



# AIA New York State, Inc.

An Organization of The American Institute of Architects

## 2006 Advertising Agreement

Rates are based on camera-ready artwork furnished in jpeg format only. Advertising copy and art must be camera ready (150 screen line); photographs extra for all print ad. Digital e-News ads must consist of a 50 word call-out and 100 x 100 pixel logo. Logos must be sized and ready for placement. The logo will be hot-linked to the advertisers' website. Prepayment is required for all ad orders in advance. 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.

<b>Black/White Rates</b>	<b>1X</b>		<b>4 Color Rates</b>	<b>1X</b>
Full Page – Print	\$1200	Plus Tax	Full Page	\$1500 Plus Tax (75 <sup>th</sup> Anniversary Journal Only)
½ Page - Print	750	Plus Tax		
¼ Page - Print	500	Plus Tax		

**Digital Call-Out Ad** \$1200 Plus Tax – Four (4) Issue Obligation Requirement

Publication	Circulation	Order Closing	Material Closing	Publication Date
75 <sup>th</sup> Anniversary Journal	2500	June 15	June 23	July
Spring/Summer Newsletter	6200	March 15	March 31	April/May
Fall/Winter Newsletter	6200	October 15	October 31	November/December
Digital e-News	4000	1 <sup>st</sup> of Each Month	15 <sup>th</sup> of Each Month	Monthly

### MECHANICAL REQUIREMENTS

Unit Size	Width	Depth
Full page	7-3/8"	9-3/8"
1/2 page horizontal	7-3/8"	4-1/2"
1/4 page horizontal	7-3/8"	2-1/8"
Call-Out Ad Logo	150 pixel x 150 pixel Sized and Ready for Placement	

### ADVERTISING CONTRACT

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

- AIANYS Newsletter Spring/Summer Issue
  AIANYS Newsletter Fall/Winter Issue  
 75<sup>th</sup> Anniversary Journal
  Digital e-News

official publication(s) of AIA New York State, Inc., beginning with the \_\_\_\_\_ issue

- Check (Made Payable to AIANYS) Check # \_\_\_\_\_  
 Credit Card (Check one)  Visa  M/C  Amex

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.

Total Charge including 8.00% Sales Tax \_\_\_\_\_

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

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

Please send your completed Application & Payment to:

AIA New York State, Inc.  
Attn: Patricia L. Mahon  
33 Elk Street, 2<sup>nd</sup> Floor  
Albany, New York 12210

Or by fax to 518-426-8176

If you have any questions please feel to contact us at 518-449-3334.