

AIA Northern Virginia News

Newsletter of The American Institute of Architects Northern Virginia Chapter

The newsletter is published 6 times a year – January/February, March/April, May/June, July/August, September/October and November/December – and is sent to over 1200 architects, interns and allied professionals in the design and construction industry. The newsletter is distributed in both printed and digital formats and is available on the Chapter’s website at www.aianova.org.

Advertisement Specifications

Ad copy must be received by the tenth of the month prior to publication.

Advertisements should be delivered in one of the following formats, in rough order of preference:

- Adobe Photoshop or Illustrator Documents (.psd or .ai)
- Adobe Postscript Files (.eps)
- Standard Graphics Files (.jpg, .tif)
- Portable Document Files (.pdf)

We can work with any of these, so don’t worry if you are most comfortable with one near the bottom of the list. We will do our best to work with whatever format you send us.

Crop marks or printer’s marks of any kind are unnecessary and will be cropped out by us before the newsletter is sent to the printer.

The sizes for the ads are as follows:

- Full page: 2250 x 3000 pixels, or 7.5” x 10” at 300 dpi
- Half page vertical ad: 1100 x 3000 pixels, or 3.667” x 10” at 300 dpi
- Half page horizontal ad: 2250 x 1500 pixels, or 7.5” x 5” at 300 dpi
- Quarter page: 1100 x 1500 pixels, or 3.667” x 5” at 300 dpi
- Eighth page (quarter column): 1100 x 750 pixels, or 3.667” x 2.5” at 300 dpi

All advertisements in the print version of the newsletter will run in black and white, but the digital and online versions are in full color. You may want to consider submitting advertisements in both color and black and white. While we can convert from color to black and white for the printed version, sending both allows you maximum control of that conversion.

These specifications are probably more appropriately described as “guidelines” to enable us to print the most faithful reproduction of your work possible. We will happily work with you if you have an existing ad that is outside of the specifications above or if you are unsure about creating ads as described. Please feel free to email any questions to matt@aianova.org

Thank you for advertising in *AIA Northern Virginia News*.

AIA Northern Virginia News Advertising

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Ad copy and payment must be received by the tenth of the month prior to publication.

Please email ad copy to aianova@aianova.org and mail this form and check to:

AIA Northern Virginia
205 South Patrick Street, Alexandria, VA 22314
(703) 549-9747 [Voice]; (703) 549-9783 [Fax]

CLASSIFIED AD RATES

A line is 30 characters and spaces.

AIA Northern Virginia Members

Up to 5 lines \$25

Each additional line \$1.00

Non-Members

Up to 5 lines \$50

Each additional line \$3.00

DISPLAY AD RATES

<i>Ad Size</i>	<i>Per Issue</i>	<i>Per Year</i>	<i>Member Per Issue</i>	<i>Member Per Year</i>
Full Page	\$600	\$3,240	\$540	\$2,916
1/2 Page	\$315	\$1,701	\$283	\$1,528
1/4 Page	\$170	\$918	\$153	\$826
1/8 Page	\$90	\$486	\$81	\$437

Issues: ___Jan/Feb ___Mar/Apr ___May/June ___July/Aug ___Sept/Oct ___Nov/Dec

Ad Size:

Amount Enclosed:

Name:

Company Name:

Address:

Telephone:

Email: