

2022-2023

# Media Kit

ASSOCIATION OF COLLEGIATE  
SCHOOLS OF ARCHITECTURE



# Hello.

Thank you for your interest in advertising with us! Following, are all the ways you can share your product, service, or story with our audience.



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## WHY advertise with us?

ACSA, unique in its representative role for schools of architecture, provides a forum for ideas on the leading edge of architectural thought. Issues that will affect the architectural profession in the future are being examined today in ACSA members schools. The association maintains a variety of activities that influence, communicate, and record important issues. Such endeavors include scholarly meetings, workshops, publications, awards and competition programs, support for architectural research, policy development, and liaison with allied organizations.

Since 1912, ACSA has been the association where architecture administrators, faculty, their students and staff go for networking, professional resources, scholarship, and inspiration. Our audience is a diverse group of educated, design conscious individuals who drive positive change through design. This group is always seeking new ideas and methods for teaching and practicing architecture and design.

We offer a variety of ways to get your product or services in front of architecture administrators, faculty, and students:

+ Website Banner Ads

+ Membership List Rentals

+ Custom Marketing Packages

+ Job Listings

+ Sponsored Resources



## WHO advertises with us?

You would be in good company. Check out all the organizations who have advertised with us.



Actar D  
Altron, Incorporated  
AIA Historic Resources Committee  
.Archi  
Autodesk  
Big Ass Fans  
Binational Softwood Lumber Council  
Fabric Structures Association  
Graystone Group

Gensler  
Hanley Wood  
Houzz  
Industrial Fabrics Association International  
Job Target  
Job Elephant  
KingSpan  
Lawrence King  
Material Connexion

MIT Press  
National Center for Preservation Technology Training  
Princeton University Press  
Princeton Architectural Press  
Portland Cement Association  
Schindler  
Taylor & Francis

## Website Analytics

MONTHLY VISITS

~ 88,000

AUDIENCE

22%

ARE STUDENTS

TRAFFIC

55%

OF VISITORS GO TO  
ACSA JOBS

USERS SEE AN  
AVERAGE OF

2.64

PAGES PER VISIT

78%

ARE FACULTY

LOCATION

76%

OF USERS ARE IN THE UNITED STATES

Statistics from Google Analytics

## ACSA Website Banner Ads

We offer a number of advertising spaces on our website. Below are a list of the pages where you can find available advertising space. Click the words below to be redirected to the respective page.

[Homepage](#)

[Find a Job](#)

[Conferences](#)

[Competitions](#)

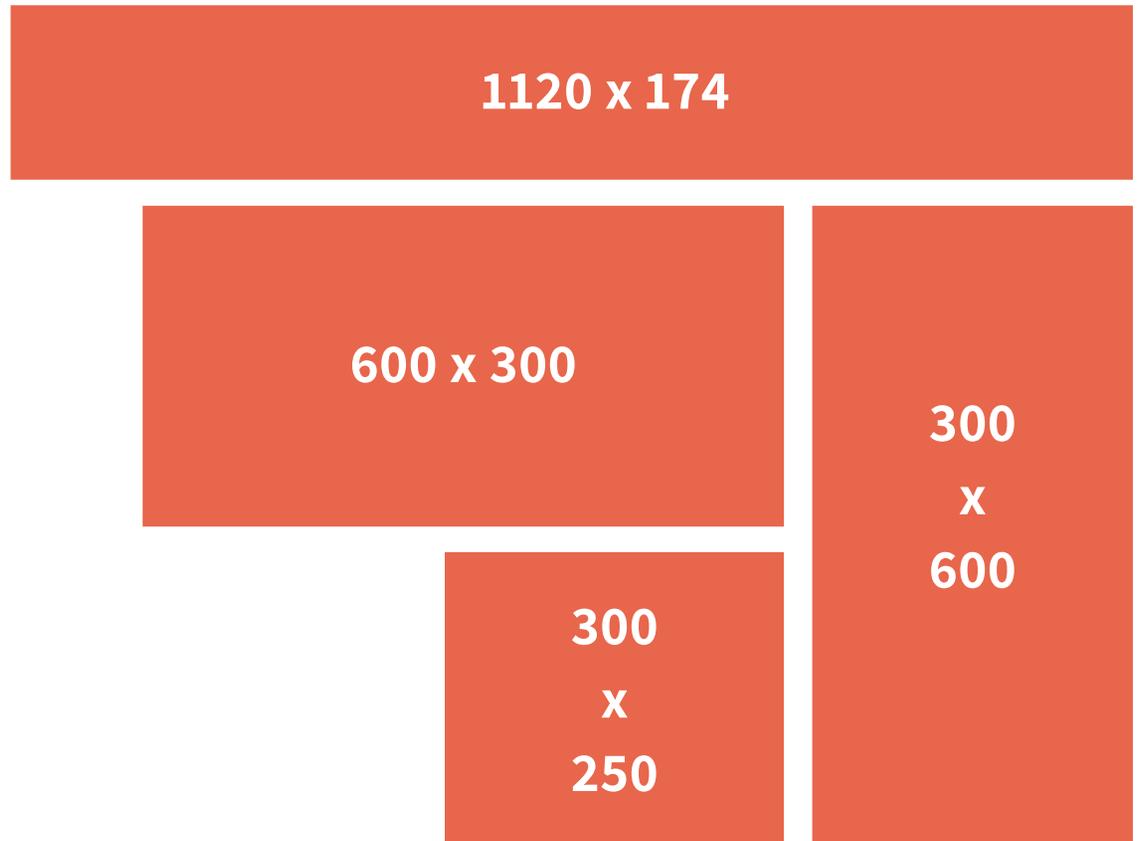
[Publications](#)

[Opportunities](#)

[Webinars](#)

[Resources](#)

[School + Faculty](#)



Ad Sizes

## Homepage

The homepage, ACSA-ARCH.ORG, is a place where our visitors can find the majority of our content. From new programming to data resources, this page grants access to the various activities and resources we provide.

