



2011 Ad Rate Sheet / Ad Specifications / Publication Schedule

Architecture San Diego/ArchiGram

NOTE: in 2011 we're printing 6 newsletters (1 full-color issue of Architecture San Diego publication and 5 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 & Materials Due by:
<input type="checkbox"/> ArchiGram (Feb'11)	January 1
<input type="checkbox"/> ArchiGram (Mar'11)	February 1
<input type="checkbox"/> ArchiGram (May'11)	April 1
<input type="checkbox"/> ArchiGram (Jun'11)	May 1
<input type="checkbox"/> ArchSD (Sep'11)	August 1
<input type="checkbox"/> ArchiGram (Nov'11)	October 1

PRINT AD TYPE

- Classified [1-40 words]
- Business Card [3 x 2]
- 1/4 page [3 x 4.5]
- 1/2 page [6.25 x 4.5]
- 1/2 page [3 x 10]
- Full page [8 x 10]
- Article 450 [450 words max/includes 1 photo]
- Inserts* (Qty: 1,000) [8-1/2 x 11, single- or double-sided]

B&W

- per issue \$63
- 41-80 – add'l charged at \$1.75/word 126
- 3 x 2 84
- 3 x 4.5 163
- 6.25 x 4.5 283
- 3 x 10 283
- 8 x 10 578
- 450 words max/includes 1 photo 578
- 8-1/2 x 11, single- or double-sided 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 (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 (all 6 issues).
- 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:

media@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 _____