

AIAS CROSS SECTIONS

REACH

6,900

ARCHITECTURE STUDENTS

EACH WEEK

MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B/1 TOP/BOTTOM SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E FEATURED COMPANY

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

G CURRENT PROMOTION

Promote your company's current special offer with this 5-word ad that will entice buyers and increase traffic. Ad includes a unique landing page developed specifically for your company. [View landing page sample.](#)

The screenshot shows the ATAS Cross Sections website with several advertising placements marked with letters A through G:

- A:** Vinyl Institute banner at the top.
- B:** Lutron advertisement on the left sidebar.
- C:** A large article titled "Is conservation killing contemporary architecture?" with a "PRODUCTS FOR PROJECTS" callout box.
- D:** A "Product Showcase" section featuring AAB3350 IsoPart™ and GRAPHISOFT Virtual Building Explorer.
- B/1:** A large "Green energy from city skylines" article.
- C/1:** A "2-man architecture firm grows to 1 of largest in Wichita, Kan." article.
- E:** A "Richard Neutra tribute" article.
- F:** A "Feature at Trade Center is halted after \$10 million" article.
- G:** A "Featured Companies" section listing Alcoa and National Gypsum.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to the 6,900 architecture students (one 90 day cycle)



Leaderboard
\$3000

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$2750/\$2500

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper Top/Bottom
\$2750/\$2500

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$2950

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 Lorem ipsum dolor
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 laboris nisi. [More](#)

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



Featured Company
\$2500

Lorem ipsum dolor
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Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



Traditional Text Ad
\$1500

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Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**



Current Promotion
\$2250

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Text **five word headline**
Image Dimensions **68x34** File Format **JPEG, GIF**
Landing Page Text **50 word product description**
Landing Page Image Dimensions **175x125** File Format **JPEG, GIF**

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AIAS CROSS SECTIONS, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO STUDENTS AND OTHERS INVOLVED WITH AND INTERESTED IN ARCHITECTURE AND DESIGN.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press**, **The New York Times**, **Financial Times** and the leading industry publications and is delivered to the inboxes of architecture students and professionals from around the nation.

AIAS CROSS SECTIONS
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS+

TOP TEN REASONS TO ADVERTISE IN AIAS CROSS SECTIONS:



CREDIBLE SOURCE

For over 55 years, our members have turned to the association as the informational authority of the industry. Advertising in AIAS Cross Sections solidifies your place among weekly information provided to AIAS members.



TARGETED DISTRIBUTION

Advertising in AIAS Cross Sections allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to AIAS Cross Sections have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, AIAS Cross Sections ensures your ad will be seen weekly by our 6,900 subscribers.



AFFORDABLE

Advertising in AIAS Cross Sections is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of AIAS Cross Sections has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in AIAS Cross Sections.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.