

2022 MEDIA KIT



- Advertising Options..... 3**
- Print Edition Advertising Rates..... 4**
- Editorial Calendar 4**
- Print Advertising Specifications 5**
- Digital Advertising Rates and Specifications 6**



CHICAGO: ARCHITECTURE'S CENTER OF INNOVATION

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.**

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*.



Many of the world's most prestigious architectural and AE firms are located in Chicago, with several of these firms being members of AIA Chicago. Among them are well-known companies that receive *Chicago Architect*, including:

FIRM	2017 TOTAL REVENUE (\$)*
Gensler	\$1,197,548,356
Perkins+Will	\$551,403,000
HOK	\$456,375,000
HDR	\$446,850,493
HKS	\$410,042,657
Skidmore, Owings & Merrill	\$351,120,000
SmithGroupJJR	\$256,668,812
Perkins Eastman	\$235,000,000
Solomon Cordwell Buenz	\$68,871,368
Goettsch Partners	\$27,230,000
Epstein	\$24,281,000
Legat Architects	\$17,070,000
DLR Group	\$16,400,000

*Source: *Building Design+Construction*; 2018 Giants 300, August 2018
 *Image credit: © Dave Burk | Design by HDR, Gensler, in collaboration with CWA

WHERE SHOULD YOU FEATURE YOUR PRODUCTS AND SERVICES FOR THE **BIGGEST RETURN ON YOUR INVESTMENT?**

PRINT

- ◆ Print advertising is best for **building the brand and identity** of your product, service or company.
- ◆ Print advertising has **staying power** and often engages the reader for a longer period of time.
- ◆ We offer **three types of print advertising:**
 1. Display advertising
 2. Advertorials
 3. Outserts

DIGITAL

- ◆ Digital advertising is best for a **quick response** and brand building.
- ◆ Our digital formats reach your target audience with **limited competition** due to space exclusivity.
- ◆ We offer **three types of digital advertising:**
 1. E-newsletters
 2. Email promotions
 3. Digital magazine edition

Allow us to customize a solution for you.

PRINT EDITION

FEATURE YOUR PRODUCTS AND SERVICES IN FRONT OF CHICAGO'S MULTI-MILLION DOLLAR ARCHITECTURAL INDUSTRY!



DISPLAY ADVERTISING RATES

CHICAGO ARCHITECT

4-Color Rates	1x	4x
Premium Position*	\$3,500	\$2,835
Full Page	\$2,390	\$1,945
1/2 Page (H or V)	\$1,580	\$1,315
1/3 Page (H)	\$1,265	\$1,010
1/4 Page (V)	\$950	\$755
Digital Media		
Standard View Landing Page	\$500	\$500
Standard View Skyscraper	\$500	\$500
Digitally Responsive Publication	\$500	\$500

*Premium Position includes outside back cover, inside back cover, page 3 and inside front cover

SPONSORED CONTENT

For more detailed advertising, choose an educational advertorial featuring in-depth information about your product specific to architects. Rates vary. Please contact Innovative Publishing at 844.423.7272 or advertise@innovativepublishing.com for details.

OUTSERTS

To gain more attention, use an outsert, which is an unattached printed piece that can range from a postcard to a multi-page product guide. These pieces are on the outside of the magazine and are protected by a clear polybag. Great for event promotions, new product introduction and product guides. Rates vary. Please contact Innovative Publishing at 844.423.7272 or advertise@innovativepublishing.com for details.

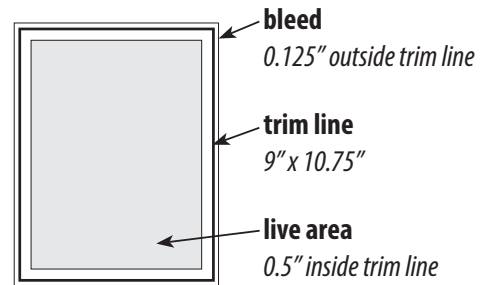


EDITORIAL CALENDAR

Ad Sales Close/Artwork Due	Delivered to Members
1/28/22	March 2022
4/22/22	June 2022: Additional AIA Conference Distribution
7/22/22	September 2022
9/9/22	November 2022: Special Design Excellence Awards Issue

PRINT ADVERTISING SPECIFICATIONS

Ad Size	9" x 10.75" (trim)
Full Page*	9" x 10.75"
1/2-Page Horizontal	8" x 4.875"
1/2-Page Vertical	3.875" x 10"
1/3-Page Horizontal	8" x 3.25"
1/4-Page Vertical	3.875" x 4.875"
Digital Media	
Standard View Landing Page	603p x 783p
Standard View Skyscraper	160p x 600p
Digitally Responsive Publication	502p x 498p

