



# AIA Mississippi

## PUBLICATION RATE CARD

### Why Advertise with AIA Mississippi?

### Reach DECISION-MAKERS in the construction industry

By advertising in AIA Mississippi publications, your message will reach the AIA Mississippi Membership and Partners on a regular basis. That's a community of over 500 decision-makers involved with all aspects of architecture, design, and the construction industry. It's also a perfect opportunity to take your message directly to key architects throughout Mississippi.

### Publications

#### AIAArchitext

*AIAArchitext* is published on a quarterly basis. All issues are published electronically except the Summer issue which is printed in full color at the annual convention. Your advertising online is automatically linked to your web site and traffic (or "hits") from our site can be tracked at your request. MAPP members are welcome to submit trade articles for the newsletter, expanding their marketing reach.

#### AIA MS Annual Calendar

The Chapter's annual calendar is published in full color on an annual basis. High-end photography features award-winning AIA Mississippi projects.

## 2011 RATE CARD

### Rates

Advertising rates are per ad, per quarter

PUBLICATION	SIZE	PARTNERS*	NON-PARTNERS
<i>AIAArchitext</i>	Full Page	\$500	\$750
<i>AIAArchitext</i>	1/2 Page	\$250	\$500
<i>AIAArchitext</i>	1/4 Page	\$150	\$250
Calendar	Logo Ad	\$150	\$250

\*Partners pay annual dues and must be members of the Mississippi Allied Partner Program (MAPP) to receive partner rates. For more information, contact Joe Blake at 601.360.0082 or by e-mail at [joe@aiaMississippi.org](mailto:joe@aiaMississippi.org).

### Mechanical Requirements

Camera-ready art (minimum resolution 300 dpi)  
or high resolution PDF with fonts converted to outlines

Trim Size: 8-1/2" X 11"

Bleed: 8-5/8" X 11-1/4"

Line Screen: 150

#### Ad Dimensions: Width / Depth

*AIAArchitext* Full Page: 8" w x 10.5" h

*AIAArchitext* 1/2 Page: 8" w x 5" h

*AIAArchitext* 1/4 Page: 4" w x 5" h

Calendar Logo Ad: 3" w x 1.25" h

#### MATERIALS DEADLINES

Issue	Materials Due
<i>AIAArchitext</i> Spring	May 15
<i>AIAArchitext</i> Summer	July 1
<i>AIAArchitext</i> Fall	November 15
<i>AIAArchitext</i> Winter	February 15
Calendar	November 15

Please send all artwork to: [brenda@aiaMississippi.org](mailto:brenda@aiaMississippi.org)  
Artwork Questions? 228.392.3595