- Two 1,120x174 and one 300x600px ads available
- Animated GIFs allowed

See page **17** for pricing information.

**15,000+**  
page views/month



A → 1120 x 174



B → 300 x 600



C → 1120 x 174



## Find a Job Page

ACSA is the premiere location for recruitment and employment searches in architectural education. Advertise on our most visited webpage with a 1,120px by 174px ad.

See page **17** for pricing information.

**10,000**  
page views/month



A



1120 x 174



## Conferences Page

This page offers a complete listing of all current and past conference.

- Three 300x250px ads available
- Animated GIFs allowed

See page **17** for pricing information.

**7,500**  
page views/month



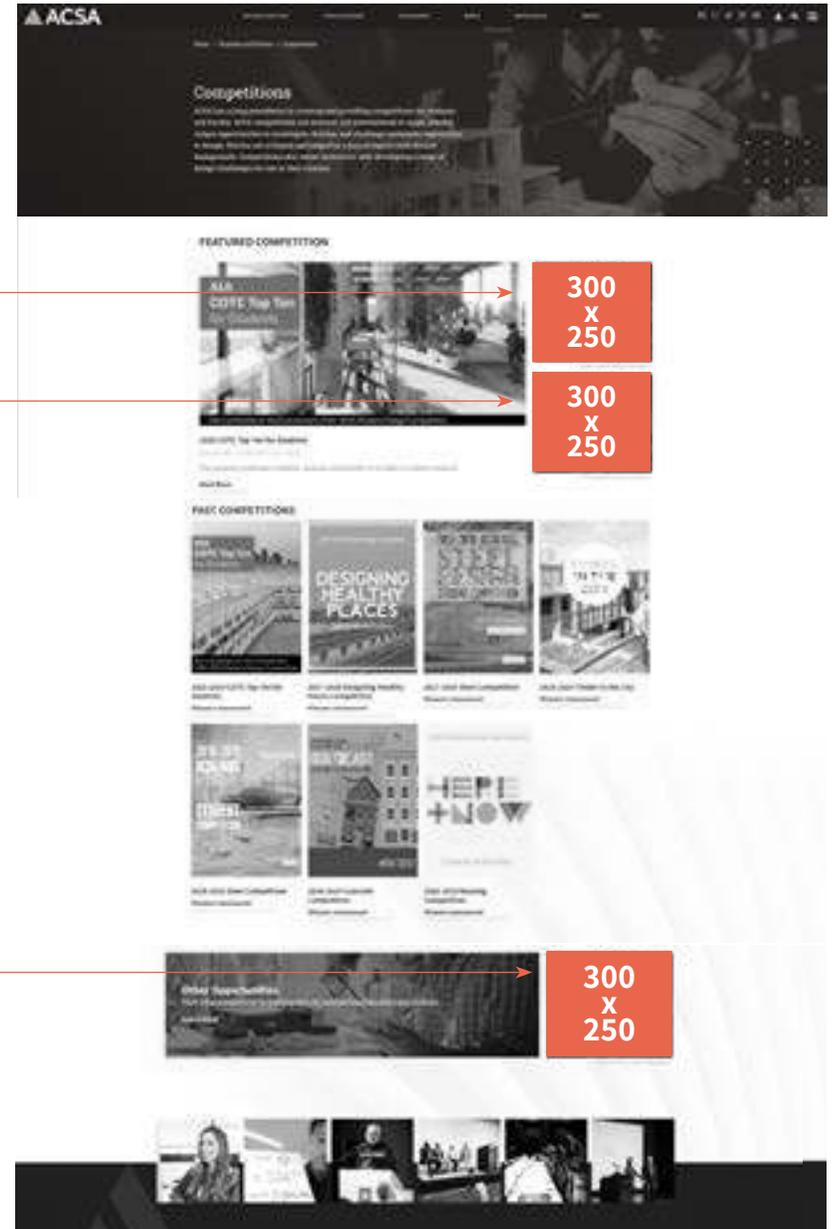
### Competitions Page Banners

This page offers a complete listing of all current and past competitions.

- Three 300x250px ads available
- Animated GIFs allowed

See page 17 for pricing information.

**7,500**  
page views/month



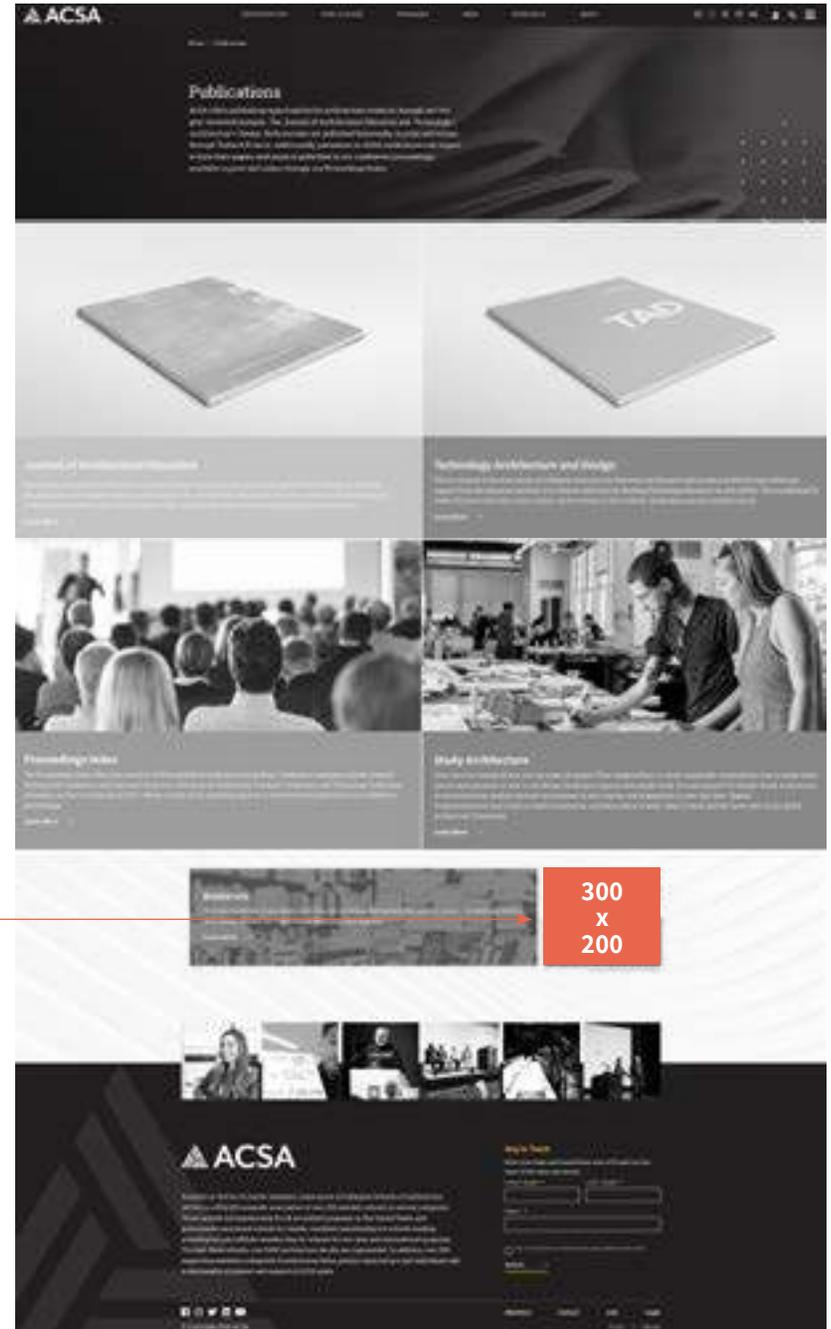
## Publications Page

This page is a portal to each of our scholarly publications. Users access this page to read our two peer-reviewed scholarly journals, search our comprehensive proceedings research library, and shop our bookstore.

- One 300x250px ad available
- Animated GIFs allowed

See page **17** for pricing information.

**5,000**  
page views/month



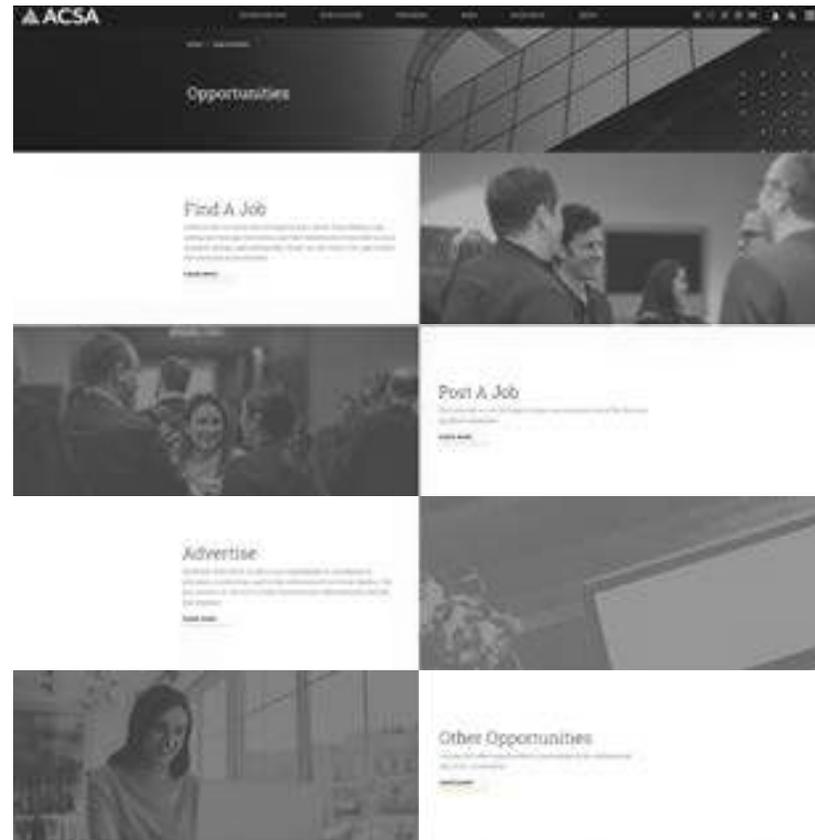
## Opportunities Page

Our opportunities page is the spring board for many users when looking for information on how to post a job, searching for a new job, or learning about advertising opportunities.

- One 1,120x174 ad available
- Animated GIFs allowed

See page **17** for pricing information.

