

AIA WESTCHESTER/MID-HUDSON
 A Chapter of the American Institute of Architects

GeneralNotes

Chapter Newsletter - Published Six Times a Year

Ad Rate Card 2009

Size	Ad Prices	
	B&W	Color
Full Page	\$450	\$650
2/3 Page	\$385	\$560
1/2 Page	\$315	\$450
1/3 page	\$240	\$340
1/4 Page	\$185	\$260
1/6 Page	\$125	\$180
1/8 Page	\$105	\$150

Loose Inserts \$500 \$700

Classified Ads

First 50 Words \$25
 Addtl 25 Words or Part \$20

Placement Discounts – 3 Issues – 5%, 6 Issues – 10%

Advertising Contract

My firm will advertise in GeneralNotes with an Ad of the size and frequency indicated below:

- | | |
|---|--|
| <input type="checkbox"/> Full Page | <input type="checkbox"/> 1/4 Page |
| <input type="checkbox"/> 2/3 Page | <input type="checkbox"/> 1/6 Page |
| <input type="checkbox"/> 1/2 Page | <input type="checkbox"/> 1/8 Page |
| <input type="checkbox"/> 1/3 page | |
|
 | |
| <input type="checkbox"/> January/February | <input type="checkbox"/> July/August |
| <input type="checkbox"/> March/April | <input type="checkbox"/> September/October |
| <input type="checkbox"/> May/June | <input type="checkbox"/> November/December |

COPY DEADLINE:

- 1ST OF THE MONTH PRIOR TO PUBLICATION
 - Copy must be camera ready or in JPEG or PDF format
 - Color photographs and color art must be CMYK and 300 dpi @ 100% of final printed size.
 - Positioning Ad is at discretion of editor
 - Advertising fee payable in advance by check to AIA/WMH

Firm Name _____
 Address _____

 Phone _____
 E-Mail _____
 Contact Name _____
 Signature _____

Please complete and return to:

Valerie Brown, Executive Director
 AIA Westchester/Mid-Hudson
 PO Box 611
 Katonah, New York 10536
 914.232.7240
 aiaarchitect.net

GENERALNOTES

7.5"w x 4.5"h
half page horizontal

3.67"w x 2.17"h
eighth page

7.5"w x 4.5"h
quarter page

7.5"w x 9.16"h
full page

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GENERALNOTES

4.95"w x 4.5"h
one third page

**2.39"w
x 9.16"h**
one
third
page

**2.39"w
x 4.5"h**
one
sixth
page

**4.95"w x
9.16"h**
two
thirds
page

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