2027 MEDIA KIT



PHOTO CREDIT: ALLAN ONDERCHAIN/COURTESY BATTERY PARK CITY AUTHORITY

AIA New York

CENTER FOR ARCHITECTURE



PHOTO CREDIT: DAVE BURK/SOM

WHY AIA NEW YORK?

- New York City is home to the leading architecture firms and world-class architects, making it a **global hub of architecture** and design that directly influences both local life and global practices.
- New York's architectural industry revenue is **nearly $4 billion each year**.[1]
- About **16.3K people are employed** in New York's architectural community.[1]
- Construction spending in NYC is forecasted to exceed **$75B in 2027**.[2]
- **17,000+ participants** register for AIA New York and Center for Architecture programming each year.

Source:
1. *https://edc.nyc/industry/creative-economy#design*
2. *2025-2027 New York City Construction Outlook Report, New York Building Congress*

WHO ARE WE?

Established in 1857, **AIA New York** (AIANY) is the oldest and largest chapter of the American Institute of Architects, serving as the collective voice of nearly 5,000 licensed architects, allied professionals, students and design enthusiasts in New York City.

The **Center for Architecture** has been a leading hub for architecture and design in New York City since 2003. Located in Greenwich Village and home to AIANY, the Center connects design professionals, students, educators and the public through exhibitions, lectures, panel discussions and hands-on programs.

By fostering collaboration, creativity and critical conversation, AIANY and the Center partner to advance the value of architecture and inspire new ideas for a more just and sustainable future. *Oculus* magazine and our suite of digital products are critical components of this work. Put your trusted status in the industry at the forefront, where design and architecture influencers can see and recommend you.

WHY INNOVATIVE?

CLICK HERE to find out



Oculus

The Official Publication of AIA New York

CLICK HERE TO VIEW THE DIGITAL MAGAZINE

EDITORIAL CALENDAR

Issue Number	Artwork Due	Delivered to Members
Volume 89 Issue 1	11/17/26	February 2027
Volume 89 Issue 2 – Annual Design Awards	2/3/27	April 2027
Volume 89 Issue 3	4/30/27	July 2027
Volume 89 Issue 4	8/4/27	October 2027

NET ADVERTISING RATES

4-Color Rates	1x	4x
Premium Positions*	$4,245	$3,335
Full Page	$3,690	$2,900
1/2 Island	$3,020	$2,110
1/2 Page Horizontal or Vertical	$2,625	$1,835
1/4 Page	$1,830	$1,210
Digital Edition Advertising	**1x**	**4x**
Tile + Interstitial Digital Package	$1,650	$1,650
Tile + Landing Page Digital Package	$1,650	$1,650
Tile + Interstitial Print Package**	$1,375	$1,375
Tile + Landing Page Print Package**	$1,375	$1,375
Tile à la Carte	$925	$925

CLICK HERE FOR AD EXAMPLES

All rates are for full-color advertisements.
**Premium Positions include: inside front cover, inside back cover, page 3 and back cover.*
***Discounted digital + print package available with 1/2-page print ads or larger.*

Interested in an outsert or advertorial? Contact your Innovative rep to discuss options!

TO MAXIMIZE YOUR MARKETING REACH, TALK TO YOUR INNOVATIVE SALES REP ABOUT PACKAGING PRINT ADVERTISING WITH OUR DIGITAL PRODUCTS.

AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all ad content, and we will design it for you. **Artwork creation and/or changes require a $150 surcharge.**

PAYMENT TERMS

- Make checks payable to Innovative Publishing.
- American Express, Mastercard or Visa accepted.
- To make a payment online, go to our website and select “Pay Invoice.”

SPECIFICATIONS

CLICK HERE FOR AD EXAMPLES

Print Ad Size	Dimensions
Full Page*	8.375" x 10.875" + 0.125" bleed
Back Cover*	8.3" x 10.875" + 0.125" bleed
1/2 Island	4.583" x 7"
1/2 Horizontal	7" x 4.583"
1/2 Vertical	3.333" x 9.5"
1/4 Page	3.333" x 4.583"
Digital Ad Size	**Dimensions**
Interstitial Ad SEE EXAMPLE	603 x 783 pixels
Landing Page SEE EXAMPLE	603 x 783 pixels
Digital Tile Ad SEE EXAMPLE	502 x 498 pixels

**Full-page ads are intended to bleed off the page.* SEE DEMO

OCULUS MAGAZINE AD FILE REQUIREMENTS

ARTWORK FILE SUBMISSION

File Types: Adobe InDesign, Illustrator, Photoshop or PDF. Please embed or include all fonts and graphics.

