

ABOUT THE NEWSLETTER:

The AIA Delaware newsletter is distributed on the first Wednesday of each month to AIA members and subscribers. The newsletter features Chapter news, member and allied member news, articles of interest to our members, job openings, and programs and events in the region.

WHY ADVERTISE WITH AIA DELAWARE?

Advertising with AIA Delaware represents a perfect opportunity to reach decision making leaders in the Building and Construction industry.

By advertising with the Chapter you can reinforce the branding of your name to achieve consistent statewide exposure for your service or product.

Advertising with AIA Delaware allows you to:

- Market to a well-defined group and more.
- Gain maximum exposure to the Chapter's members.
- Educate subscribers regarding your company.
- Introduce new products and services.
- Build and maintain product and service awareness.
- Direct traffic to your web site.

MEMBER NEWS:

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

Eligible member news and announcement content shall report news about, or the work of, an AIA Delaware member or the AIA Delaware member's office's work generated from their office located in Delaware.

Architectural project news items are limited to work completed under the direction of an AIA Delaware member. Publication of member news or announcement items is not an endorsement of the news or announcement.

EVENTS AND PROGRAMS:

Consideration is given to members and sponsors, non-profit organizations, and events offering AIA Continuing Education Learning Units that are located in Delaware.

Event and program listings should be brief and include the following, at a minimum.

- Event title
- Sponsor
- Description
- Date and time
- Location
- Continuing Education Information
- Cost
- Registration requirement
- URL Link
- Contact information for Editor

AD DIMENSIONS (maximum):

	<u>Pixels</u>	<u>Inches</u>
Resolution	72 ppi minimum	300 dpi maximum
Sponsor	108pw x 144ph	1.5"w x 2.0"h
Large	360pw x 252ph	5.0"w x 3.5"h
Medium	288pw x 180ph	4.0"w x 2.5"h
Small	252pw x 144ph	3.5"w x 2.0"h

MEDIA SPECIFICATIONS:

Deliver ad copy/artwork via email to director@aiadelaware.org with (A) **PDF proof** of ad and (B) **URL link** for ad.

All artwork must have all fonts, graphics, and images embedded. Suggested image size is 100KB or less, 432w x 432h pixels maximum. RGB images in .EPS (for Adobe CS), .PNG, .GIF, or .JPG formats preferred, however .TIF and CMYK formats will also be accepted. If submitted image is larger than 350KB or 432w x 432h pixels, AIA Delaware will resize the image as needed.

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

DEADLINE:

Insertion Orders and ad copy/artwork are due to the Executive Director no later than the **25th of the month** for the consideration of the next month's edition.

PAYMENT:

Invoices will be distributed to advertisers directly after distribution of each e-newsletter edition. All accounts are payable within 30 days of the date of the invoice. Each newsletter will be available for download for at least 90 days at www.AIADelaware.org.

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 or any other information is not a form of cancellation.

QUESTIONS?

Contact Nancy Payne, Executive Director
 AIA Delaware
 300 N. Market Street, Bldg. 3, Ste. 7, Wilmington, DE 19801
 Phone: 302-654-9817
 Email: director@aiadelaware.org.

NEWSLETTER ADVERTISING

Insertion Order

(Effective 01/01/11)

I HAVE READ and agree to abide by all the terms of the e-Newsletter Advertising Specifications & Guidelines and this contract as they apply to my company. We hereby contract for advertising as indicated. I understand that all advertising is accepted and published at the sole discretion and 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 any advertising submitted for publication. Deadlines and publication dates are determined by AIA Delaware and are subject to change without notice.

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

COMPANY: _____

ADDRESS: _____

CITY: _____

STATE: _____ ZIP CODE: _____

PHONE: _____

_____ Date _____
Authorized Signature (required)

COMPANY ADVERTISING CONTACT:

NAME: _____

PHONE: _____

EMAIL: _____

SUBMIT SIGNED INSERTION ORDER TO:

AIA DELAWARE
300 N. Market Street, Bldg. 3, Suite 7
Wilmington, DE 19801
Phone: (302) 654-9817
Email: director@aiadelaware.org

<u>INSERT SIZE (pixels)</u>	<u>NUMBER OF INSERTIONS</u>	<u>MONTHLY RATE*</u>
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Sponsor: Directly under "In This Issue" in the left column (limited to two Sponsors per month):

<input type="checkbox"/> Sponsor (108pw x 144ph)	1x	\$250
<input type="checkbox"/> Sponsor (108pw x 144ph)	6x	\$225

Advertisement: At close of issue, in the right column:

<input type="checkbox"/> Large (360pw x 252ph)	1x	\$250
<input type="checkbox"/> Large (360pw x 252ph)	6x	\$225
<input type="checkbox"/> Large (360pw x 252ph)	12x	\$200

<input type="checkbox"/> Medium (288pw x 180ph)	1x	\$200
<input type="checkbox"/> Medium (288pw x 180ph)	6x	\$175
<input type="checkbox"/> Medium (288pw x 180ph)	12x	\$150

<input type="checkbox"/> Small (252pw x 144ph)	1x	\$150
<input type="checkbox"/> Small (252pw x 144ph)	6x	\$125
<input type="checkbox"/> Small (252pw x 144ph)	12x	\$100

Events and Programs: (non-members):

<input type="checkbox"/> See description on page 1	1x	\$50
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PREFERRED PUBLICATION MONTHS (circle):

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

METHOD OF PAYMENT:

*Allied Members receive 10% discount on all advertising.

Payment will be made within 30 days of invoice date.

Charge credit card below for the monthly rate amount directly after distribution of each e-newsletter.

Card Type: Visa _____ MasterCard _____

Business or Corporate Card? Yes _____ No _____

Name on Card: _____

Card No.: _____

Exp. Date: ____/____ (mm/yy) CVV Code: _____

Billing ZIP Code for Card: _____

_____ Date _____
Authorized Signature (required)