

AAT

BUFFALO



MEDIA KIT 2017

aafbuffalo.com

AAF BUFFALO

What is AAF Buffalo?

AAF Buffalo (affectionately known as the “Ad Club of Buffalo”) is the largest and most diverse organization of marketing and communications professionals in Western New York. With roots dating back to the 1960s, we’re an organization on a mission to educate, connect, and inspire a creative community that is dedicated to building businesses small and large, near and far. Our 300 dues-paying members are the best and brightest advertising agencies, corporate marketing teams, freelancers, and students Buffalo has to offer.

AAF Buffalo is a regional chapter of the American Advertising Federation (AAF), a national network of nearly 200 local clubs representing 40,000 professionals and more than 200 college chapters with more than 5,000 student members.

Not just an unnoticed offshoot of a large national organization, we have been recognized for the work being done for our pros, students, and community. In 2016, AAF Buffalo won three AAF National Club Achievement Awards within Division II. In 2017, AAF Buffalo was named Club of the Year in Division II of the AAF National Club Achievement Awards.

National AAF Club Achievement Awards – Division II

Divisions are based on club size according to membership totals.

2016 First Place – Advertising Education, Communications, Programs

2017 First Place – Club Operations, Membership Development, Diversity & Multicultural Initiatives, Government Relations

2017 Second Place – Advertising Education, Communications, Programs, Public Service

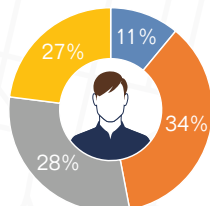


Our Membership

AAF Buffalo Professional Members

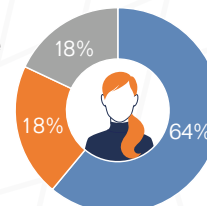
Member Age

18-24 years old
25-34 years old
35-44 years old
45 years old and up



Industry Experience

10+ years
5-9 years
1-4 years



Decision-Makers

74% of AAF Buffalo pro members make purchasing decisions or recommendations for their company or clients.

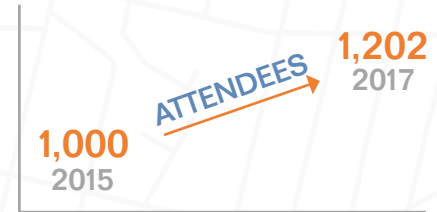
Our Reach

We take pride in being an active group that brings professionals and students together through various events and social media platforms. The goal of our events is to foster opportunities for members and non-members alike to grow their networks, learn something new, and give back to the community.

Event Attendance

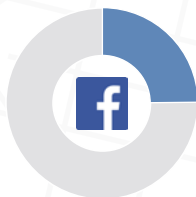
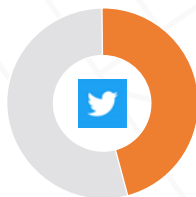
We think networking should be a fun experience where people don't live in fear of being cornered by aggressive business card hand-outers. Our programming presents ample opportunity for pros and students to get involved and meet their peers.

We mean business, but we also like to have fun and to do that we've hosted: happy hours to support scholarship programs for local students, skills development workshops, guest speakers from other markets, awards shows, bowling tournaments to support local charities, panel discussions, and networking trivia nights.



Social Media Engagement

14.6% of traffic referrals to aabuffalo.com come from social media channels.



Active Email Contacts

1,884 total subscribers



Website Engagement

286,653 total pageviews

Our top individual page is our **job board** with **116,568** total pageviews (40.67% of all site traffic)
(Source: Google Analytics during 2015-16 membership year 9/1/15 – 8/31/16)

Where Our Pro Members Work

Our membership is made up of a variety of agencies, in-house marketing teams, and individuals including:

AAA Western & Central New York	Daemen College	Invest Buffalo Niagara	PLS 3rd Learning
Ametek	Derrick Corporation	InVue Digital	Quinlan
Anchored By Design	Design Circus	Ivoclar Vivadent	Rebel One Studios
BBB of Upstate New York	dPost	J. Fitzgerald Group	Realtus Creative
Black Lab Digital	Erie Community College	Jaeckle Fleischmann & Mugel, LLP	Renoun Creative
BlueCrossBlueShield of WNY	FARM	Lawley Insurance	Riveter Design
Block Club	FIFTEEN	Lemur Studios	Switzer
Buffalo Advertising	FourthIdea	Luminus Media, LLC	Telesco Creative Group
Buffalo Bisons	Gelia	M&T Bank	Tipping Point Communications
Canisius College	Gribbins Films	Manzella Marketing Group	Trocaire College
CBRE Buffalo	Hadley Exhibits	The Martin Group	U-C Coatings
Clevermethod	Harold Warner Advertising	Mr. Smith	Uniland Development Co.
Community Beer Works	Heil Sound	Newbird LLC	Valmark Associates
Community Foundation for Greater Buffalo	HSBC	19 Ideas	Visit Buffalo Niagara
Cornerstone CFCU	Independent Health	NOCO	WNED WBFO
Crowley Webb	In-Room Plus	OtherWisz Creative	Wynne Creative Group
	Inside Sales Team	Publicis Hawkeye	YMCA Buffalo Niagara

American Advertising Awards (AAA)

Each year AAF Buffalo hosts the first tier of the American Advertising Awards where students and pros can enter their best work across a number of different categories to get scored by a panel of judges hailing from other markets. The top winners at the local show move on to the AAF District 2 competition against winners from across New York, Pennsylvania, Delaware, Maryland, and Washington, D.C.

Winners at the District 2 show get to take on the best of the best from across the country for national recognition. By the way - AAF Buffalo members have done pretty darn well on the road the last few years.

	2015 AAA	2016 AAA	2017 AAA
Attendees to WNY show	400 Attendees to WNY show at the Tralf Music Hall	450 Statler City	410 RiverWorks
AAF District 2	4 Silver ADDYs 1/1 Gold/Silver Student AAF District 2 AAA	9/6 2/3 Gold/Silver Gold/Silver Student	2 2 Silver Silver Student
AAF National	1 Silver Student AAF National AAA	2/3 1 Gold/Silver Silver Student	

Student Engagement

As we've grown in our careers, we've looked back at the things we learned (and didn't learn) and use our experience to give back to the students of today. We engage area professionals to provide their sage advice to the youth by hosting a handful of student-only events, such as: on-campus panel discussions, creative hackathons, Student Portfolio Seminar, American Advertising Awards Student Division, Don Nichols Scholarship Competition, Student Portfolio Review, and a partnership with Buffalo Prep to educate high school students about career opportunities in the advertising industry.

Annual Scholarship Awards

Don Nichols Scholarship Competition

\$1,800 per year

Portfolio Review

\$1,500 per year

Buffalo Prep

\$500 per year



Where Our Student Members Hit the Books