Send to: graphics@innovativepublishing.com or CLICK HERE for files larger than 5 MB.

PRINT EDITION AD FILE REQUIREMENTS

Minimum Resolution: 300 DPI (dots per inch)

Color: CMYK process

Bleed: 0.125 inch on full-page ads SEE DEMO

Margin: 0.5 inch on full-page ads SEE DEMO

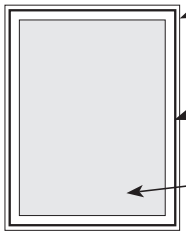
NOTE: We cannot improve the quality of an image. Graphics pulled from websites are generally too small to print.

DIGITAL EDITION AD FILE REQUIREMENTS

Minimum Resolution: 300 DPI (dots per inch)

Color: RGB

Video: MP4, F4V or FLV video format, 300 kb/s – 700 kb/s bitrate, 100 MB maximum file size, duration of 1 second or more.
CLICK HERE to see an example of an interstitial ad with video.



BLEED
*Please include an additional **0.125" of bleed** on **each side** of page*

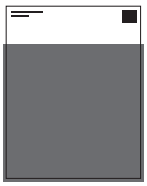
TRIM LINE
8.375" x 10.875"

LIVE AREA
7" x 9.5"
*Keep all important information within this area; at least **0.6875" away from** the trim line*

SEE DEMO



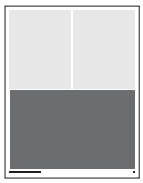
Full Page
(with bleed)



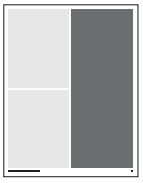
Back Cover
(with bleed)



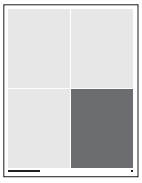
1/2 Island



1/2 Horizontal



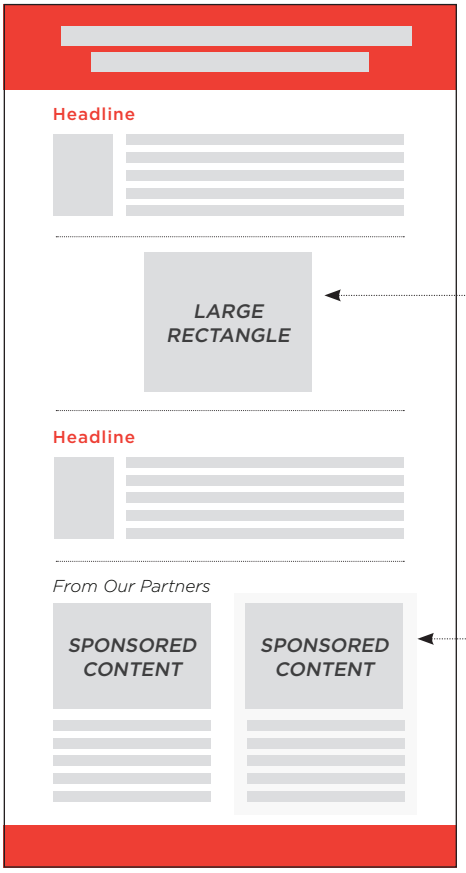
1/2 Vertical



1/4 Page

DIGITAL ADVERTISING
AIANY AND CENTER FOR ARCHITECTURE ENEWSLETTER

Allow us to deliver your message to our audience straight from AIANY. Every other week, this enewsletter is sent out to **40K readers in the architecture and design community**, including all AIANY members, with ad positions on a first-come, first-served basis. Great for promoting your products, services, events or press releases.





50%
OPEN RATE

LARGE RECTANGLE

Frequency	Cost
12 months	$6,950
3 months	$2,100
3 positions available	

Dimensions: 300 x 250 pixels

SPONSORED CONTENT

Frequency	Cost
12 months	$5,875
3 months	$1,675
2 positions available	

Specs: Maximum 40 words, including headline; content URL; 72 DPI feature image cropped to 400 × 267 pixels; JPG only

ENEWSLETTER FILE REQUIREMENTS

Minimum Resolution: 72 DPI

Color: RGB

File Types: GIF, PNG or JPG (JPG only for sponsored content)

Content Links: Provide content URL links, including any required tracking links

File Size: Maximum 40 KB

Artwork Due: All artwork is due on the 1st of the month prior to the beginning of the advertising term. Artwork will be reused for three-month periods.

Send to: graphics@innovativepublishing.com or CLICK HERE for files larger than 5 MB.

