



ADVERTISING FACT SHEET 2010 AIA CONNECTICUT NEWS

CIRCULATION

The AIA Connecticut *NEWS* is a quarterly publication of the Connecticut Chapter of the American Institute of Architects. It is mailed to 1500 individuals, including approximately 1,200 registered architects in Connecticut.

SPECIFICATIONS

The *NEWS* is published quarterly in January, April, July and October of each year in a tabloid, 11" x 17" four column format. One column = 2 3/8"; two columns = 4 7/8"; three columns = 7 3/8"; four columns = 10"; business card size = 2" x 3 1/2": **Advertisements must be sized exactly to the column widths specified.** Specifications for the electronic transmission of graphic material will be emailed to you. There is no additional charge for changing your ad at any time during your contract period.

ADVERTISING RATES

Advertising is sold by the column inch, which is the number of columns multiplied by the vertical height of the ad. The 2009 rate, effective with the *January 2009* issue, is **\$38** per column inch. Any fraction of the vertical height of the ad will be charged as an additional inch. The rate for a *BUSINESS CARD* size ad (exactly 2 inches by 3 1/2 inches) is **\$425** for four insertions: one issue is **\$115**.

To determine the cost of an ad, multiply column inches by the number of issues of the contract by their charge. A contract will be sent to you upon request. **A 10% Discount is given for a four-issue contract over 60 column inches.**

BILLING

AIA Connecticut's billing policy is based on an annualized contract for four insertions. The contract begins in January of each year. AIA Connecticut *News* advertisers will be invoiced twice a year, in January and in July. The signed contract for the year must be returned before advertising begins. Payment for first time advertisers must be in advance of publication. Make checks payable to AIA Connecticut.

DEADLINES: Artwork for ads must be at AIA Connecticut by the following dates:

12/10/09 for January 2010 5/21/10 for July 2010 11/19/10 for January 2011
2/19/10 for April 2010 8/20/10 for October 2010

CONTACT

For additional information, contact Joanne Rees at AIA Connecticut, 370 James Street, Suite 402, New Haven, CT 06511 Phone: (203) 865-2195 Fax: (203) 562-5378
email: jrees@aiact.org

**ADVERTISING CONTRACT
2010 AIA CONNECTICUT NEWS**

The Quarterly Publication of the Connecticut Chapter of The American Institute of Architects

Ad Graphic Deadlines:

12/10/09 for January 2010 5/21/10 for July 2010 11/19/10 for January 2011
2/19/10 for April 2010 8/20/10 for October 2010

Please note the following:

- This Advertising Contract is for four insertions in 2009. Advertisers will be invoiced twice a year, in January and July. Make checks payable to AIA Connecticut.
- Format: See attached ad specs. Electronic transmission of ads in accordance with the specs is preferred.
- Positioning of ads is at the discretion of AIA Connecticut News.
- The 2010 column inch charge is \$38. Column inches are calculated by multiplying the number of columns by the height of the ad in inches. 1 column=2 3/8"; 2 columns=4 7/8"; 3 columns=7 3/8"; 4 columns=10". Ads must be sized exactly to column specifications. Any fraction of an inch in height will be counted as an additional inch.
- Business Card size ads: The business card size = 2" x 3 1/2". The business card graphic for the ad must be provided, not the card itself. The charge for Business Card ads for four insertions is \$425. One insertion is \$115. Business Card ads may be inserted horizontally or vertically.

My firm will advertise with _____ insertions in the 2010 AIA Connecticut News with an ad of the following size:

Size: _____ columns x _____ inches high = _____ column inches (ci)

Business Card Size Ad, four insertions: _____

Business Card Size Ad, one insertion: _____

Column Inches (ci) x 4 x \$38.00 = _____

_____ Size Ad \$ _____

Total cost: \$ _____

In January and July 2010 ___ invoice me or ___ charge \$ _____ in two installments with my Master Card, VISA or AmEx account

_____ Expiration date _____ Name on card _____

Authorized by _____ Title _____

Firm Name - _____ Date _____

Address _____ Phone _____

City, State, Zip _____

Signature _____

Please return the completed contract to Joanne Rees at AIA Connecticut, 370 James Street, New Haven, CT 06513 Phone: 203-865-2195 Fax: 203-562-5378 email: jrees@aiaact.org