



MEDIA KIT 2020

AIA Washington DC Chapter

Multiple Ways to Help Your Business
Engage and Stay Connected
with the Washington DC Architectural Community

- Quarterly Print Magazine
- Bi-Monthly Digital Member Newsletter
- Weekly E-News
- Web Advertising
- Annual Trade Show
- Annual Membership / Sponsorships

Contact: Jody Cranford, Media Sales Manager | jcranford@aiadc.com | 800-818-0289

Print Advertising Opportunities

Reach AIAIDC Members Quarterly

ARCHITECTUREDC



ARCHITECTUREDC is a quarterly magazine for consumers of architecture and design, whether residential, commercial, institutional, or governmental. Created and produced by the Washington DC Chapter of The American Institute of Architects (AIAIDC), the magazine promotes the work of AIAIDC members, brings attention to new trends and previews upcoming new architecture. **ARCHITECTUREDC** is positioned to attract the interest of consumers highly sought-after by those companies eager to reach this affluent, discerning market.

2020 EDITORIAL CALENDAR

Spring: Residential Design (single and multi-family projects)

Advertising Reservation deadline:January 24, 2020
Artwork deadline:February 6, 2020
Issue Release date:March 2, 2020

Summer: Commercial & Retail Projects

Advertising Reservation deadline:April 27, 2020
Artwork deadline:May 7, 2020
Issue Release date:June 1, 2020

Fall: Annual Awards issue (DC Chapter Awards and Washingtonian Awards)

Advertising Reservation deadline:July 24, 2020
Artwork deadline:August 6, 2020
Issue Release date:August 31, 2020

Winter: (1) Waterfront Projects / (2) Resiliency

Advertising Reservation deadline:October 23, 2020
Artwork deadline:November 5, 2020
Issue Release date:November 30, 2020

DISTRIBUTION

CIRCULATION:18,000+
SUBSCRIPTIONS:14,000
MEMBERSHIP:2,600+

BREAKDOWN OF READERSHIP BASE

- Over 14,000 Consumer and Trade Subscribers
- Over 2,600 Members of AIAIDC (Architects and Allied Members)
- Members of the Washington Architectural Foundation
- Members of the National Building Museum
- Over 2,000 Readers of Dwell Magazine from the DC Metropolitan Region
- 500+ Distributed to DC Area Design Showrooms
- 500+ viewed quarterly online at ArchitectureDCmagazine.com

READERSHIP REGIONS

District of Columbia	49%
Maryland	27%
Virginia	18%
Other	6%

AUDIENCE

The typical reader of ARCHITECTUREDC is either an AIAIDC member, or a homeowner in the Washington DC Metro region with an eye for design and the finer things the area has to offer. They are affluent enthusiasts of luxurious home furnishings and fine interior design. The ARCHITECTUREDC audience is also infused by a unique blend of the region's top architects and design professionals.

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ARCHITECTUREDC

2020 ADVERTISING RATES: ArchitectureDC

Members Save 10% Off Rate Card | Rates are Net of Agency Fees

4/COLOR RATES	1X	2X	4X
DOUBLE PAGE SPREAD	\$3320	\$2900	\$2500
FULL PAGE	\$1950	\$1760	\$1500
1/2 PAGE (Vert or Hor)	\$1250	\$1150	\$950
1/4 PAGE	\$900	\$820	\$700
1/8 PAGE	\$650	\$580	\$510

PREMIUM PAGE RATES (4x preferred for premiums)

OUTSIDE BACK	\$2850	\$2550	\$2250
INSIDE FRONT	\$2750	\$2450	\$2150
INSIDE BACK	\$2650	\$2350	\$1950
PREM (Pages 1 - 12)	\$2150	\$1950	\$1700

ADVERTISING SIZES

TRIM SIZE:8.5" w x 11" h

AD SIZE (Width x Height)

DOUBLE-PAGE SPREAD (BLEED)17.5" w x 11.25" h
FULL PAGE (NON-BLEED)7.5" w x 10" h
FULL PAGE (BLEED)8.75" w x 11.25" h
1/2 PAGE (VERTICAL)3.625" w x 10" h
1/2 PAGE (VERTICAL, BLEED)3.875" w x 11.25" h
1/2 PAGE (HORIZONTAL)7.5" w x 4.875" h
1/4 PAGE (VERTICAL)3.625" w x 4.875" h
1/8 PAGE3.625" w x 2.125" h

DIGITAL ART SPECIFICATIONS

- PDF print-ready files preferred
- 300 DPI or better and all fonts must be embedded.
- If PDF not available, then JPG and TIFF Files should be 100%, 300 dpi min. All fonts must be outlined and all images must be provided, even if they are embedded in the file.
- Ads will produce in full color.
- Publication trims to 8.5 x 11, please include 1/8 bleed if applicable to your design.

