



2010 AIA Maryland Sponsorship & Advertising Opportunities

AIA Maryland has an annual sponsorship program presenting various levels of sponsorship in order to meet individual marketing needs. Allied membership dues, sponsorship dollars and advertising revenue support AIA Maryland and its legislative and educational activities.

SPONSORSHIP:

Website Information: <http://www.aiamd.org/marketing.html>

- **Professional Allied Membership - \$250 Annual Dues** (Allied Members receive \$50 off newsletter & website advertising prices (not including classified ads) and \$100 off Design Awards Program Sponsorship)
- **Design Awards Program** (September 2010):

Platinum Sponsor - \$1000
Silver Sponsor - \$500

Gold Sponsor - \$750
Patron Sponsor - \$250

ADVERTISING:

Maryland Architect Newsletter (Full-Color/Quarterly)

Circulation: Over 1,500 Maryland architect members and other allied professionals and organizations. AIA Members and Professional Allied Members receive \$50.00 off per ad. Ads must be paid in advance of publication. The newsletter is published quarterly each year in March, June, September and December. Please complete the **Insertion Order Form** when submitting your ad.

Ad Size	Single	2+ times
Full page (8 1/2" x 11") (full bleed accepted)	\$525	\$475
1/2 page (4 1/2" x 7") or (3 1/2" x 9 3/4")	\$300	\$275
1/4 page (3 1/2" x 4 1/2")	\$175	\$150
Business Card (2" x 3 1/2")	\$125	\$100

Classified Ad: \$1.00 per word or \$50 per 50 – 100 words, 20 word minimum

**Ad copy is due by January 19 (spring issue); April 19 (summer issue);
July 19 (fall issue) and October 18 (winter issue)**

Maryland Architect E-News (Circulation of 1,600+; Bi-Weekly)

Issue Sponsor \$50 per issue: 100 words and one graphic image (≤ 2 1/2" x 4 1/2")
Only one Sponsor per issue.

Classified Advertising \$1.00 per word or \$50 per 50 – 100 words w/company logo;
listed in two consecutive issues.

Website Advertising

Company Logo	\$100/Month or \$400/6 Months Sponsorship will be your company logo with a link to your company website, placed on the left side bar of our website pages.
Classified Ads	\$30 - \$70 for 30, 60, or 90 day listings (http://www.aiamd.org/classifieds.html)

Graphics and Printing Specifications

Please submit ad copy by the assigned due date via e-mail. Acceptable file formats are .jpeg, .tiff, .eps and .pdf. The newsletter is compiled in InDesign and prints in 4-color. **All ads and images must be processed CMYK and have a resolution of at least 300 dpi** at the full-size the ad will appear in the newsletter. Please **DO NOT send in ads with crop marks**. Bleed area should be .125. Please be sure to follow the Ad Size requirements listed above.

*For questions or more information contact: Pam Rich, Executive Director, AIA Maryland
at 1.888.516.7242 or 410.263.0916; email prich@aiamd.org.*