



2010 Ad Rate Sheet / Ad Specifications / Publication Schedule

Architecture San Diego/ArchiGram

12 monthly newsletters annually (2 full-color issues of Architecture San Diego publication and 10 black & white ArchiGrams)

DATE _____ NAME _____

COMPANY NAME _____

BILLING ADDRESS (for credit card) _____

MAILING ADDRESS (if different from Billing Address) _____

PHONE _____ FAX _____ EMAIL _____

Please select one:

- AIASD Member
- Non-Profit
- Non-Member

Choose Your Style:

- Black & White
- Color (not available in ArchiGram)

Would you like to receive multiple copies?

- Yes, I want _____ (max. of 3 FREE/ Each additional \$12)
- No Thanks!

Choose Your Issue(s) and Print Ad Type

*NOTE: Inserts are due the 15th of each month prior to publication date

Issue	Reserve space by	Materials Due
<input type="checkbox"/> ArchiGram (Jan'10)	November 20	December 1
<input type="checkbox"/> ArchiGram (Feb'10)	December 20	January 1
<input type="checkbox"/> ArchiGram (Mar'10)	January 20	February 1
<input type="checkbox"/> ArchSD Spring (Apr'10)	February 20	March 1
<input type="checkbox"/> ArchiGram (May'10)	March 20	April 1
<input type="checkbox"/> ArchiGram (Jun'10)	April 20	May 1
<input type="checkbox"/> ArchiGram (Jul'10)	May 20	June 1
<input type="checkbox"/> ArchiGram (Aug'10)	June 20	July 1
<input type="checkbox"/> ArchSD Fall (Sep'10)	July 20	August 1
<input type="checkbox"/> ArchiGram (Oct'10)	August 20	September 1
<input type="checkbox"/> ArchiGram (Nov'10)	September 20	October 1
<input type="checkbox"/> ArchiGram (Dec'10)	October 20	November 1

PRINT AD TYPE

		B&W
<input type="checkbox"/> Classified	[1-40 words]	per issue
	[41-80 – addtl charged at \$1.75/word]	\$63
<input type="checkbox"/> Business Card	[3 x 2]	126
<input type="checkbox"/> ¼ page	[3 x 4.5]	84
<input type="checkbox"/> ½ page	[6.25 x 4.5]	163
<input type="checkbox"/> ½ page	[3 x 10]	283
<input type="checkbox"/> Full page	[8 x 10]	283
<input type="checkbox"/> Article 450	[450 words max/includes 1 photo]	578
<input type="checkbox"/> Inserts* (Qty: 1,000)	[8-1/2 x 11, single- or double-sided]	578
		520

COLOR

per issue	\$63
	126
	105
	203
	354
	354
	722
	722
	520

*NOTE: Inserts are printed and supplied by advertiser and are due the 15th of each month prior to publication.

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 electronically by email to: newsletter@aiasandiego.org or by USPS or Hand Deliver to the Chapter office on disc.

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

ADVERTISEMENTS: All Ads must be high resolution, **PRINT READY** and in .pdf format only.*

IMAGES/LOGOS: All images (accompanying press releases, articles, etc.) must be high resolution .tif files (300dpi/ppi or higher). All company logos (accompanying press releases, articles, etc.) must be high resolution .tif or .pdf files (300dpi/ppi or higher).

ADVERTORIALS: Submit as high resolution .pdf with images and fonts embedded and without security locks.

EMAIL ALL AD MATERIALS, INFORMATION, QUESTIONS OR CONCERNS TO:
newsletter@aiasandiego.org

*If you need assistance in laying out your artwork, please contact the AIASD Chapter office for referrals.

CALCULATE YOUR ORDER:

Ad Type(s)	_____
No. Issues	_____
Amount	X _____
Other Service/Amount	_____
Other Service/Amount	_____
Additional copies (\$12)	_____
Subtotal	_____
Discount	- _____
TOTAL DUE	= _____

VISA MASTER CARD CHECK # _____

CARD NUMBER _____

EXP. DATE _____ CCV# (last 3 digits on reverse of card) _____

FOR AIASD USE ONLY

AMOUNT _____ PAYMENT REC'D/PROCESSED

INV. DATE _____ MAIL DATE _____

INV. NO. _____ COMMENTS: _____

PROCESSED BY _____