

The AIA

Seattle Architect

Ad Rate Card 2007 effective November 15, 2006

- Format:** Tabloid, quarter-folded to 8-1/2x11 with loose inserts. 8-12 pages, Web-press, 2 color.
- Distribution:** Approximately 2300 AIA Seattle members in 400+ firms, located from Bellingham to Wenatchee to Kent.
- Frequency:** Ten times a year: two bi-monthly issues cover July/August and November/December.
- Deadlines:** First Friday of the month preceding publication.
- Artwork:** **ELECTRONIC PDFs are preferred:** Grayscale, made to size, SWOP setting 30% for newsprint, image resolution 170dpi. Keep gray values between 10-80%. Email as attachment to: karendale@centurytel.net (Mac system).
HARD COPY ADS and 2-COLOR ADS: Film negative(s), 85 lines/inch, right-reading, emulsion down; send a laser positive proof with negative. Photoshop settings as above.
 To use a second color, add \$70 for the ink and provide color separated film negatives. Or, have Karen Dale make your ad for you (small extra charge).
Limitations: AIA Seattle reserves the right to refuse ads on legal or moral grounds. Any liability based on content of ad is the responsibility of the advertiser.
- Payment:** First month's fee as deposit; then billed per issue at 30 days
- Discounts:** Members of AIA Seattle get 10-25% discounts depending on membership level. **For quote**, call Karen Dale at 206/463-1945. **For Membership info, call AIA Seattle at 206/448-4938.**
- Delivery:** **Artwork** to Karen Dale, POB 1944, 12221 SW Wesleyan Way, Vashon Island, WA 98070. **Deposit payments** to AIA Seattle, 1911 First Ave., Seattle 98101; by VISA: 206/448-4938.
- Questions?** Call Karen Dale at 206/463-1945 (direct from Seattle). fax: 206/463-1958 email: karendale@centurytel.net

1/3H: 10.5w X 5.25" t	
1/2H: 10.5"w X 7.75" t	1/4V: 4.125w X 9.101"t
	1/3V: 4.125w X 15.875"t

1/6 V: 4.125w X 5.25" t	1/10 tall: 2" w X 7.75"t	1/5V: 4.125w X 7.75t
Above: biz card H: 4.125" w X 2.36"t (118% of actual biz card size)	biz card V: 2" w X 3.851"	1/10 sq. 4.125"w X 3.851" t
1/4H: 10.5"w X 3.812" t		
	1/5H: 6.125"w X 3.812" t	

LOOSE INSERTS: EFFECTIVE and FULL-COLOR!

Loose inserts are stuffed into the centerfold of the newsletter, which is then tab-closed. They can be large postcards, brochures, four-color flyers, even short booklets or reports. Prices are competitive with bulk rate postage, without the bother.

We need approx. 2300 pieces to be delivered around the 20th of the month to our printer on Bainbridge Island. For inexpensive printing, we can refer you to ours: ask us at 206/463-1945.

LOOSE INSERT RATES:

For-Profit Business:	\$560.00
AIA Seattle Member firms/CAPs	\$460.00
Non-Profit Organization:	\$360.00

Spring Enhanced Circulation issue (4200+) \$860_{4p}/540_{np} *

*increased fee waived for year-long advertisers & AIA members/CAPs

AD PRICES **once 3x 5-10x**

Prices per issue. Second color, add \$70/issue

1/2 page:	\$738 680 620
1/3 page:	\$556 527 498
1/4 page:	\$468 437 410
1/5 page:	\$378 348 308
1/6 page:	\$279 251 234
1/10 page:	\$236 210 186
biz card:	\$147 126 103

For Spring's "enhanced circulation" issue going to ±4200 architects in our territory: add 50%.
 Extra fee waived for 10x advertisers/CAPs.

Classifieds: \$25+: please call

Classified with logo: add \$25. Classified with horizontal photo, add \$35; with vertical photo, add \$50. No color.