**12,000**  
page views/month



A →

1120 x 174



## Webinars Page

This page houses all of our ACSA Webinars.

- One 1,120x174 ad available
- Animated GIFs allowed

See page **17** for pricing information.

**5,000**  
page views/month



A →



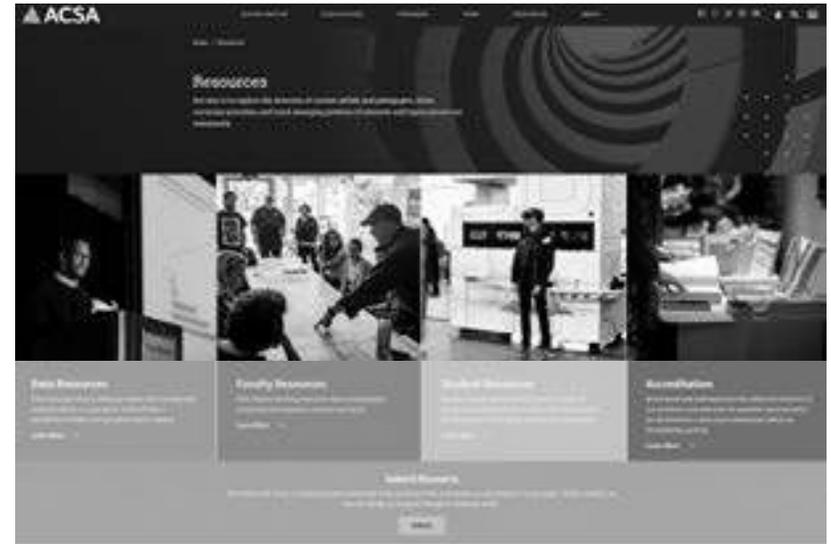
## Resources Page

Our resources page is the place for administrators, faculty, and students to learn about ACSA's research projects.

- One 1,120x174 ad available
- Animated GIFs available

See page **17** for pricing information.

**5,000**  
page views/month



A



**1120 x 174**



### Schools + Faculty Page

This landing page allows for visitors to search for schools, faculty members, or for their school’s faculty councilor.

- One 1,120x174 ad available
- Animated GIFs allowed

See page **17** for pricing information.

**1,500**  
page views/month



A →

1120 x 174



## Banner Ad Options + Pricing

Pricing for each of the advertisements are located in the table on the right.

**PURCHASE BANNER AD**

**POST AN AD**

 **CONTACT DANIELLE DENT**

Location	Views	Dimensions (w/h)	cost (member/nonmember)
<b>Homepage</b>	<b>15,000/mo</b>		
A		1120px   174px	\$68cpm / \$98cpm
B		300px   600px	\$52cpm / \$77cpm
C		1120px   174px	\$42cpm/\$62cpm
<b>Find a Job</b>	<b>10,000/mo</b>		
A		1120px   174px	\$68cpm / \$98cpm
<b>Conferences</b>	<b>7,500/mo</b>		
A		300px   250px	\$68cpm / \$98cpm
B		300px   250px	\$52cpm / \$77cpm
C		300px   250px	\$42cpm/\$62cpm
<b>Competitions</b>	<b>7,500/mo</b>		
A		300px   250px	\$68cpm / \$98cpm
B		300px   250px	\$52cpm / \$77cpm
C		300px   250px	\$42cpm/\$62cpm
<b>Publications</b>	<b>5,000/mo</b>		
A		1120px   174px	\$68cpm / \$98cpm
<b>Webinars</b>	<b>5,000/mo</b>		
A		1120px   174px	\$68cpm / \$98cpm
<b>Resources</b>	<b>5,000/mo</b>		
A		1120px   174px	\$68cpm / \$98cpm
<b>School + Faculty</b>	<b>1,500/mo</b>		
A		1120px   174px	\$68cpm / \$98cpm

## Job Advertisements

The ACSA job board is one of the most visited pages on the ACSA website. See below for the rates, benefits, and features for posting your job opportunity on ACSA Careers. Options below are for 30 day listing, beginning the day the ad is posted. Prices below are per position title. Two positions for one title will be allowed, such as, “two architecture faculty needed to teach Landscape Architecture.”

