



AIA Metropolitan Washington 2011 Directory of Architects

• Washington DC • Northern Virginia • Potomac Valley

As of September 2010, The Official AIA Metropolitan Washington Directory of Architects will be produced through the AIA Washington DC Chapter. This directory will be used as a buyer's guide by the DC regional AIA Chapter Members and will also serve as a resource for the DC Metropolitan Community.

The 2011 Member Directory will be polybagged with the Winter issue of *ArchitectureDC* Magazine and released on December 8, 2010.

Circulation: 18,000

Audience: AIA Washington, Northern Virginia and Potomac Valley Chapter Members.

Non-Member Architects and designers who receive *ArchitectureDC* and over 14,000 Consumers of Architectural Services in the DC Metropolitan Region.

Publication Specifications: Final trim size 8.5 x 11.

32 pages • Color cover • Black and white body. All ads black and white, except for the 3 Premium Cover Positions.

Contract Deadline: October 18th, 2010 **Material Deadline:** October 25th, 2010

To secure space, fax completed form to Media Sales: 888-450-2526
Questions? Contact Jody Cranford • jcranford@aiadc.com • 800-818-0289

INSERTION ORDER

We contract for the following advertisement(s) in the 2011 AIA Metropolitan Washington Annual Directory:

Advertising Rates and Sizes - Trim Size 8.5 x 11

<u>Ad Size</u>	<u>Width</u>	<u>Height</u>	<u>Rate</u>	<u>Secure/Cost</u>
Back Cover (<i>Premium - Full Color</i>)	7" . . .	9.5" . .	\$2,500	<input type="checkbox"/> _____
IFC/IBC (<i>Premium - Full Color</i>)	7"	9.5" . . .	2,100	<input type="checkbox"/> _____
Full Page (b&w)	7"	9.5" . . .	1,250	<input type="checkbox"/> _____
1/2 Page (vertical b&w)	3.375"	9.5"	725	<input type="checkbox"/> _____
1/2 Page (horizontal b&w)	7"	4.375"	725	<input type="checkbox"/> _____
1/4 Page (vertical b&w)	3.375"	4.5"	475	<input type="checkbox"/> _____
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Members Only Marketplace	3.375"	2.125"	250	<input type="checkbox"/> _____

Total Cost: \$ _____

Email artwork to:

jcranford@aiadc.com
artwork@aiadc.com

Mechanical Specifications:

- Please supply print-ready pdf.
- Art files should be 100%, 300 dpi min.
- Embed all fonts, and provide all images.
- Accommodate 1/8" for bleed.

Payment:

Upon Invoice, make check payable to:
MEDIA SALES
49 N Donnersville Road
Mountville, PA 17554

COMPANY NAME: _____ CONTACT: _____

BILLING ADDRESS: _____ CITY/ST/ZIP _____

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I have read and agree to abide by all the terms of the rate card and this contract as they apply to my company. I understand that all advertising is sold subject to the approval of the Association. Deadlines and publication dates are determined by the AIA|DC are are subject to change as schedules require without Notification. Advertiser indemnifies Media Sales, AIA Washington, Northern Virginia and Potomac Valley Chapters 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. Invoices are provided when issue is printed. 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.

Contracts are noncancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

Regarding Dawson Publications: Although the Chapters had a contract with the now defunct Dawson Publications in the past, we were not informed about their financial situation and received no payments from them. We therefore cannot honor any arrangements made with Dawson.