

2010 Advertising Opportunities

For more than a century, the American Institute of Architects, San Francisco Chapter (AIA San Francisco), has been serving the Bay Area through innovative publications, programs, events and services. Our e-publications reach over 4,000 architecture, design and affiliated professionals and enthusiasts per month.

To discuss advertising opportunities, please contact Laura Song at lsong@aiasf.org or 415.874.2629.

E-PUBLICATIONS ADVERTISING

Around the Chapter (two sponsors per email)

\$135/email Members
\$225/email Nonmembers

A weekly email to remind members about upcoming programs and events. Advertisement includes 100 x 100 pixel sponsor logo with hyperlink and 100 words of text posted at the foot of the announcement.

Target Audience: 4,300+ Members/Design Professionals per month

archSF (six sponsors per newsletter)

\$150/newsletter Members
\$250/newsletter Nonmembers

AIA San Francisco's monthly e-newsletter is sent to all subscribed members and interested individuals. Each issue contains information on chapter events, programs, industry trends and issues, member news and more. Advertisement includes 100 x 100 pixel sponsor logo with hyperlink and 100 words of text posted at the foot of the announcement.

\$780 (6 mos.) Members
\$1,300 (6 mos.) Nonmembers

\$1,470 (1 year) Members
\$2,450 (1 year) Nonmembers

Target Audience: 4,300+ Members/Design Professionals per month

ONLINE ADVERTISING

Banner Ads

Banner advertising is available on AIA San Francisco's website, www.aiasf.org. Banner ads are not available on the home page and placement of ads is at AIA SF's discretion.

87 x 120
pixels

87 x 180
pixels

120 x 190
pixels

Dimension	Monthly Rate
87 x 120	\$240 Member
	\$400 Nonmember
87 x 180	\$345 Member
	\$575 Nonmember
120 x 190	\$450 Member
	\$750 Nonmember

Advertising Artwork Specifications

Please review these guidelines for artwork submissions.

Artwork Requirements

* Please note that if your artwork does not meet the specifications below, it will not be accepted.

Size and Format

- 72 dpi resolution for flattened artwork
- GIF file types only

Fonts

If your files include fonts, please convert all fonts to outlines. If you are not familiar with this process, please include a copy of the font file with your files.

Style Guides

All Style Guides must accompany your artwork. If you have strict color usage specifications, please provide us with the CMYK colors or PMS values.

Submitting Logos

E-mail

Only files **less than 1MB** will be accepted. **Please e-mail your file(s) to Helen Wong at hwong@aiasf.org.**

U.S. Mail

Although we prefer submissions via e-mail, you can also mail your file(s). Files may be provided on MAC or PC formatted CD-ROMs or DVDs. Please be sure to copy MAC files to MAC-formatted media. MAC files that are copied onto PC-formatted media may be corrupted.

2010 Advertising Agreement

Advertiser Details

Company: _____

Contact: _____ Title: _____

Address: _____

City/State/Zip: _____

Phone: _____ E-mail: _____

***Member ID:** _____ (**you **must** provide a member ID to receive the member rate*)

Billing Contact (Please provide the primary contact for billing information. If same as above, please leave blank.)

Billing Contact: _____

Phone: _____ E-mail: _____

Payment Information

Payment Method: Check/Money Order (Make payable to "AIA San Francisco") Visa MasterCard

Credit Card #: _____ Exp. Date: _____

Name on Card: _____ Billing Zip Code: _____
(if different from above)

Advertising Opportunities

	<u>Member</u>	<u>Nonmember</u>	<u>please specify week/month preference below</u>
Around the Chapter	<input type="checkbox"/> \$135/email	<input type="checkbox"/> \$225/email	Week(s) artwork deadline: at least 7 days prior
archSF	<input type="checkbox"/> \$150/newsletter <input type="checkbox"/> \$780 (6 months) <input type="checkbox"/> \$1,470 (1 year)	<input type="checkbox"/> \$250/newsletter <input type="checkbox"/> \$1,300 (6 months) <input type="checkbox"/> \$2,450 (1 year)	<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr <input type="checkbox"/> May <input type="checkbox"/> Jun <input type="checkbox"/> Jul <input type="checkbox"/> Aug <input type="checkbox"/> Sep <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec artwork deadline: 15 th of the month prior
Banner Ads	87 x 120 <input type="checkbox"/> \$240 87 x 180 <input type="checkbox"/> \$345 120 x 190 <input type="checkbox"/> \$450	<input type="checkbox"/> \$400 <input type="checkbox"/> \$575 <input type="checkbox"/> \$750	<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr <input type="checkbox"/> May <input type="checkbox"/> Jun <input type="checkbox"/> Jul <input type="checkbox"/> Aug <input type="checkbox"/> Sep <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec artwork deadline: at least 7 days prior

Total 2010 Advertising \$ _____

Signature: _____ **Date:** _____

Signature above indicates the foregoing is agreed to and accepted.

Return form to: Laura Song at lsong@aiasf.org, 415.874.2649 (fax) or mail to the address below.

Send artwork to: Helen Wong at hwong@aiasf.org (please make sure file size < 1 MB)