

## AIA ENY Announcement Policy

### AIA ENY Announcement Policy Premise:

The American Institute of Architects endeavors to promote the profession through increasing the organization's and the public's awareness of what architecture is and what, as architects, we do to facilitate the principles of safe, responsible and exemplary design, while responding to the changes in society and the needs of our communities. We do not do this alone, but through membership and strategic allied partnerships in order to motivate participation and engage like-minded individuals and groups to further the mission of the Organization in order to better serve its members and the community.

Due to this need, and the need to remain fiscally responsible to those we serve and represent, it is necessary to entice those not already members or partners to become members or partners; and to reward existing members and partners with discounted services (and where possible, free or 'of-equal-value' services) since these partnerships and memberships have already been deemed profitable to the membership as a whole.

The Chapter's primary objective in providing announcements includes relaying content associated with the administration of the Chapter, continuing education opportunities for Chapter members, or other matters at the Board's discretion.

Having said this, the American Institute of Architects Eastern New York Chapter (AIA ENY) endeavors to enact an announcement policy that is fair and consistent while providing the best advantages possible to its members and allied members.

AIA ENY will provide weekly announcements to its members, typically sent on Friday afternoons, to alert members of potential events and programs in which one can participate.

### General Note:

- Announcement content providers assume liability for all content of the announcement (or sponsorship material) submitted and assume responsibility for any claims which arise from said content.
- AIA ENY reserves the right to reject any content considered objectionable in wording, appearance, or taste; and to designate appropriately any content and submitted material that resembles editorial matter.

# AIA ENY Announcement Policy

## Email and Similar Announcement formats:

The Chapter's primary objective in providing announcements includes relaying content associated with the administration of the Chapter, continuing education opportunities for Chapter members, or other matters at the Board's discretion.

## Not-for-Profit, Professional Organizations

It is AIA ENY's intention to provide its members and allied members with pertinent information shared by not-for-profit, professional organizations. Information requested by these organizations to be sent out to our members should consist of educational content (typically, but not limited to Programs and Event information related to the profession) as well as vital or interesting information for those in the profession and related areas.

**Examples** would include (but not be limited to):

- Announcing an important Continued Learning Program open to our members;
- Providing Indication of changes to laws which affect our members;
- Conventions which serve our members or member's colleagues.

## Requirements

- Groups/individuals providing the announcement should limit content to basic information, with a link to allow the user to view more detailed information on another site. It is requested that content be submitted within a Word Document, and should include:
  - Title (of the announcement)
  - Sponsor (i.e. Upstate NY USGBC)
  - Date(s) & Time(s)
  - Location (Name, Address, City & State)
  - A (50)-word description including any AIA Learning Units (LU) that will be received; how to register and a website where the Program/Event is listed.
  - Contact information (Contact Name, email address and phone number) for any questions.
  - One may include a 'PDF' document flyer (if applicable) with the full details of the Program/Event, or a hyperlink to the specific source. Image files are not recommended.
- Announcements are not to be considered AIA ENY's responsibility. AIA ENY will post the information after an internal review and approval has been granted. This approval will be on a case-by-case basis, even if the information provided has been previously submitted and approved. AIA ENY reserves the right to edit formatting, and to publish the provided content either in whole or in part.

**Fees:** None.

## Member and Allied\*\* Members

(See the 'Not-for-Profit, Professional Organizations' item above.)

\*\* As defined in the Allied Membership Brochure, [http://www.aiaeny.org/images/Allied\\_Membership\\_Brochure.pdf](http://www.aiaeny.org/images/Allied_Membership_Brochure.pdf)

# AIA ENY Announcement Policy

## **Architext and Similar Announcements:**

### **Member Announcements**

Member announcements will be posted within the *Architext* newsletter. Please see the “AIA Eastern New York Chapter, Board Policy for Member News Items in the Chapter Newsletter, June 23, 2010” as listed below.

**Fees:** None.

### **Member Sponsorship opportunities**

See also Allied Membership Sponsorships

### **Allied\*\* Member Announcements**

Allied member announcements, where applicable and approved will be posted within the *Architext* newsletter. Please see the “AIA Eastern New York Chapter, Board Policy for Member News Items in the Chapter Newsletter, June 23, 2010” as listed below.

**Fees:** Only where applicable.

### **Allied\*\* Member Sponsorship (events or *Architext* newsletter)**

Items considered ‘announcements’ and ‘sponsorships’, will incur applicable fees (see the ‘Newsletter Sponsor Brochure’ (News.Sponsorship.pdf) for rate structure and duration.

***Architext* Fees:** 25% off of regular sponsorship costs.

- Business Cards \$48.75/ea -- 6/\$243.75
- 1/4 Page \$97.50/ea -- 6/\$487.50
- 1/2 Page \$170.62/ea -- 6/\$780.00
- Full Page \$243.75/ea -- 6/\$975.00

**Sponsorship Fees** (typically event related\*):

- General Sponsor - receiving recognition on the announcement and at the event -- \$350.00
- Premiere Sponsorship - receiving ‘premiere’ (and exclusive) recognition on announcement and at the event -- \$1,125.00

\* Events may include complimentary elements like information tables, complimentary tickets, etc.

