



## AIASD Commission/Committee

### 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 \_\_\_\_\_

COMMITTEE/COMMISSION \_\_\_\_\_

MAILING ADDRESS (OPTIONAL) \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

#### Choose Your Style:

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

#### Choose Your Issue(s) and Print Ad Type

\*NOTE: Inserts are due the 15<sup>th</sup> of each month prior to publication date

#### Issue

- ArchiGram (Feb'11)
- ArchiGram (Mar'11)
- ArchiGram (May'11)
- ArchiGram (Jun'11)
- ArchSD (Sep'11)
- ArchiGram (Nov'11)

#### Reserve Space & Materials Due by:

- January 1
- February 1
- April 1
- May 1
- August 1
- October 1

#### PRINT AD TYPE

- Business Card [3 x 2]
- ¼ page [3 x 4.5]
- ½ page [6.25 x 4.5]
- ½ page [3 x 9.5]
- Article 450 [450 words max/includes 1 photo]

#### PER ISSUE

- NO CHARGE
- NO CHARGE
- NO CHARGE
- NO CHARGE
- NO CHARGE

#### INSERT TYPE

#### PER ISSUE

All insert costs will be charged back to the Committee due to expenses the chapter incurs from additional paper, printing, mail house services, and postage.

\*NOTE: Inserts printed by the committee are due the 15<sup>th</sup> of each month prior to publication date.

- Printed by committee\* [8-1/2 x 11, single or double-sided] \$ 90
- Printed by AIASD [8-1/2 x 11, single-sided] \$136
- Printed by AIASD [8-1/2 x 11, double-sided] \$186

#### Advertisement Specifications

**HOW TO SUBMIT:** Artwork can be submitted electronically by email to: [kberry@aiasandiego.org](mailto:kberry@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:** [kberry@aiasandiego.org](mailto:kberry@aiasandiego.org)

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

#### COMMITTEE USE:

PURPOSE OF AD:

- SINGLE EVENT
- REOCCURING EVENT
- RECRUITMENT/ VOLUNTEER CLASSIFIED
- GENERAL COMMITTEE AD
- OTHER \_\_\_\_\_

ADDITIONAL COMMENTS: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

#### CALCULATE COST TO BUDGET:

Ad Type/Size \_\_\_\_\_

No. Issues \_\_\_\_\_

# Inserts/Cost \_\_\_\_\_

**TOTAL CHARGE TO BUDGET** = \_\_\_\_\_

#### FOR AIASD USE ONLY

COMMENTS: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

APPROVED BY CHAPTER \_\_\_\_\_ (INITIALS)

CHARGED BACK TO CHAPTER \_\_\_\_\_ (INITIALS)