

AIA San Diego

A Chapter of The American Institute of Architects

AIASD Member

Non-profit

Non-member

2008 Advertising Order Form Architecture San Diego/ArchiGram



DATE _____ CONTACT _____

COMPANY NAME _____

BILLING ADDRESS (for credit card) _____

PHONE _____ FAX _____

EMAIL ADDRESS _____

1) Choose Your Ad Size

- _____ Classified
- _____ Business Card
- _____ 1/6 page [2 x 4]
- _____ 1/4 page [3 x 4.5]
- _____ 1/2 page [6.25 x 4.5]
- _____ 1/2 page [3 x 9.5]
- _____ Full page [8 x 10]
- _____ Article [450 words max.]
- _____ Insert [8-1/2 x 11 (1,200) supplied by advertiser]

2) Choose Your Format

- _____ .eps
- _____ .jpg
- _____ .tif

3) Choose Your Style

- _____ Black & White
- _____ Color (not available in Archigram)

Ad resolution: minimum 300dpi. Email ads to: newsletter@aiasandiego.org

4) Choose Your Issue(s) Please check all issues that apply

One full year beginning _____

- | | | |
|--|--|--|
| <input type="checkbox"/> Archigram (Jan08) | <input type="checkbox"/> Archigram (May08) | <input type="checkbox"/> Archigram (Sep08) |
| <input type="checkbox"/> Archigram (Feb08) | <input type="checkbox"/> Archigram (Jun08) | <input type="checkbox"/> Archigram (Oct08) |
| <input type="checkbox"/> Archigram (Mar08) | <input type="checkbox"/> Archigram (Jul08) | <input type="checkbox"/> Archigram (Nov08) |
| <input type="checkbox"/> ArchSD (Apr08) | <input type="checkbox"/> ArchSD Summer (Aug08) | <input type="checkbox"/> Arch SD (Dec08) |

5) Other Services (Available only to AIASD members and non-profit groups.)

- Blast Fax [member firms] Date _____ Mass Email / Date _____ AIASD Website Calendar Posting

6) Calculate Your Order

List Ad Size _____

No. issues _____

Amount (refer to rate sheet) x _____

Other Service/Amount _____ / _____

Other Service/Amount _____ / _____

Other Service/Amount _____ / _____

Subtotal _____

Discount (see rate sheet) - _____

TOTAL DUE = _____

MC or Visa only (no Amex) Check Enclosed

Credit Card # _____

VCC# (last 3 digits on reverse) _____ Exp Date _____

AIASD Use Only

To acctg _____ Amt. _____

Inv Date _____ No. _____

Mailed _____ Tear Sheet _____

Payment Rec'd / CC processed _____

AIA San Diego

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2008 Rate Sheet / Ad Specifications / Publication Schedule Architecture San Diego/ArchiGram



Print Ads

Classified	[1-40 words] [41-80 – add'l charged at \$1.50/word]
Business Card	[3 x 2]
1/6 page	[2 x 4]
1/4 page	[3 x 4.5]
1/2 page	[6.25 x 4.5]
1/2 page	[3 x 9.5]
Full page	[8 x 10]
Article 450	[450 words max/includes 1 photo]
Inserts	[8-1/2 x 11, single- or double-sided supplied by advertiser]

BLACK & WHITE

cost per issue

\$ 60

120

80

120

155

270

270

550

550

495

COLOR

cost per issue

60

120

90

155

185

350

350

670

650

495

Other Services

Email	(No attachments; must be submitted exactly as is to be sent to members.)
Fax	(Single page only.)
Website Calendar Posting	

175

100

25

175

n/a

n/a

Discounts (Discounts cannot be combined.)

- 10% discount off single-issue rates for AIA San Diego Corporate Allied members and Member Firms. Member rate is non-commissionable. AIA San Diego membership is open to all; contact the chapter office for information.
- 15% discount on ads placed for one full year and paid in advance.
- 50% discount on advertising placed by non-profit agencies.

Advertisement Specifications

HOW TO SUBMIT: Artwork can be submitted either by email to: newsletter@aiasandiego.org or by USPS or delivery to the chapter office on disk.

DIGITAL FORMAT: Artwork submitted can be submitted in the following formats: .jpg, .tif, or .eps - When saving as .eps, leave all boxes unchecked and use the binary setting.

MODE: Either grayscale or CMYK.
NEVER use RGB color space.

ORIGINAL ARTWORK: Black and white ads that do not include halftones or screens may be submitted as original state or high resolution laser output (digital submission preferred).

ARTICLES/ADVERTORIALS: If layout to be done by AIASD: An additional charge of \$300 applies. Submit as text file. Use only one space after period at end of sentence. Use only one hard return at end of paragraph. Do not leave a blank line between paragraphs. Accompanying image must be submitted as separate file and should not be embedded in article.
If layout by client: Submit as pdf with images and fonts embedded and without security locks. It can also be high resolution (300dpi) .eps, .jpg or .tif (see artwork requirements listed above).

FONTS: All fonts, high-resolution scans, and art for all logotypes must be included in email or on disk.

2008 Advertising Schedule (Submit by preceding Friday if due date falls on weekend or holiday.)

Issue	Reserve space by	Materials Due	Mailing Date
Archigram (Jan08)	December 1	December 5	January 1
Archigram (Feb08)	January 1	January 10	February 1
Archigram (Mar08)	February 1	February 10	March 1
ArchSD Spring08 (Apr)	March 1	March 10	April 1
Archigram (May08)	April 1	April 10	May 1
Archigram (Jun08)	May 1	May 10	June 1
Archigram (Jul08)	June 1	June 10	July 1
ArchSD Summer08 (Aug)	July 1	July 10	August 1
Archigram (Sep08)	August 1	August 10	September 1
Archigram (Oct08)	September 1	September 10	October 1
Archigram (Nov08)	October 1	October 10	November 1
ArchSD Winter08 (Dec)	November 1	November 10	December 1

NOTE: Inserts are due the 20th of each month prior to publication date

FAX to 619.232.4542 or mail payment to: AIA San Diego, 233 A Street, Suite 200, San Diego, CA 92101