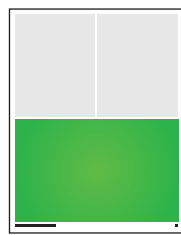


* Full-page ads are intended to bleed off the page (see example)

- ◆ Please include an **additional 0.125" of bleed** on each side of the page
- ◆ Keep all important information at least **0.5" from the trim line**



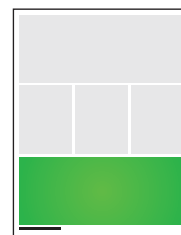
Full Page (add bleed)



1/2 Horizontal



1/2 Vertical



1/3 Horizontal



1/4 Vertical

PRINT ADVERTISING FILE REQUIREMENTS

- All artwork should be submitted as an Adobe InDesign, Illustrator, Photoshop or PDF file.
 - Please embed or include all fonts and graphics.
 - Full-page cover and tab ads must include a .125" bleed around the entire page and important content should be at least .5" away from the trim.
 - Graphics should visually appear high-resolution and have a minimum 300 DPI (dots per inch).
- NOTE: We cannot increase the quality of the image if the original is blurry, grainy or too small — graphics pulled from websites are generally too small to use.*
- All colors should be created as CMYK process colors.
 - If you're ready to send us your ad, you can email it to us at graphics@innovativepublishing.com. Please upload files over 5 MB to our secure site.

AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all of the content for your ad, 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.

PUBLISHER

Innovative Publishing, a national publisher of association and corporate magazines for more than 25 years, is the official publisher of *Chicago Architect*.

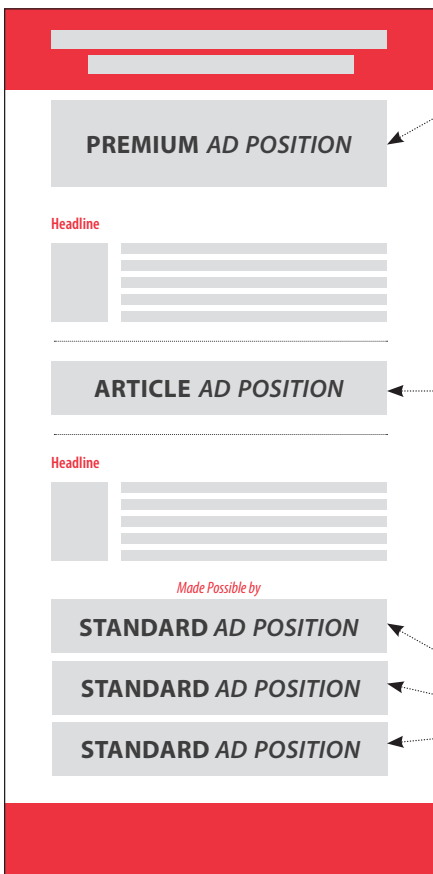


www.innovativepublishing.com

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	\$2,250
Per Issue	\$375
Dimensions = 560 x 150 pixels	

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

ARTICLE

Frequency	Cost
Quarterly	\$1,500
Per Issue	\$250
Dimensions = 560 x 100 pixels	

STANDARD

Frequency	Cost
Quarterly	\$1,200
Per Issue	\$200
Dimensions = 560 x 100 pixels	

ONLINE ADVERTISING FILE SPECIFICATIONS

- ◆ All artwork should be submitted as an Adobe InDesign, Illustrator, Photoshop or PDF file.
- ◆ Please embed or include all fonts and graphics.
- ◆ Graphics should visually appear high-resolution and have a minimum 300 DPI (dots per inch).
NOTE: We cannot increase the quality of the image if the original is blurry, grainy or too small — graphics pulled from websites are generally too small to use.
- ◆ All colors should be created as CMYK process colors.
- ◆ If you're ready to send us your ad, you can email it to us at graphics@innovativepublishing.com. Please upload files over 5 MB to our site at www.innovativepublishing.com.

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 for details.

DIGITAL ADVERTISING

DIGITAL EDITION



LANDING PAGE:

Available positions: 1

Rate: \$500

Specifications: RGB color space, 603 pixels x 783 pixels

E-SKYSCRAPER:

Available positions: 2

Rate: \$500

Specifications: Vertical orientation, RGB color space, 160 pixels x 600 pixels

DIGITALLY RESPONSIVE PUBLICATION ADVERTISEMENT SPECIFICATIONS

Rate: \$500

TILE SPECIFICATIONS: *Simply provide us a high-resolution logo file and three lines of up to 50 characters each.*

DESKTOP VERSION



MOBILE VERSION



DIGITAL AD SPECIFICATIONS:

8.375" x 8.3" advertisement size

Please also include a 50-100 word company description and website link if applicable. This will display below ad artwork.

DESKTOP VERSION



MOBILE VERSION

