

AIA Delaware



A Chapter of The American Institute of Architects

2010 MONTHLY NEWSLETTER ADVERTISING Guidelines & Specifications

ABOUT THE NEWSLETTER:

The AIA Delaware newsletter *ARCHI•type* is published monthly by the Delaware state component of The American Institute of Architects.

ADVERTISER'S GOAL:

Advertising in AIA Delaware's newsletter allows you to:

- Market to a well-defined group.
- Gain maximum exposure to the association's members who read the publication for important information related to their industry and profession.
- Educate readers regarding your firm or company.
- Introduce new products and services.
- Build and maintain product and service awareness.
- Direct traffic to your web site.

AIA Delaware welcomes press releases about projects, new products and services, member news and events, information of an educational nature and other items of interest to the architecture field and building industry.

DISRIBUTION:

Take advantage of this opportunity to showcase your company, products, services and events to our readership including:

- Members of AIA Delaware
Architects, Architects in Training, Planning Firms,
Design Consultants, Construction Managers,
Engineers, Contractors, Facility Managers
- Delaware General Assembly (House and Senate)
- Delaware Public Officials

DEADLINE:

Insertion Orders and ad copy/artwork are due at the office of AIA Delaware no later than the **20th of the month** preceding the date of issue.

PAYMENT:

Tear sheets and invoices will be mailed to advertisers upon publication. All accounts are payable within 30 days of the date of the invoice.

QUESTIONS?

Contact Nancy Payne, Executive Director , AIA Delaware, 220 W. 9th Street, Wilmington, DE 19801; phone 302-654-9817; fax 302-654-7687; email director@aiadelaware.org.

AD DIMENSIONS (in inches):

	<u>Width</u>		<u>Height</u>	<u>Orientation</u>
Full Page	7.5"	x	10.0"	vertical only
Half Page	7.5"	x	4.9"	horizontal
	3.65"	x	10.0"	vertical
Third Page	7.5"	x	3.2"	horizontal only
Quarter Page	3.65"	x	4.9"	vertical only
Business Ad	2.0"	x	3.5"	horizontal only

SPACE RESERVATION:

To check availability and reserve your advertising space, complete the attached Insertion Order and fax it to 302-654-7687 or mail it to AIA Delaware, Inc., 220 W. 9th Street, Wilmington, DE 19801.

MEDIA SPECIFICATIONS:

Deliver ad copy/artwork to AIA Delaware via email to director@aiadelaware.org, together with either a PDF proof of the ad (or a printed proof, sent under separate cover).

All electronic ad copy/artwork must have all fonts, graphics, and images embedded. We are PC compatible. Live area: 7.5" x 10.0", no bleeds. We accept black + white EPS, TIF, or JPG formats. Resolution must be a minimum of 300dpi, at full size. CMYK or RGB mode accepted; however, we cannot guarantee the quality of the final product.

If ads are not available electronically, provide high-quality, camera-ready original artwork to the AIA Delaware office to be scanned at no charge to the advertiser. There will be a \$50 fee for preparing ads that are not camera-ready on receipt.

All artwork must be supplied to AIA Delaware by the deadline. If not received by the deadline, AIA Delaware reserves the right to typeset your company's primary information as ad copy. If artwork is not available, we'll typeset your ad for free.

CANCELLATIONS:

All cancellations must be received in writing by AIA Delaware by the deadline for the publication. No verbal cancellations will be accepted. Failure to supply artwork is not a form of cancellation.

AIA Delaware



A Chapter of The American Institute of Architects

2010 MONTHLY NEWSLETTER ADVERTISING Insertion Order

I HAVE READ and agree to abide by all the terms of the **2009 Monthly Newsletter Advertising Specifications & Guidelines** and this contract as they apply to my firm/company. I understand that all advertising is sold subject to the approval of AIA Delaware.

The performance of this contract is in New Castle County, Delaware. All fees associated in collection of this account, 1.5% per month plus 25% collection costs, will be paid by the advertiser. No verbal representations have been made to me that are not in writing. The advertiser agrees to indemnify AIA Delaware from all libel claims and copyright infringement claims which may arise with respect to the ads to be printed in this publication. Deadlines and publication dates are determined by AIA Delaware and are subject to change as schedules require without notification.

The person signing this order is authorized to do so, binding her/his company to the agreement even if no longer employed when payment is due.

FIRM NAME: _____

ADDRESS: _____

CITY: _____

STATE: _____ ZIP CODE: _____

PHONE: _____

FAX: _____

EMAIL: _____

AUTHORIZED NAME: _____

POSITION / TITLE: _____

SIGNATURE
(required) _____

DATE: _____

We hereby contract for the following advertisement:

<u>AD SIZE</u>	<u>NUMBER OF INSERTIONS</u>	<u>RATE</u>
<input type="checkbox"/> Full Page	1x	\$300 each
<input type="checkbox"/> Full Page	6x	\$275 each
<input type="checkbox"/> Half Page	1x	\$250 each
<input type="checkbox"/> Half Page	6x	\$225 each
<input type="checkbox"/> Half Page	12x	\$200 each
<input type="checkbox"/> Third Page	1x	\$200 each
<input type="checkbox"/> Third Page	6x	\$175 each
<input type="checkbox"/> Third Page	12x	\$150 each
<input type="checkbox"/> Quarter Page	1x	\$150 each
<input type="checkbox"/> Quarter Page	6x	\$125 each
<input type="checkbox"/> Quarter Page	12x	\$100 each
<input type="checkbox"/> Business Ad	1x	\$75 each
<input type="checkbox"/> Business Ad	12x	\$50 each

MONTHS OF PREFERRED PUBLICATION (circle):

January	April	July	October
February	May	August	November
March	June	September	December

METHOD OF PAYMENT:

Payment of \$_____ made payable to AIA Delaware, Inc. is enclosed.

Payment of \$_____ will be made within 30 days of date of invoice.

SIGN AND SEND INSERTION ORDER TO:

AIA DELAWARE, INC.
220 W. 9th Street
Wilmington, DE 19801

Phone: (302) 654-9817
Fax: (302) 654-7687
director@aiadelaware.org