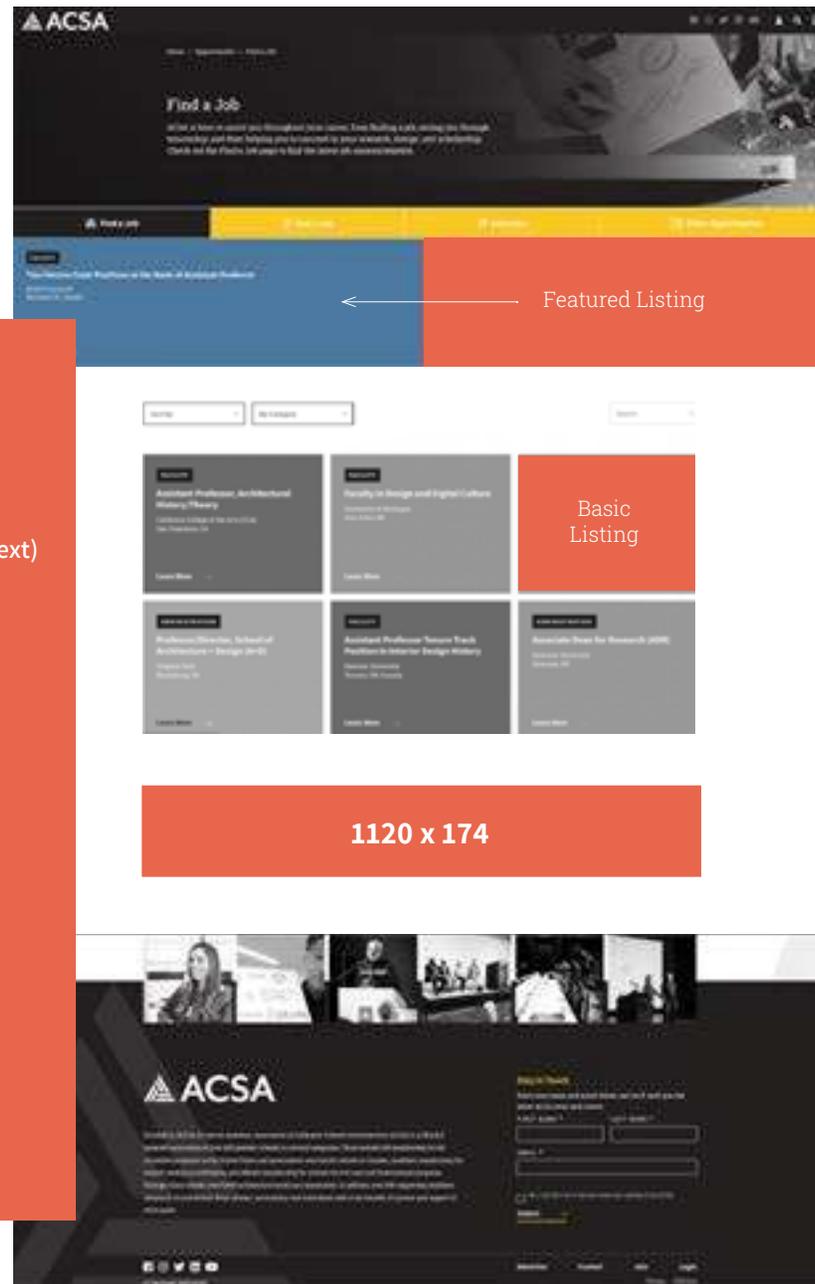
**POST A JOB**

### Standard Listing

- Basic (350 words)**  
Member: \$438  
Non-member: \$630
- Extended with Logo (Unlimited text)**  
Member: \$602  
Non-member: \$850

### Add-Ons

- Featured Listing**  
Member: \$210  
Non-member: \$285
- Homepage Listing**  
Member: \$160  
Non-member: \$235
- ACSA Update Email (2 emails)**  
Member: \$260  
Non-member: \$335



## Membership List Rentals

Personalized, sponsored emails from ACSA Partners are sent to our members Tuesday - Thursday. You can also send it to a select list of contacts focusing on faculty types, administrators, or faculty councilors. We also offer mailing lists for printed materials.

There are roughly 6,500 faculty and over 400 administrators. Final price for ads will be agreed upon before sending the email. Additional lists are available by teaching specialty, region, etc.

[SEND A PARTNER EMAIL](#)

[PURCHASE MAILING LIST](#)

### Partner Emails

#### All Members

Member: \$0.62/address  
Non-member: \$0.78/address

#### Administrators

Member: \$312 flat fee  
Non-member: \$365 flat fee

### Mailing Labels

#### All Members

Member: \$0.36/address  
Non-member: \$0.52/address

## Conferences at-a-glance

ACSA conferences serve as a forum for discussion as well as for the exploration of a broad scope of research, scholarship and creative activity. These are a great opportunity to meet face-to-face with hundreds of architecture educators, administrators, and practitioners who are eager to discuss the latest research, publications, or to learn more about a new product.