DIGITAL ADVERTISING
SPONSORED EBLASTS

One of the most effective ways to reach industry influencers is through a targeted email promotion campaign that provides a platform for you to **directly communicate your message to AIANY members and industry influencers**. Present your company as an industry thought leader by providing educational and practical content that supports the growth of New York's architecture community. For help envisioning your customized digital marketing plan, connect with your Innovative Publishing marketing consultant today.

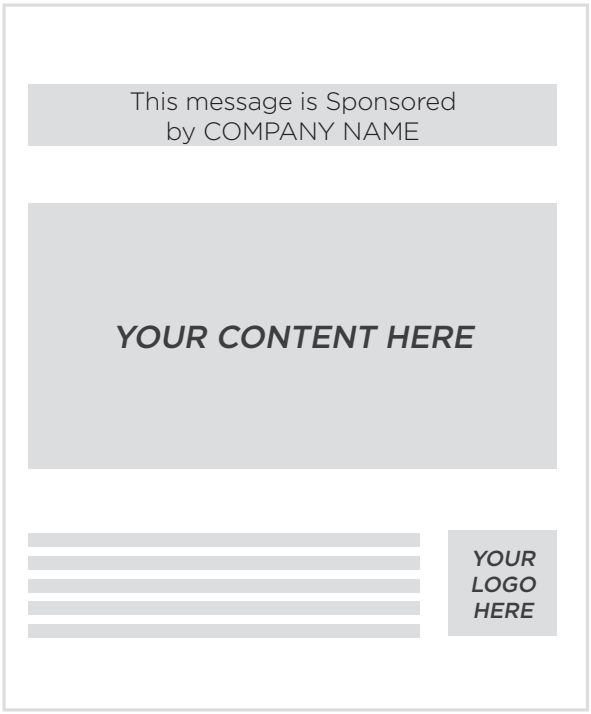
45% OPEN RATE

25K SUBSCRIBERS

2.15% AVERAGE CTR

SPONSORED EBLAST GUIDELINES

- The overall message and tone should be educational in nature and include practical, useful information that our audience will find informative and valuable.
- AIANY reserves the right to edit or alter email promotion content as it deems necessary to meet these requirements and ensure the message provides maximum value to our members.



SPONSORED EBLAST FILE REQUIREMENTS

Email Subject: 7 words or fewer

Headline: 10 words or fewer

Body Copy: 200-300 words

Minimum Resolution: 72 DPI

Color: RGB

File Types: GIF, PNG or JPG

Content Links: Provide content URL links, including any required tracking links

File Size: Maximum 40 KB

Company Logo: Minimum 400 pixels wide

Feature Image: Cropped to 700 x 467 pixels, no or extremely minimal text overlay

Artwork Deadline: All artwork is due one month prior to the month that the email is scheduled. Email promotions are usually distributed during the second half of each month.

Send to: graphics@innovativepublishing.com or CLICK HERE for files larger than 5 MB.

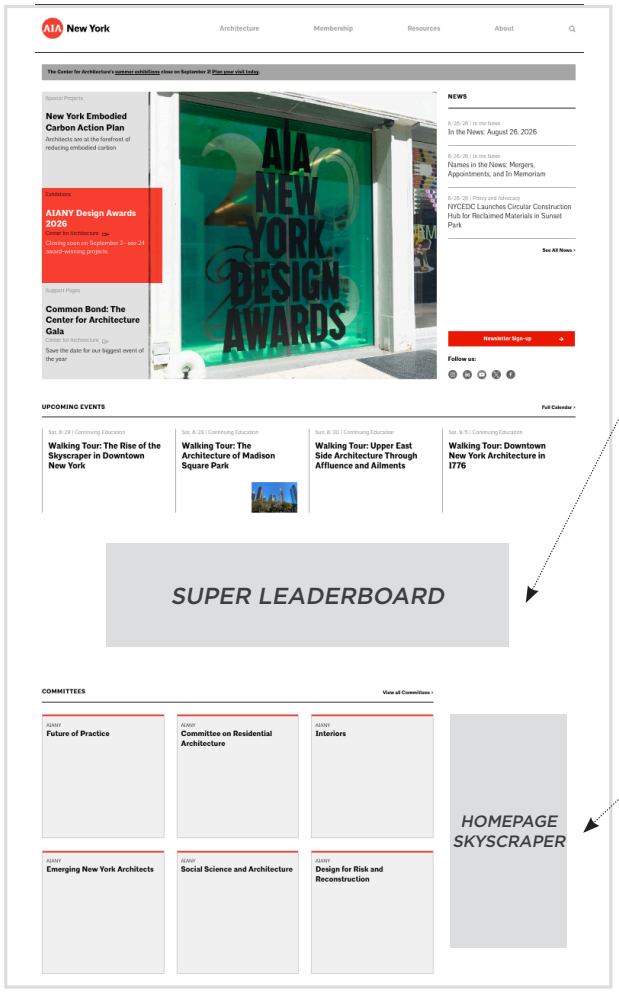
SPACE IS LIMITED!
ONE EBLAST BOOKED
EACH MONTH

$5,050
PER EBLAST

DEVELOP A PACKAGE
THAT SUPPORTS YOUR
MARKETING PLANS

DIGITAL ADVERTISING
AIANY.ORG

Advertising on the AIANY website is a **great way to reach members of both AIANY and the larger architecture and design community** while reinforcing your marketing message. Visitors to aiany.org can learn about upcoming news and events, access professional development resources, and discover ways to maximize their AIANY membership.



700K
VIEWS PER YEAR

25K+
USERS PER MONTH

SUPER LEADERBOARD

Only one ad space available with three advertisers rotating in the position. Your advertisement will appear on the homepage and select subpages.

Time	Cost
12 months	$4,500

Dimensions: 970 x 250 pixels (desktop) and 300 x 250 pixels (mobile)

HOMEPAGE SKYSCRAPER

Only one space available with up to six advertisers rotating on the homepage.

Time	Cost
12 months	$3,150

Dimensions: 300 x 600 pixels (desktop) and 300 x 250 pixels (mobile)

WEBSITE AD FILE REQUIREMENTS

Color: RGB

Minimum Resolution: 72 DPI

File Type: GIF, PNG or JPEG

Content Links: Provide content URL links, including any required tracking links

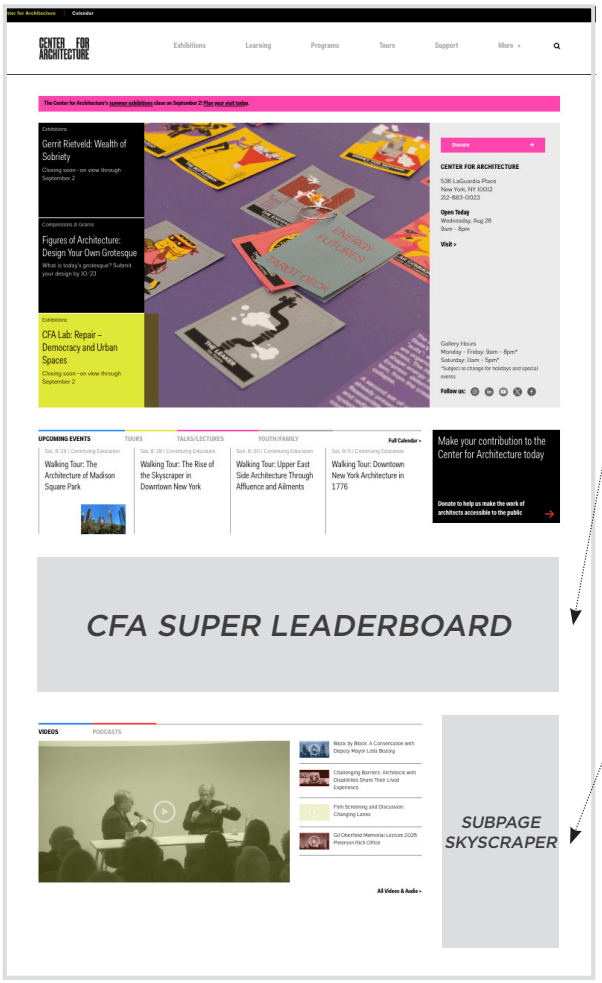
File Size: Maximum 40 KB

Artwork Due: All artwork is due on the 1st of the month prior to the beginning of the advertising term. Artwork will be reused for three-month periods.

Send to: graphics@innovativepublishing.com or CLICK HERE for files larger than 5 MB.

DIGITAL ADVERTISING
CENTERFORARCHITECTURE.ORG

Market your message to a **wider audience including design enthusiasts, educators and students** who visit the Center for Architecture website. Visitors can browse upcoming Center for Architecture programming including talks, tours, exhibitions, and educational opportunities for students, families and communities.



400K
VIEWS PER YEAR

CFA SUPER LEADERBOARD

Only one ad space available with three advertisers rotating in the position. Your advertisement will appear on the centerforarchitecture.org homepage and select subpages.

