

# 2023 MEDIA KIT



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# CHICAGO ARCHITECT

The Official Publication of AIA Chicago



## WHO ARE WE?

The legacy of great Chicago architects continues today through the Chicago chapter of the American Institute of Architects. AIA Chicago is the largest chapter of licensed architects, architectural interns and allied professionals within AIA Illinois and the second largest AIA chapter in the country. **Chicago Architect** is a critical component of the AIA Chicago communications program. When our readers are ready to buy or recommend products and services, make sure they think of you first.

[CLICK HERE TO VIEW THE DIGITAL MAGAZINE](#)

## WHY AIA CHICAGO?

- **86%** of AIA Chicago members surveyed said they spend up to **two hours** reading a single issue of *Chicago Architect*.
- **84%** of AIA Chicago members surveyed said they **read** at least **three of four issues** of *Chicago Architect*.
- **67%** of AIA Chicago members surveyed **read every issue** of *Chicago Architect*.

## NET ADVERTISING RATES

4-Color Rates	1x	4x
Premium Position*	\$3,535	\$2,865
Full Page	\$2,415	\$1,965
1/2 Page (H or V)	\$1,595	\$1,330
1/3 Page (H)	\$1,280	\$1,020
1/4 Page (V)	\$960	\$765
Digital Edition Advertising	1x	4x
Tile + Interstitial Digital Package	\$1,575	N/A
Tile + Landing Page Digital Package	\$1,575	N/A
Tile + Interstitial Print Package**	\$1,325	N/A
Tile + Landing Page Print Package**	\$1,325	N/A
Tile à la Carte	\$875	N/A

[CLICK HERE FOR AD EXAMPLES](#)

\* Premium positions include: inside front cover, inside back cover, page 3 and back cover.

\*\* Discounted digital + print packaging available with 1/2-page print ads or larger.

**Interested in an outsert or advertorial?** Contact your Innovative rep to discuss options!

## EDITORIAL CALENDAR

Issue Number	Artwork Due	Delivered to Members
Volume 8 Issue 1	1/27/23	March 2023
Volume 8 Issue 2	4/14/23	June 2023
Volume 8 Issue 3	8/4/23	September 2023
Volume 8 Issue 4	10/6/23	December 2023

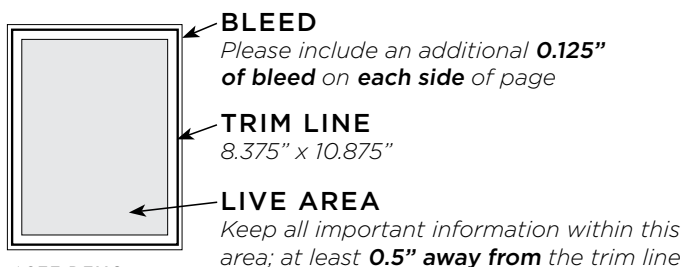
## SPECIFICATIONS [CLICK HERE FOR AD EXAMPLES](#)

Print Ad Size	Dimensions
Full Page*	9" x 10.75" + 0.125" bleeds
1/2 Page Horizontal	8" x 4.875"
1/2 Page Vertical	3.875" x 10"
1/3 Block	8" x 3.25"
1/4 Page	3.875" x 4.875"

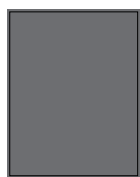
  

Digital Ad Size	Dimensions
Interstitial Ad <a href="#">SEE EXAMPLE</a>	603 x 783 pixels
Landing Page <a href="#">SEE EXAMPLE</a>	603 x 783 pixels
Digital Tile Ad <a href="#">SEE EXAMPLE</a>	502 x 498 pixels

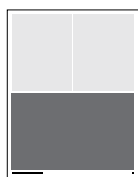
\* Full-page ads are intended to bleed off the page [SEE DEMO](#)



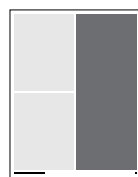
[SEE DEMO](#)



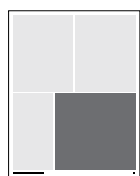
Full Page  
(with bleed)



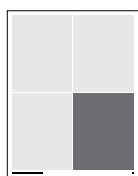
1/2 Horizontal



1/2 Vertical



1/3 Block



1/4 Page

## ARTWORK FILE SUBMISSION

**File Types:** Adobe InDesign, Illustrator, Photoshop or PDF. Please embed or include all fonts and graphics.

**Send to:** graphics@innovativepublishing.com or [CLICK HERE](#) for files larger than 5 MB.

## PRINT AD FILE REQUIREMENTS

**Minimum Resolution:** 300 DPI (dots per inch)

**Color:** CMYK process

**Bleeds:** 0.125 inch on full-page and tab ads [SEE DEMO](#)

**Margin:** 0.5 inch on full-page and tab ads [SEE DEMO](#)

*NOTE: We cannot improve the quality of an image. Graphics pulled from websites are generally too small to print.*

## DIGITAL AD FILE REQUIREMENTS

**Minimum Resolution:** 72 DPI (dots per inch)

**Color:** RGB

**Video:** MP4, F4V or FLV video format, 300 kb/s - 700 kb/s bitrate, 100MB maximum file size, duration of 1 second or more.

[CLICK HERE](#) to see an example of an interstitial ad with video.

## AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all ad content, and we will design it for you. **All artwork creation or changes require a \$75 surcharge.**


## PAYMENT TERMS

- Make checks payable to Innovative Publishing.
- American Express, Mastercard or Visa accepted.
- Contact your sales rep to pay your invoice online.

## DIGITAL ADVERTISING

### E-NEWSLETTERS

Allow us to deliver your message to our membership straight from AIA Chicago. AIA Chicago's e-newsletter will be sent out biweekly. Ad position is on a first come, first served basis. Great for promoting your products, services, events or press releases.



#### PREMIUM

Frequency	Cost
Quarterly	\$2,300
Per Issue	\$425
<b>Dimensions = 560 x 150 pixels</b>	

\* Premium ads are 50% larger than regular ads.

#### ARTICLE

Frequency	Cost
Quarterly	\$1,550
Per Issue	\$300
<b>Dimensions = 560 x 100 pixels</b>	

#### STANDARD

Frequency	Cost
Quarterly	\$1,250
Per Issue	\$250
<b>Dimensions = 560 x 100 pixels</b>	

### EMAIL PROMOTIONS

One of the most effective ways to reach influencers is through an aggressive email promotion campaign. Rates vary. Please contact Innovative Publishing at 844.423.7272 or [advertise@innovativepublishing.com](mailto:advertise@innovativepublishing.com) for details.

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