### Research Conference (Virtual)

October 6 - 7, 2022

### Administrators Conference |

**Boston, MA**

November 3 - 5, 2022

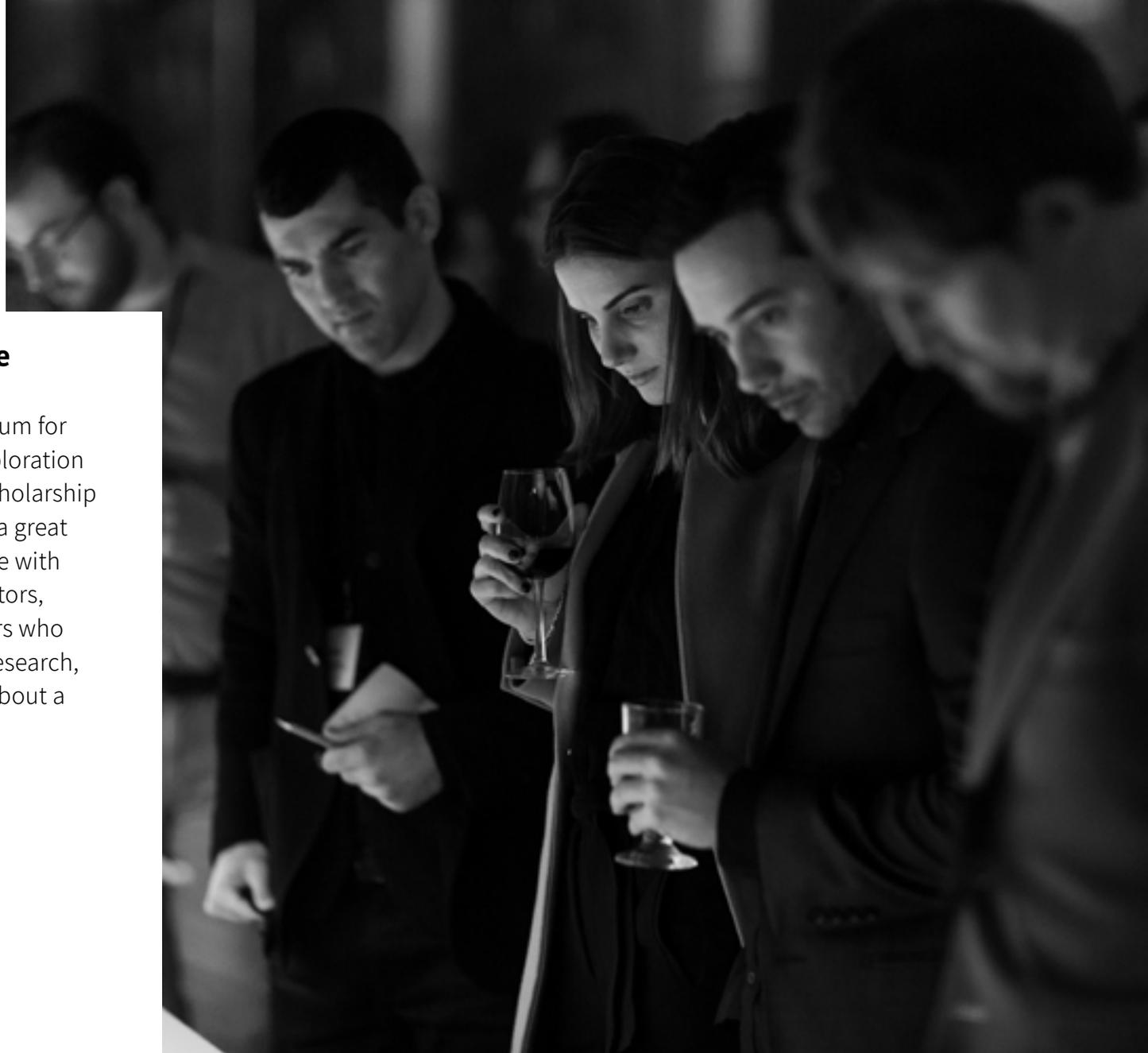
### Annual Meeting | St. Louis, MO

March 30 - April 1, 2023

### ACSA/EAAE Teacher's Conference |

**Reykjavik, Iceland**

June 22 - 24, 2023



## **Conference Sponsorships**

### **Full Exhibit Table**

- Table and skirting
- Name listed in program book
- One meeting registration and one “exhibit hall only” registration
- Available at the Annual Meeting only

member: \$816

nonmember: \$1,097

### **Managed Exhibit Table**

ACSA will set up and display a table of your company’s materials.

member: \$714

nonmember: \$944

### **Group Exhibit Table**

ACSA will display up to 6 titles (1/3 of a table) and will distribute order forms provided by the exhibitor.

member: \$255

nonmember: \$536

### **School Exhibit Table**

- Table and skirting
- Name listed in program book
- One meeting registration
- Available at the Annual Meeting only

member: \$663

nonmember: \$944

**Note: Exhibit tables typically only available at the ACSA Annual Meeting.**



**CONTACT ERIC ELLIS**



## Conference Sponsorships

### Program Book

Each conference has a printed program book that is distributed to all attendees.

### Full Page

member: \$765  
nonmember: \$1,046

### Half Page

member: \$408  
nonmember: \$689

### Business Card

member: \$204  
nonmember: \$485

Please note that advertisement content appears as submitted. Advertisers are responsible for accuracy, spelling, etc.



