



MEDIA KIT 2023

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
- Bi-Weekly E-News - NewsFlash
- Social Media Push
- DesignDC Symposia (3 Live Events)
- 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.

2023 EDITORIAL CALENDAR

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

Call for Submissions Deadline:December 1 (2022)
Advertising Deadline:.....January 20
Artwork Deadline:.....February 3
Publication Date:.....March 3

Summer: New Neighborhoods/Mixed-Use

Call for Submissions Deadline:March 9
Advertising Deadline:.....April 21
Artwork Deadline:.....May 5
Publication Date:.....June 2

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

Call for Submissions Deadline:July 11
Advertising Deadline:.....August 18
Artwork Deadline:.....August 31
Publication Date:.....September 28

Winter: Renovation, Restoration, Preservation

Call for Submissions Deadline:September 14
Advertising Deadline:.....October 27
Artwork Deadline:.....November 10
Publication Date:.....December 8

DISTRIBUTION

CIRCULATION:5,600+
SUBSCRIPTIONS:3,000+
MEMBERSHIP:2,600+

BREAKDOWN OF READERSHIP BASE

- Over 3,000 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%
Maryland27%
Virginia18%
Other6%

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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2023 ADVERTISING RATES: ArchitectureDC

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

4/COLOR RATES	1X	2X	4X
DOUBLE PAGE SPREAD	\$3,650	\$3,190	\$2,750
FULL PAGE	\$2,145	\$1,936	\$1,650
½ PAGE	\$1,375	\$1,265	\$1,045
¼ PAGE	\$990	\$900	\$775

PREMIUM PAGE RATES (4x preferred for premiums)

OUTSIDE BACK	\$2850	\$2550	\$2,475
INSIDE FRONT	\$2750	\$2450	\$2,365
INSIDE BACK	\$2650	\$2350	\$2,145
PREM (Pages 1 - 12)	\$2150	\$1950	\$1,870

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 (HORIZONTAL)	7.5" w x 4.875" h
1/4 PAGE (VERTICAL)	3.625" w x 4.875" 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 your Ad Design?
Ask how we can help.**

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



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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

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

Reach AIAIDC Members Weekly

AIA | DC Newsflash



AIAIDC Newsflash emails are sent to over 2,600 recipients, including DC chapter members and others in the industry twice a month. Our bi-weekly **Newsflash** keeps DC architects up to date on current AIA events.

Newsflash Ad Rates: Banner

One Week:.....	\$500
Two Weeks:.....	\$800
3 Months:.....	\$2,000
6 Months:.....	\$3,600
Full Year:	\$6,400

Banner Ad Size:

Banner: 600 px wide x 100 px high
(full color jpg + link to your preferred URL)
Limited to 3 Banner Ads per issue

TO RESERVE YOUR SPACE

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



Reach AIAIDC Members
With Social Media Push

AIAIDC will push your message out to our over 2,500 followers

One sponsored push per week: \$400

Average post reach:..... 650
Total fans: 1,887

Total followers:..... 2,518

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Membership and Networking Opportunities



Educate AIAIDC Members and Network at AIA Events

2023 AIAIDC Annual Corporate Affiliate Partnerships

Silver Corporate Affiliate (1 CE):..... \$1,200

All affiliate benefits shown below.

Gold Corporate Affiliate (1 CE + 1 Commercial): \$2,000

All affiliate benefits shown below, plus 30-second video to promote your product added to one of our educational sessions.

Platinum Corporate Affiliate (2 CE's + 2 Commercials): \$3,000

All benefits of gold and silver, plus an additional lunch time learning and an additional 30-second video.

AFFILIATE BENEFITS:

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

EXPOSURE

- Opportunity to present one AIAIDC Lunchtime Learning program to chapter members and receive a list of registrants (\$1,000 value)
- Your company listing in the AIAIDC online directory with a logo and link to your company website
- Your company logo and profile featured in AIAIDC News newsletter (circulation 3,000)

- Sponsor logo featured in the Sigal Gallery at the District Architecture Center
- Sponsor recognition at chapter continuing education programs

RELATIONSHIP-BUILDING

- Opportunity to submit a continuing education program for chapter consideration
- Opportunity to join one or more of 19 AIAIDC committees
- Participate in professional development programs such as DesignDC Conference

RESOURCES

- 10% discount on a sponsorship for the annual DesignDC Conference
- 10% discount on advertising rates in ArchitectureDC magazine (circulation 22,000), AIAIDC News and Newsflash e-newsletter (up to \$332.00 value)
- 10% discount on video advertising for educational programs
- Member rate on Career Center job postings (up to \$500.00 value)
- Member rate on District Architecture Center space rental (up to \$960.00 value)
- Opportunity to submit content to the AIAIDC Calendar, Newsflash, or blog for consideration

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

Network at AIA Events and Show Support for the Architectural Community



2023 DesignDC Sponsorships

April / September / November

Join AIAIDC chapter members as we educate over 200 architects during our DesignDC Conference in Washington DC.