Email file to: jcranford@aiadc.com



**Need help with Ad Design?
Ask how we can help!**

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Digital Advertising Opportunities

Reach AIAIDC Members Bi-Monthly

AIA | DC NEWS

Bi-Monthly Digital Newsletter – Emailed to AIAIDC Members and posted on AIADC.com



AIAIDC NEWS is published bi-monthly (6x) and provided to members through email and online by the AIA Washington DC Chapter. Distributed to and widely read by over 2,600 architects and professional affiliates in the DC Metro Region. **AIAIDC NEWS** features news about AIAIDC members, member firms and the design and construction industry.

ADVERTISING SPECIFICATIONS

Black and White Ad Size

Trim Size8.5" w x 11" h
Page Image Area7" w x 9" h
Full Page7" w x 9" h
1/2 Page (vertical)3.375" w x 9" h
1/2 Page (horizontal)7" w x 4.375" h
1/4 Page3.375" w x 4.5" h
1/6 Page3.375" w x 3" h

NET RATES — 6 issues/year

AD SIZE	1-3 issue rate	4-6 issue rate
FULL PAGE	\$1000	\$900
1/2 PAGE	\$650	\$575
1/4 PAGE	\$350	\$300
1/6 PAGE	\$250	\$225

TO RESERVE YOUR SPACE

contact Jody Cranford
jcranford@aiadc.com | 800-818-0289

Reach AIAIDC Members Weekly

AIA | DC Newsflash



AIAIDC Newsflash emails are sent to over 2,600 recipients including DC chapter member plus others in the industry every Thursday afternoon. **Newsflash** keeps DC up to date on current AIA events.

NEWSFLASH AD RATES:

Weekly: \$200 Monthly: \$700 3 Month: \$1,600
6 Month: \$3,000 Full Year: \$5,500
Limited to 8 advertisers per issue to insure visibility.

BANNER AD SIZE:

300 pixel wide x 100 pixel high
(full color jpg + link to your preferred URL)
No animation.



Reach AIAIDC Members When They Engage with AIA

AIA | DC.com

Web Placements on www.aiadc.com

Ad Banner size: 200 height x 600 width pixels
Includes link to preferred URL.

Monthly Rate: \$500/month
One sponsor per page = great visibility for sponsors.

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Membership and Networking Opportunities

Educate AIAIDC Members and Network at AIA Events

AIAIDC Annual Corporate Affiliate Membership

Membership as a Corporate Affiliate of the Washington DC chapter entitles your company to the following benefits:

- Opportunity to present a Luncheon Learning session at the District Architecture Center, promoted by the chapter.
- Participate in Chapter sponsored events and programs
- Logo and Link in Newsflash - weekly member enews
- Recognition in an issue of AIAIDC News
- Complimentary membership mailing labels (1x)
- Subscriptions to *AIAIDC News*, *NewsFlash* and **ARCHITECTUREDC** magazine
- Listing in the AIADC.com vendor directory
- (1) Trade Show ticket for DesignDC
- (2) Tickets to "The Thing in the Spring" Networking event
- 10% OFF Advertising Rates
- 10% OFF Design DC Trade Show Booth
- One employee to receive all program notices and publications. However, any employee of the sponsoring organization may attend Chapter sponsored events at the discounted member rates when discounts are offered

Upgrade to Sponsoring Corporate Affiliate

All above benefits PLUS you may sponsor a specific AIAIDC Committee or an AIA Chapter Event

ANNUAL DUES:

Corporate Affiliate Membership: \$1,000
Sponsoring Corporate Affiliate Membership: \$2,500

AIAIDC Event Sponsorship

Engage, network and gain visibility throughout the year at AIAIDC and Washington Architectural Foundation Events. Sponsorships range from \$500 to \$40,000 and can be customized to meet your objects.

Exposure, recognition, event tickets, time to network... just some of the benefits received when you sponsor an AIAIDC event.

Sponsorships available for:

- The "Thing in the Spring" Networking Event
- Architecture Week Events
- Chapter Awards Jury
- Washingtonian Residential Design Awards
- Chapter Awards Reception
- DesignDC
- The Fall Design Fete
- Chapter Holiday Party

For more information or to become an **Affiliate Member**, contact Jody Cranford
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Network at AIA Events and Show Support for the Architectural Community



2020 DESIGNDC

Trade Show and Sponsorships

Sept. 21st & 22nd, 2020 - Ronald Reagan Building and International Trade Center

Join AIA Chapters from: Washington, DC, Northern VA, and Potomac Valley, as we host over 500 Architects at our annual DesignDC event in Washington DC. We offer trade show booths, tabletop displays, and sponsorship opportunities to get you face to face with the regional architectural community.

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