**CONTACT ERIC ELLIS**

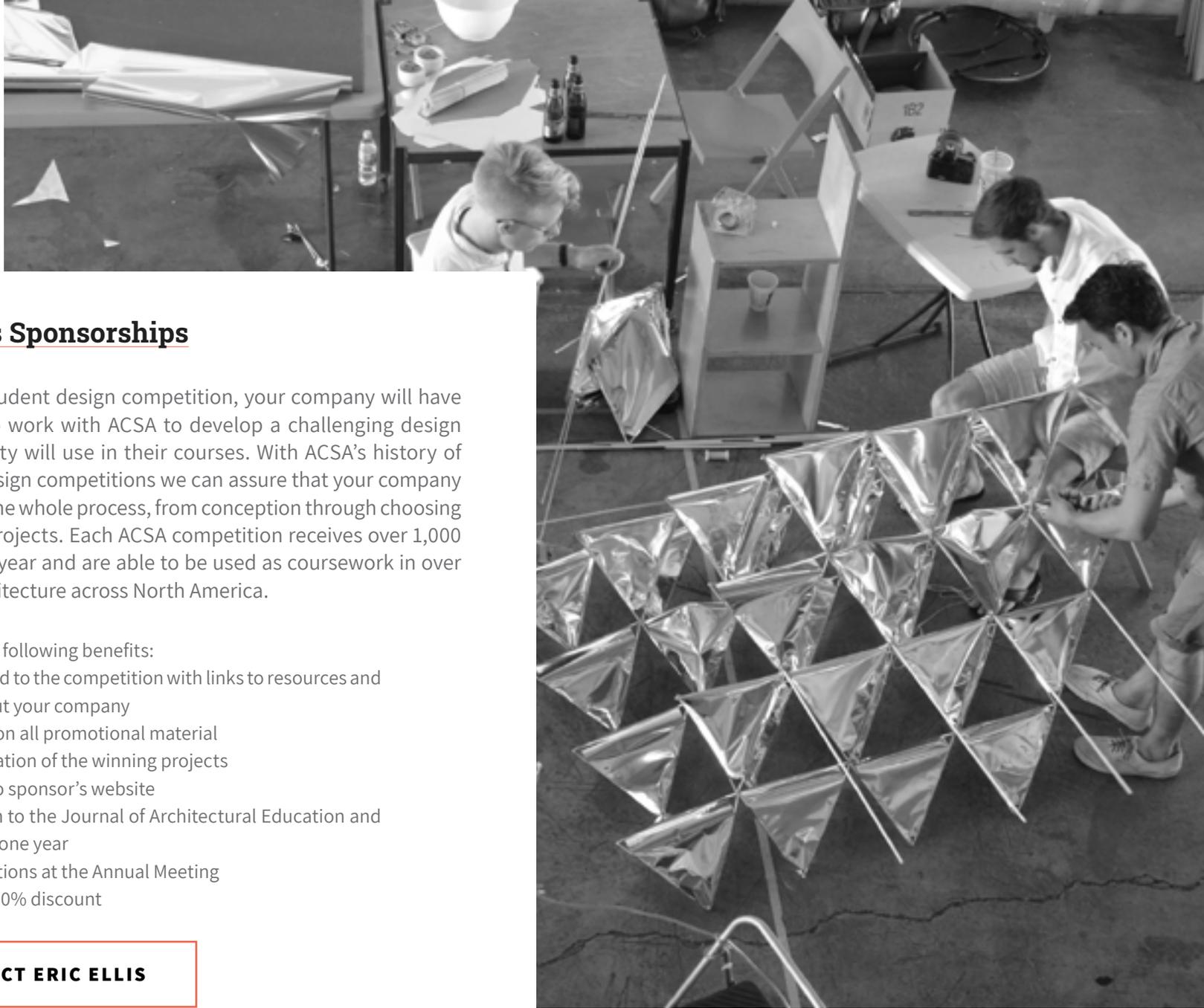


## Content Sponsor

**Lunch Presentation:** Provide educational information, including handouts and audio-visual presentation, over a lunch for up to 100 attendees. The 90 minute time slot would feature approximately 45 minutes of presentation time. (Comes with 3 conference registrations + table).

**Sponsored Session:** Run a concurrent session at the conference. Content to be developed jointly between you and the ACSA. (Comes with 2 conference registrations + 50% off exhibit table)

**Keynote Lecture:** Run a concurrent session at the conference. Content to be developed jointly between you and the ACSA. (Comes with 2 conference registrations + 50% off exhibit table)



## Competitions Sponsorships

By sponsoring a student design competition, your company will have the opportunity to work with ACSA to develop a challenging design problem that faculty will use in their courses. With ACSA's history of hosting student design competitions we can assure that your company will be involved in the whole process, from conception through choosing the final winning projects. Each ACSA competition receives over 1,000 participants every year and are able to be used as coursework in over 200 schools of architecture across North America.

Sponsorships get the following benefits:

- Website dedicated to the competition with links to resources and information about your company
- Company Name on all promotional material
- Summary publication of the winning projects
- Listing and link to sponsor's website
- Free subscription to the Journal of Architectural Education and ACSA Update for one year
- Two free registrations at the Annual Meeting
- Web banners at 50% discount



