

### GENERAL INFORMATION

AIA/DC NEWS is published 10x per year (no issues for Jan. and Sept). It is distributed to and widely read by over 1,800 architects and corporate and professional affiliates. AIA/DC NEWS features news about AIA/DC members, member firms, and the design and construction industry.

### MECHANICAL SPECIFICATIONS

**Copy:** Provide press quality PDF (preferred), JPG, or TIFF files.

**Color:** Non-discretionary spot color available (add 10%).

### DISPLAY ADVERTISEMENT RATES

| SIZE      | 1x       | 6-10x    |
|-----------|----------|----------|
| FULL PAGE | \$920.00 | \$700.00 |
| 2/3 PAGE  | \$660.00 | \$500.00 |
| 1/2 PAGE  | \$500.00 | \$400.00 |
| 1/3 PAGE  | \$330.00 | \$270.00 |
| 1/4 PAGE  | \$250.00 | \$200.00 |
| 1/6 PAGE  | \$165.00 | \$135.00 |

**Member Rates:** Members receive a 10% discount on display ads.

### ADVERTISING DIMENSIONS

|                 |                            |
|-----------------|----------------------------|
| TRIM SIZE       | 8-1/2" x 11"               |
| PAGE IMAGE AREA | 7" x 9"                    |
| FULL PAGE       | 7" x 9"                    |
| 2/3 PAGE        | 4-1/2" x 9" or 7" x 6"     |
| 1/2 PAGE        | 7" x 4-3/8" or 3-3/8" x 9" |
| 1/3 PAGE        | 7" x 3"                    |
| 1/4 PAGE        | 3-3/8" x 4-1/2"            |
| 1/6 PAGE        | 3-3/8" x 3"                |

**Standard Page Layout:** Two (2) columns per page.

### AD RESERVATION FORM

We hereby contract for the following advertisement(s):

| ISSUES                                 | AD CLOSE  | ARTWORK DUE | AD SIZE | FREQUENCY | UNIT COST |
|--|-----------|-------------|---------|-----------|-----------|
| <input type="checkbox"/> FEBRUARY 2008 | 1/8/2008  | 1/15/2008   |         |           |           |
| <input type="checkbox"/> MARCH 2008    | 2/7/2008  | 2/14/2008   |         |           |           |
| <input type="checkbox"/> APRIL 2008    | 3/7/2008  | 3/14/2008   |         |           |           |
| <input type="checkbox"/> MAY 2008      | 4/9/2008  | 4/16/2008   |         |           |           |
| <input type="checkbox"/> JUNE 2008     | 5/7/2008  | 5/14/2008   |         |           |           |
| <input type="checkbox"/> JULY 2008     | 6/7/2008  | 6/14/2008   |         |           |           |
| <input type="checkbox"/> AUGUST 2008   | 7/9/2008  | 7/16/2008   |         |           |           |
| <input type="checkbox"/> OCTOBER 2008  | 9/7/2008  | 9/14/2008   |         |           |           |
| <input type="checkbox"/> NOVEMBER 2008 | 10/8/2008 | 10/15/2008  |         |           |           |
| <input type="checkbox"/> DECEMBER 2008 | 11/7/2008 | 11/14/2008  |         |           |           |
| <b>TOTAL COST</b>                      |           |             |         |           |           |

Is artwork a pick-up:  Yes  No If yes, please specify issue and year: \_\_\_\_\_

**COMPANY NAME:** \_\_\_\_\_ **CONTACT:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**PHONE:** \_\_\_\_\_ **FAX:** \_\_\_\_\_ **EMAIL:** \_\_\_\_\_

**SIGNATURE/DATE:** \_\_\_\_\_ **TOTAL COST:** \_\_\_\_\_

### TO RESERVE YOUR SPACE CONTACT:

#### Matthew Crist

Sales Representative  
**toll free:** 800-501-9571, ext. 354  
**fax:** 717-313-1506  
**email:**  
 matthew.crist@theYGSgroup.com

#### Submit Artwork:

**via email to:** artwork@aiadc.com

#### Payment:

Checks should be made payable to  
 The YGS Group  
 3650 West Market Street  
 York, PA 17404  
 Contact: Lori Racey at (800) 501-9571, ext. 366 with questions.

Please include a copy of your insertion order with all correspondence.

Advertiser indemnifies The YGS Group and the Washington Chapter of the American Institute of Architects against losses or liabilities arising from this advertising. The YGS Group assumes no liability, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. A charge of \$30.00 will be levied against all returned checks. Revisions to previously submitted ad copy are subject to additional charges. In the event of a contract cancellation, the advertiser/or agency agrees to repay The YGS Group any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are noncancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).