Time	Cost
12 months	$4,050

Dimensions: 970 x 250 pixels (desktop) and 300 x 250 pixels (mobile)

SUBPAGE SKYSCRAPER

One ad space, shared by up to six rotating advertisers, appears on the centerforarchitecture.org homepage and select subpages, the calendar.aiany.org homepage, and select aiany.org subpages.

Time	Cost
12 months	$3,050

Dimensions: 300 x 600 pixels (desktop) and 300 x 250 pixels (mobile)

WEBSITE AD FILE REQUIREMENTS

Color: RGB

Minimum Resolution: 72 DPI

File Type: GIF, PNG or JPEG

Content Links: Provide content URL links, including any required tracking links

File Size: Maximum 40 KB

Artwork Due: All artwork is due on the 1st of the month prior to the beginning of the advertising term. Artwork will be reused for three-month periods.

Send to: graphics@innovativepublishing.com or CLICK HERE for files larger than 5 MB.

DIGITAL ADVERTISING
PROGRAMMATIC ADVERTISING

Extend your marketing reach with programmatic advertising. This opportunity repeatedly engages with users who visit the suite of AIANY websites, maximizing your ROI to a quality audience. Not only do AIANY's **5,000 members** frequent our sites, but the sites also receive **more than 136,000 total page views** each month. Every dollar you invest in programmatic retargeting goes toward delivering your content across multiple channels to a qualified audience that is determined by the behavior and characteristics of the user.

Impressions/Month	Cost
240K	$6,365
120K	$3,670
80K	$2,610
40K	$1,385

PROGRAMMATIC ADVERTISING FILE REQUIREMENTS

Programmatic Advertising (four ad sizes required): 728 x 90 pixels, 300 x 250 pixels, 160 x 60 pixels, 320 x 50 pixels

Minimum Resolution: 72 DPI

Color: RGB

File Types: GIF, PNG or JPG

Content Links: Provide content URL links, including any required tracking links

File Size: Maximum 40 KB

Artwork Due: All artwork is due on the 1st of the month prior to the beginning of the advertising term. Artwork will be reused for three-month periods.

Send to: graphics@innovativepublishing.com or CLICK HERE for files larger than 5 MB.

DIGITAL ADVERTISING
CALENDAR.AIANY.ORG

Reach a broader audience that includes anyone **from an industry insider to a community member** who relies on AIANY and the Center for Architecture's dedicated online calendar to stay engaged with the global architecture and design scene.

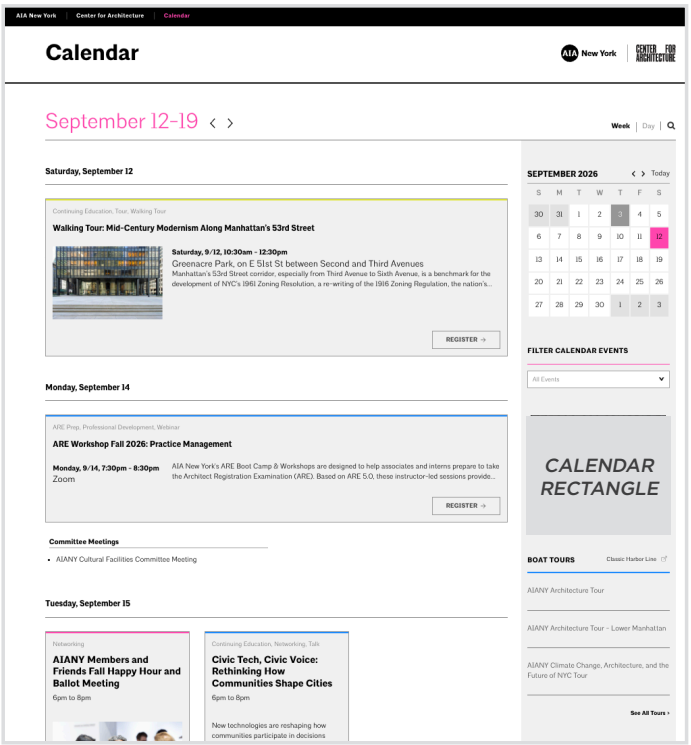
500K
VIEWS PER YEAR

CALENDAR RECTANGLE

Only one space rotating up to six advertisers on the calendar.aiany.org homepage and event detail pages.

Time	Cost
12 months	$4,200

Dimensions: 300 x 250 pixels



FOR WEBSITE AD FILE REQUIREMENTS, SEE PREVIOUS PAGE