



# AIA New York State

An Organization of The American Institute of Architects

## 2010 Advertising Agreement

The following are the 2010 advertising rates for AIA New York State's quarterly digital newsletter, Architecture New York State, and monthly digital E-news. Rates are based on ads furnished in Jpeg or PDF format only. Digital E-News ads must consist of 50 word copy (in MS Word) and 100 x 100 pixel logo. Logos must be sized and ready for placement. **Prepayment is required for all ad orders.** Copy protective clause: Advertisers and their agencies assume liability for all content of advertisements printed and assume responsibility for any claims which may arise from their advertising. Copy acceptance: Publisher reserves the right to reject any advertising considered objectionable in wording, appearance, or taste and to designate as advertising any advertisement that resembles editorial matter. **All Ad Rates Have Been Reduced for 2010!**

### 4 Color Ad Rates 1X

(For Quarterly Digital Newsletter)

Full Page	\$1000
Half Page	\$550
Quarter Page	\$300

### Black and White Ad Rates 1X

(For Quarterly Digital Newsletter)

Full Page	\$700
Half Page	\$300
Quarter Page	\$150

**Digital Ad (4 color) for E-News** \$1200 One Ad in 4 Issues

Publication	Circulation	Order Closing	Ad Due Date	Publication Date
Spring Newsletter	6300	Feb. 1	Feb. 15	March
Summer Newsletter	6300	May 1	May 15	June
Fall Newsletter	6300	July 1	July 15	August
Winter Newsletter	6300	Nov. 1	Nov. 15	December
Digital E-News	6300	1 <sup>st</sup> of Month	15 <sup>th</sup> of Month	End of Every Month

### MECHANICAL REQUIREMENTS

#### Unit Size

Full page	7.5" x 10"
1/2 page horizontal	7.5" x 4.75"
1/4 page horizontal	2.125" x 7.5"
1/4 page vertical	3.5" x 4.75"
Call-Out Ad Logo	2 x 2 Call Out Area (AIANYS reserves the right to re-size if needed)

### ADVERTISING CONTRACT

AIA New York State is hereby authorized to include \_\_\_\_\_ page advertisement in the following

- |   |   |
|---|---|
| <input type="checkbox"/> AIANYS Digital Newsletter Spring Issue | <input type="checkbox"/> AIANYS Digital Newsletter Fall Issue   |
| <input type="checkbox"/> AIANYS Digital Newsletter Summer Issue | <input type="checkbox"/> AIANYS Digital Newsletter Winter Issue |
| <input type="checkbox"/> Digital Monthly E-News                 |   |

Check (Made Payable to AIANYS) Check # \_\_\_\_\_

Credit Card (Check one)  Visa  M/C  Amex

AIA New York State, Attn: Stephanie Quirini

Credit Card # \_\_\_\_\_ Exp \_\_\_/\_\_\_

Name on Card \_\_\_\_\_

The undersigned expressly represents that he/she is authorized and has the authority to enter into this Sponsor Agreement on behalf of the parties identified above.

Authorized Signature \_\_\_\_\_

Printed Name \_\_\_\_\_

Please send your completed Application (Pg 2) & Payment to:

**AIA New York State  
2010 Advertising Rate Sheet**

Firm Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone(\_\_\_\_) \_\_\_\_\_ Fax(\_\_\_\_) \_\_\_\_\_ E-mail \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

Printed Name \_\_\_\_\_ Title \_\_\_\_\_

**GENERAL**

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**MAILING INSTRUCTIONS**

Send all contracts, advertisements and other material to:

**AIA New York State  
Attn: Stephanie Quirini  
52 South Pearl St., 3<sup>rd</sup> Floor,  
Albany, New York 12207  
E-mail: [squirini@aianvs.org](mailto:squirini@aianvs.org)  
Fax: 518-426-8176**