\*\* As defined in the Allied Membership Brochure, [http://www.aiaeny.org/images/Allied\\_Membership\\_Brochure.pdf](http://www.aiaeny.org/images/Allied_Membership_Brochure.pdf)

## AIA ENY Announcement Policy

### Non-Member, Non-Allied Member, For-Profit Request for Announcements

Where content befits the AIA ENY's mission and goals, the AIA ENY will consider<sup>†</sup> announcing information supplied by 'Non-Member, Non-Allied Member' to the AIA ENY's constituency for the appropriate fee (\$130.00/each announcement) or equal barter of service; however, the content will follow the guidelines stated in the AIA ENY Newsletter Sponsorship criteria and the Requirements item under the 'Not-for-Profit, Professional Organizations' section.

AIA ENY will not announce non-member, non-allied companies located outside the AIA ENY market or not pertaining to fields associated with Architecture, Design and Construction (as listed in the Allied Membership Brochure, [http://www.aiaeny.org/images/Allied\\_Membership\\_Brochure.pdf](http://www.aiaeny.org/images/Allied_Membership_Brochure.pdf)), or any company attempting to use AIA ENY in a manner to gain direct access to its members contact information.

Disclaimers will indicate AIA ENY is not responsible for the content of the message, and the Requester will hold AIA ENY harmless of any and all issues arising from questions pertaining to the validity or lawfulness of the Requestor's announcement content. AIA ENY will perform due diligence in reviewing content as deemed practical.

### Non-Member, Non-Allied Member, For-Profit Request for Sponsorships

Where the content has been reviewed and deemed appropriate, and the requesting entity's primary business, service or content area pertains to the fields associated with Architecture, Design and Construction (as listed in the Allied Membership Brochure), AIA ENY may allow said groups to sponsor within the *Architext*, or events.

**Architext Fees:** Full price cost.

- Business Cards \$65.00/ea -- 6/\$325.00
- 1/4 Page \$130.00/ea -- 6/\$650.00
- 1/2 Page \$227.50/ea -- 6/\$1040.00
- Full Page \$325.00/ea -- 6/\$1300.00

**Sponsorship Fees** (typically event related\*):

- General Sponsor - receiving recognition on the announcement and at the event -- \$467.00
- Premiere Sponsorship - receiving 'premiere' (and exclusive) recognition on announcement and at the event -- \$1,500.00

\* Events may include complimentary elements like information tables, complimentary tickets, etc.

† *Consideration does not mean acceptance. It is not the AIA ENY's policy to announce volume marketing information, but to provide viable and pertinent information from which its members may benefit as related to the profession or doing business in NY State. Those wishing to extend their respective marketing efforts to the AIA ENY membership can do so through the AIA Newsletter through normal channels.*

## AIA ENY Announcement Policy

**AIA Eastern New York Chapter, Board Policy for Member News Items in the Chapter Newsletter, June 23, 2010  
[Revised August 31, 2011]**

It is the policy of the Board that all items submitted as member news for publication in the Chapter Newsletter shall fall into the following two categories:

Category No. 1: News about a member.

Category No. 2: News about a member's firm or place of employment.

The requirements for these two categories are listed below. Any member news item may be omitted or edited to conform to the requirements listed below, or to accommodate the layout, production and format of the newsletter.

- Member news items must be submitted by the submission deadline published on the chapter website. Member news items submitted after the published submission deadline may, at the discretion of the designated Editor or responsible representative of the Board, be either omitted from the newsletter or delayed until the next edition.
- Member news items must be submitted by a member and should include his/her name and member number in the submission.
- Member news items must only be submitted in the following formats:  
Text - Word Document  
Images - JPG Format

### CATEGORY NO. 1: NEWS ABOUT A MEMBER

Member news items in this category shall:

1. Be about a member.
2. Be submitted by, or on behalf of, a member.
3. Contain the name of the submitting member in the byline of the news item.
4. Contain no more than one picture and up to 150 words.
5. Be formatted in the newsletter to represent no more than one-quarter of a page.

### CATEGORY NO. 2: NEWS ABOUT A MEMBER'S FIRM OR PLACE OF EMPLOYMENT

Member news items in this category shall:

1. Be about a member's firm or place of employment (such news items may include the announcement of the hiring or promotion of employees who are not members).
2. Be submitted by, or on behalf of, a member.
3. Contain the name of the submitting member in the byline of the news item.
4. Contain no pictures and up to 50 words.
5. Be formatted in the newsletter to represent no more than one-eighth of a page.
6. When a member submits multiple news items about non-members for any one edition of the newsletter, the news item may for formatting purposes be reduced to a bullet-list of hiring or promotion announcements from that firm.