



## ONLINE ADVERTISING OPPORTUNITIES

The American Institute of Architects New York Chapter has a number of online advertising opportunities.

- **eOculus**, our electronic newsletter, is sent via e-mail on alternate weeks and reaches more than 10,000 people, including members of the AIA New York Chapter and related professionals. Archives are available on the web at [www.aiany.org/eOCULUS/newsletter](http://www.aiany.org/eOCULUS/newsletter).
- **eCalendar** is sent via email to more than 10,000 people every Friday and lists all the events at the Center for Architecture for the upcoming two weeks. It also announces exhibitions, meetings, and Chapter reminders.

Prepayment is required with no refunds for cancellations offered. AIA members receive a 10% discount.

### **Banner Ad**

A banner ad, featured at the top of one issue with a link to your website, is \$1,000 per issue. Images in eOculus are 640-pixels-wide x 100-pixels-high; images in eCal are 700-pixels-wide x 95-pixels-high.

### **Side Banner (eOculus only)**

A smaller graphic ad, including link to your website, may be placed in eOculus for \$500. Images are 150-pixels-wide x 432-pixels-high.

### **Issue Sponsorship**

For \$1,500, your firm will receive sole sponsorship of an issue of eCalendar or eOculus. This includes both a banner ad at the top of the issue and a side banner (eOculus only) and a feature with 50 words of text.

### **Distribution Schedule**

eOculus comes out on alternate weeks, though may be released sooner depending on breaking news. eCalendar is sent out every Friday. Please specify if you would like to place your banner in eOculus or eCalendar. Ads will be placed in the next available issue after payment is received.

**If you have questions, please contact Dena Schwartz, Development Assistant, at 212-358-6223 or [dschwartz@aiany.org](mailto:dschwartz@aiany.org).**



## BANNER ADVERTISEMENT FORM

### Ad Information

Selected Outlet (circle one)	eOculus	eCalendar	
Ad Type (circle one)	Banner \$1000	Side Banner \$500	Sponsorship \$1500
Number of Issues			
Subtotal	\$		
LESS 10% MEMBER DISCOUNT (if applicable, please provide Member #)	\$		
<b>TOTAL PAYMENT DUE</b>	<b>\$</b>		

### Payment Information *(Payment must be received before ad is placed.)*

Method of payment (circle one): Cash    Check (#\_\_\_\_\_)    Amex    MC    Visa    Discover

Card Number: \_\_\_\_\_ Sec. Code: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Cardholder Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Billing Address: \_\_\_\_\_

\_\_\_\_\_

Name: \_\_\_\_\_

Firm Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### To submit ad:

- FAX** completed form with payment information to Jennifer Apple at 212-696-5022.
- EMAIL** ad copy to Dena Schwarz at [dschwartz@aiany.org](mailto:dschwartz@aiany.org).

**PLEASE ENSURE BOTH STEPS ARE COMPLETED TO GUARANTEE THE PLACEMENT OF YOUR ADVERTISEMENT.**