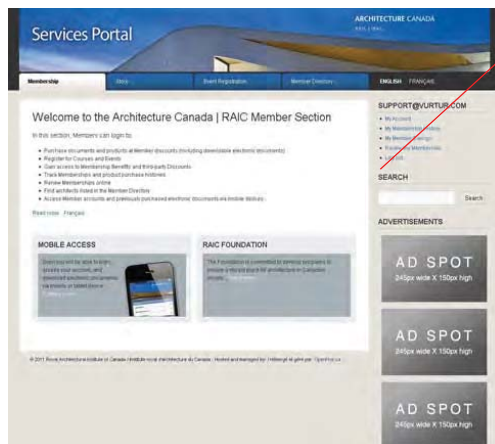
### On average, portal.raic.org receives:

- 5,218 visits per month
- 27,388 page views per month
- Visit duration of nearly 4 minutes

\*Traffic from January 2014 - April 2014



**Ads featured on the Architecture Canada Services Portal typically receive more than 6,000 impressions per month!**



### Custom Rectangles (245 x 150 pixels)

12 months | \$3,570   6 Months | \$1,990   3 Months | \$1,096

- Three rectangles with two advertisers rotating in position
- Appear in the services portal landing page and sub-pages
- Max file size 100 KB; JPG only (no animation)

## Online Specifications

For more information, visit: [www.naylor.com/clientSupport-onlineGuidelines.asp](http://www.naylor.com/clientSupport-onlineGuidelines.asp)

### **Bulletin eNewsletter**

#### **Custom Banner**

- 245 x 150 pixels
- JPG only (no animation)
- Max file size 100 KB

### **Website**

#### **Custom Rectangles**

- 245 x 150 pixels
- JPG only (no animation)