



MEDIA KIT 2018-19

aafbuffalo.com

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 2017, AAF Buffalo was named Club of the Year at the AAF National Club Achievement Awards among the accolades we have received from the American Advertising Federation.

National AAF Club Achievement Awards – Division II

Divisions are based on club size according to membership totals.



2018 1ST PLACE – Communications, Programs & Membership

2018 2ND PLACE – Advertising Education, Public Service, Government Relations, Club Operations, Diversity and Multicultural Initiatives

2017 AAF NATIONAL DIVISION II CLUB OF THE YEAR

2017 1ST PLACE – Club Operations, Membership Development, Diversity & Multicultural Initiatives, Government Relations

2017 2ND PLACE – Advertising Education, Communications, Programs, Public Service

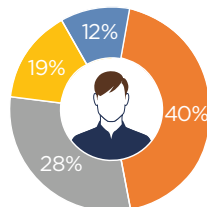
2016 1ST PLACE – Advertising Education, Communications, Programs, Public Service

Our Membership

AAF Buffalo Professional Members

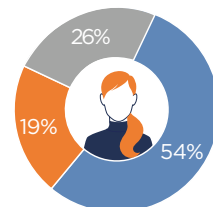
Member Age

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

79% 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

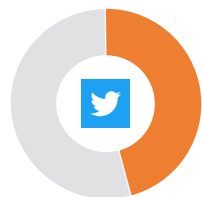
We think networking should be a fun experience where people don't live in fear of being cornered by aggressive business card hander-outers. Our programming presents ample opportunity for pros and students to get involved and meet their peers.

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.



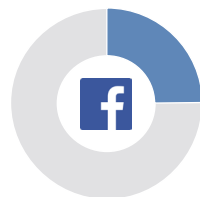
Social Media Engagement

24.44% of traffic referrals to aafbuffalo.com come from social media channels.



3,750+ followers

**as of May 2018*



2,100+ followers



1,710+ group members



1,000+ followers



23.7% avg open rate
2.0% avg click rate

Active Email Contacts

2,100+ subscribers

Website Engagement

116,735 total pageviews

Our top individual page is our **JOB BOARD** with **43,441 TOTAL PAGEVIEWS** (37.21% of all site traffic)

(Source: Google Analytics during 2016-17 membership year 9/1/16 – 8/31/17)

Where Our Pro Members Work

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

Anchored By Design	dPost	InVue Digital	Renoun Creative
Avalon	Erie Community College	Ivoclar Vivadent	The Revs Agency
Bak USA	FARM	J. Fitzgerald Group	Riveter Design
BlueCrossBlueShield of WNY	FB Display & Design	Jaeckle Fleischmann & Mugel, LLP	Say Yes Buffalo
Block Club	FIFTEEN	Lamar Transit Advertising	Takeform
Buffalo Bisons	FourthIdea	Lawley Insurance	Telesco Creative Group
Canisius College	Gelia	Luminus	Tipping Point Communications
Catholic Health	Get Fresh Industries	M&T Bank	Trocaire College
CBRE Buffalo	Goldberg Segalla	Manzella Marketing Group	U-C Coatings
Charles Waldorf Photography	Great Lakes Orthodontics	The Martin Group	Uniland Development Co.
Clevermethod	Gribbins Films	Mr. Smith	Valmark Associates
Columbus McKinnon	Grover Cleveland Press	Newbird LLC	Visit Buffalo Niagara
Community Beer Works	Hadley Exhibits	19 Ideas	White Bicycle
Compu-Mail	Harold Warner Advertising	NOCO	YMCA Buffalo Niagara
Crowley Webb	HSBC	Quinlan	
Daemen College	Independent Health	Rebel One Studios	
Delaware North	In-Room Plus	Realtus Creative	
Design Circus	Invest 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	2018 AAA
Attendees to WNY show	400 Tralf Music Hall	450 Statler City	410 RiverWorks	420 Kleinhans Music Hall
AAF District 2	4 Silver 1/1 Gold/Silver Student	9/6 Gold/Silver 2/3 Gold/Silver Student	2 Silver 2 Silver Student	6/1 Silver/Silver Student
AAF National	1 Silver Student	2/3 Gold/Silver	1 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

\$1,000 per year



Where Our Student Members Hit the Books



