

AIA|DC Newsflash

WASHINGTON CHAPTER AMERICAN INSTITUTE OF ARCHITECTS

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2017 Newsflash Rate Card and Insertion Order

The AIA|DC Newsflash emails weekly to over 8,100 recipients including DC chapter member plus others in the industry. Newsflash keeps DC up to date on current AIA events and is released every Thurs. at 3p EST.

Ad Style	1 Week	1 Month	3 Months	6 Months	12 Month	Ad Size
Skyscraper	\$100	\$300	\$810	\$1,530	\$2,880	140 x 300
Button	\$75	\$200	\$540	\$1,020	\$1,920	140 x 140
CLASSIFIED	1 Week - \$75 / 2 Weeks - \$100		Header + 50 words. (no photo/no graphics)			

Payment for Newsflash is due in advance of placement. Multiple month payments are due in 3 month increments in advance of placement. Media is due by Tuesday of the week your ad is running.

Provide .jpg or .gif and linking url address to: jcranford@aiadc.com

CLASSIFIED: complete this form, and email headline and 50-100 words to: jcranford@aiadc.com

Issue Date	Full Month Placement	WEEKLY RUN \$100/week Skys. \$75/week Button \$75-\$100 / Classified CIRCLE WEEKS TO RUN	Advertising Specifications		CLASSIFIED Headline + 50 Words	TOTAL
			Button 150x150	Skyscraper 150 x 300		
AIA DC Newsflash						
January		Week 1 2 3 4				
February		Week 1 2 3 4				
March		Week 1 2 3 4				
April		Week 1 2 3 4				
May		Week 1 2 3 4				
June		Week 1 2 3 4				
July		Week 1 2 3 4				
August		Week 1 2 3 4				
September		Week 1 2 3 4				
October		Week 1 2 3 4				
November		Week 1 2 3 4				
December		Week 1 2 3 4				
TOTAL 2017 NewsFlash Advertising						\$

* New ad materials are due on the sales close. If ad is a pick up of a previous ad please specify which issue.

Company: _____ Contact: _____

Address: _____ Phone: _____

City/St/Zip: _____ Email: _____

Signature/Title: _____ Date: _____

(Please retain a copy for your records)

Please print your name as signed above: _____

Billing Options:

<input type="checkbox"/> Prepay full run as noted above. Bill full balance to card below.
<input type="checkbox"/> Please charge card below monthly/quarterly prior to placement based on contract length. MC VS DISC AMEX accepted.
Credit Card #: _____ / _____ / _____ / _____ Exp. Date: ____/____ CVV Code: _____
Name on Card: _____ Billing Zip for Card: _____
Cardholder Signature: _____

Advertiser indemnifies Media Sales and The Washington Chapter of the American Institute of Architects against losses or liabilities arising from this advertising. Media Sales 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 Media Sales 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. Prices are net of agency commission.