**CONTACT ERIC ELLIS**

## Educational Activities Sponsorship

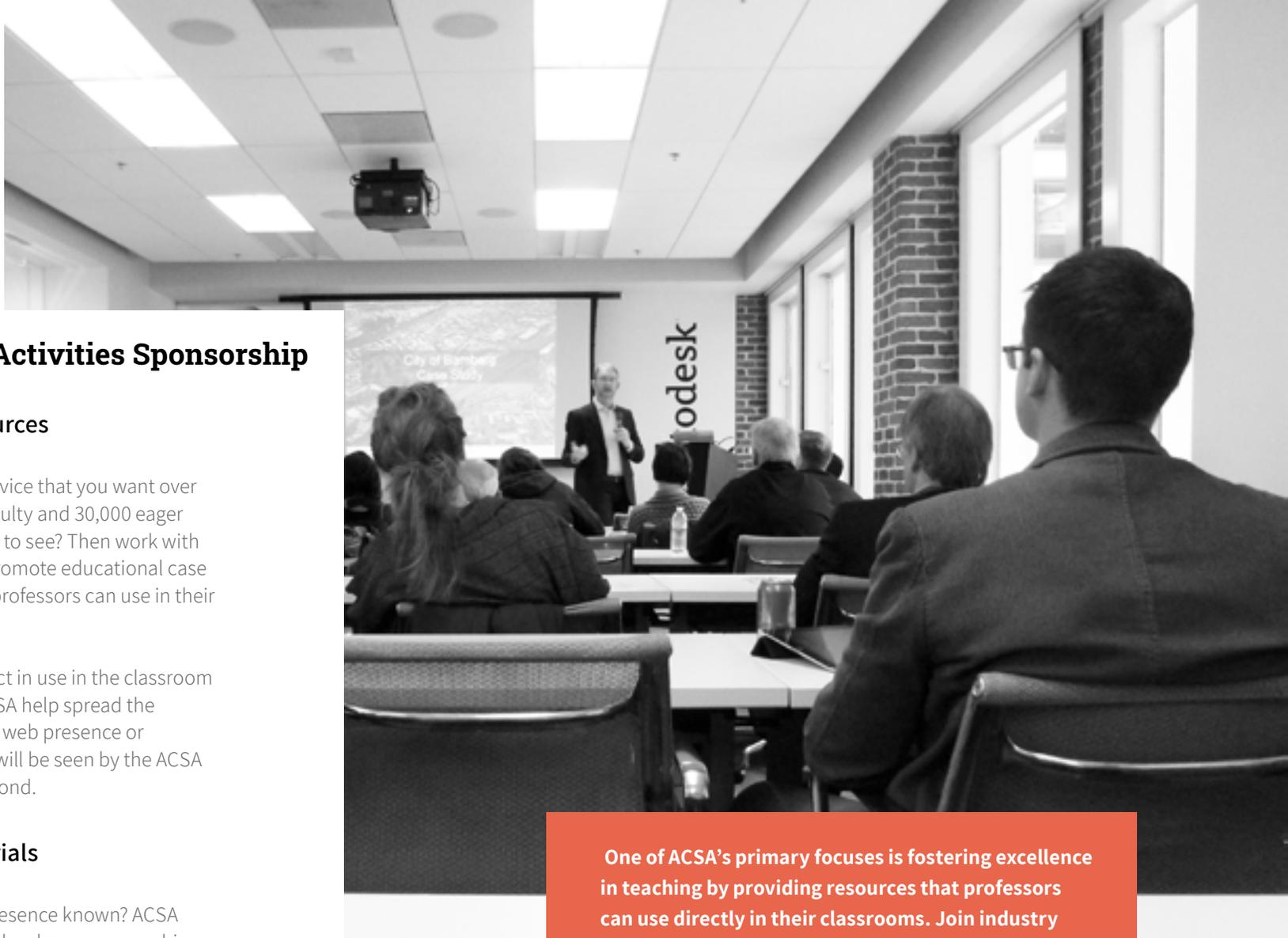
### Sponsored Resources

Have a product or service that you want over 5,000 architecture faculty and 30,000 eager architecture students to see? Then work with ACSA to create and promote educational case study materials that professors can use in their classroom.

Already have a product in use in the classroom or in the field? Let ACSA help spread the word by developing a web presence or creating a video that will be seen by the ACSA membership and beyond.

### Sponsored Materials

Want to make your presence known? ACSA will work with you to develop a sponsorship package that will showcase your company or organization. The possibilities are endless.



**One of ACSA's primary focuses is fostering excellence in teaching by providing resources that professors can use directly in their classrooms. Join industry leaders like Autodesk and the Association of Steel Construction as an ACSA partner in advancing teaching materials in architecture.**

These ACSA Terms and Conditions together with the applicable order form, are an agreement between the customer identified on the order form and ACSA.

**2022-2023 PAYMENT TERMS AND CONDITIONS**

Payment for all space is due 30 days from the invoice date. Customers more than 60 days in arrears on any ACSA invoice must pay all outstanding invoices or, at ACSA's discretion, submit payment with copy before any current or future insertions will be accepted. Notwithstanding any provisions in an order or other agreement to the contrary, if customer is an agency both agency and principle customers are jointly and severally liable for all payments due hereunder. If customer is an agency, ACSA reserves the right to notify principal customer regarding overdue and unpaid invoices.

**CANCELLATIONS AND REVISIONS**

Except for cancellations made pursuant to the terms of this agreement, customer is fully responsible for all products or services or services purchased pursuant to this agreement. Print Advertisements: All print ads are non-refundable. Orders may be cancelled without penalty by customer only upon written notice received by ACSA prior to the printed material close date. Customer is not entitled to review or revise advertisements that are received by ACSA's production department after the published close date. Online Advertisements: Online space requests are not guaranteed. Firm dates and inventory assignments are based on availability at the time the order is processed by the ACSA. If requested online inventory is not available, the ACSA will use good faith efforts to provide reasonable alternatives, subject to the termination rights set forth in this agreement. With respect to online advertisements only, customers may cancel their order at any time without penalty anytime before the ad is to be placed on the website and before payment has been made for said advertisement.

**RATE POLICY, LIABILITY LIMITATIONS, AND GENERAL PROVISIONS**

By submitting an order, customer accepts these terms and conditions. Orders are subject to these terms. ACSA is not bound by any order or other document that conflicts with these terms or by any oral or written promises or representations made by its sales representatives, and no such promises or representations have been relied on by customer in entering into this agreement. Any discrepancy between the price or terms set forth on an order and ACSA's rate schedule shall conflict shall be deemed a clerical order, and customer will be charged for all advertisements in accordance with the rate schedule then in force. All advertisements are acceptable and published on customer's representation that publication of the content has been duly authorized. Customer (jointly and severally, if the order has been submitted by an agency) will indemnify and hold harmless ACSA, its members, officers, employees, and agents, from and against any losses resulting from claims, suits, actions, demands, judgments, or orders based on the contents of subject matter or customer's advertisement including, without limitation, allegations that such advertisements constitute libel, violation of privacy rights, plagiarism, trademark or copyright infringement.

This agreement is governed by the laws of the District of Columbia and any dispute arising hereunder shall be subject the exclusive jurisdiction of the Federal and District Courts located in Washington, D.C. Customers may not assign this agreement without ACSA's consent.

Effective 11/14/2019

FOR GENERAL INQUIRIES



**CONTACT DANIELLE DENT**

**Danielle Dent**

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Marketing, and Publications  
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FOR CONFERENCE SPONSORSHIP



**CONTACT ERIC ELLIS**

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