



# MEDIA KIT 2021

## 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](mailto: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.

## 2021 EDITORIAL CALENDAR

### Spring: Residential Projects (single- and multi-family)

Call for Submissions Deadline: .....December 3 (2020)  
Advertising Deadline: .....January 22  
Artwork Deadline: .....February 5  
Publication Date: .....March 2

### Summer: Workplaces of the Future (Offices, Home Offices, & Other Workplaces)

Call for Submissions Deadline: .....March 11  
Advertising Deadline: .....April 23  
Artwork Deadline: .....May 7  
Publication Date: .....June 1

### Fall: Annual Awards Issue (Chapter Awards and Washingtonian Awards)

Call for Submissions Deadline: .....N/A  
Advertising Deadline: .....July 23  
Artwork Deadline: .....August 6  
Publication Date: .....September 1

### Winter: Institutional Projects

Call for Submissions Deadline: .....September 9  
Advertising Deadline: .....October 22  
Artwork Deadline: .....November 5  
Publication Date: .....December 1

## 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
- 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

## 2021 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 PAGE	.....3.625" 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](mailto: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 Size	.....8.5" w x 11" h
Page Image Area	.....7" w x 9" h
Full Page	.....7" 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 Page	.....3.375" w x 4.5" h
1/6 Page	.....3.375" 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](mailto: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](http://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 Lunchtime 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
- 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:

- Architecture Week Events
- Washingtonian Residential Design Awards
- Chapter Awards Reception
- DesignDC
- The Fall Design Fete

For more information or to become an **Affiliate Member**, contact Jody Cranford  
[jcranford@aiadc.com](mailto:jcranford@aiadc.com) | 800-818-0289

## Network at AIA Events and Show Support for the Architectural Community



### 2021 DESIGNDC Sponsorships

September 2021 - Ronald Reagan Building and International Trade Center

Join AIA Chapters from: Washington, DC, Northern VA, and Potomac Valley, as we educate over 500 Architects at our annual DesignDC event in Washington DC.

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