



CHICAGO ARCHITECT

The most authoritative source for **Chicago's architects and design community**

Chicago Architect, the official magazine of AIA Chicago

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 magazine is the official publication of AIA Chicago and a prime source of information and ideas for 4,000 subscribers, a group whose influence is felt around the globe.

Published six times each year, *Chicago Architect* is an authoritative resource for architects, the design community and the

public about architecture and related issues of interest to Chicago architects. The publication features high-quality editorial content in a dynamic graphic format providing information about industry trends, the value of superior design and the impact of AIA Chicago members on the architectural landscape.

AIA Chicago members who receive **Chicago Architect** are top architectural and AE leaders

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

FIRM	2013 TOTAL REVENUE (\$)*
Gensler	\$883,221,189
Perkins+Will	\$356,360,000
HOK	\$400,000,000
Skidmore, Owings & Merrill	\$334,525,346
HDR	\$303,000,000
HKS	\$255,063,624
RTKL Associates	\$205,373,000
SmithGroupJJR	\$162,973,000
Perkins Eastman	\$155,000,000
DLR Group	\$110,000,000
VOA	\$54,693,845
Solomon Cordwell Buenz	\$54,400,000
Epstein	\$31,856,000
Goettsch Partners	\$20,120,000
Legat Architects	\$14,310,000
Sheehan Partners	\$5,808,601

*Source: Building Design+Construction; 2014 Giants 300, July 2014

Chicago Architect has proven readership*

Nearly **86 percent** of AIA Chicago members surveyed said they spend approximately up to two hours reading a single issue of *Chicago Architect*.

84% read at least **three of four issues.**

68.5% read EVERY issue.

Almost **seven out of 10 members** spend about one hour reading the magazine.

2nd largest AIA Chapter in the **United States.**

An added benefit for advertisers is that *Chicago Architect* is **passed along by half of its recipients** to one or more people.

*Source: Chicago Architect Readership Study, June 2012

Digital edition of *Chicago Architect*

Advertisers also can reach AIA Chicago members through the digital edition available on the chapter's website, aiachicago.org, which includes the value added feature of linking to advertisers' websites and email contacts.

» Impactful Advertising Formats

Half-page ad on presentation page: Your ad is prominently featured opposite the front cover of the digital edition, positioned just below a video message from AIA Chicago.

Rate: \$1,200 per issue

Slide-out ad: This 'floating' ad offers the opportunity for your message to have greater exposure. Because a slide-out ad must be closed before the viewer can read content, it provides the advertiser with outstanding viewership.

Rate: \$750 net per issue

Bellyband ad: Ideal for promoting special events, new products and important company news, the two-sided bellyband ad is positioned front and center for maximum viewing. Positioned on the front cover, the bellyband 'flips' independently, allowing it to be viewed on both sides prior to the digital issue being opened.

Rate: \$950 net per issue

» Email promotions

One of the most effective ways to influence influencers is through an aggressive email promotion campaign. What better audience to reach than the influential members of AIA Chicago? Your *Chicago Architect* integrated media consultant can provide details and parameters of the email program.

Member rate: \$1,000

Non-member rate: \$1,200

Print edition

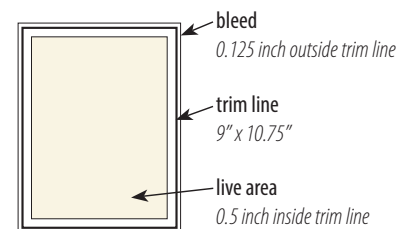
NET ADVERTISING RATES:

4-Color Rates	1x	3x	6x
Outside Back Cover	\$3,330	\$2,995	\$2,700
Inside Front/Back Cover	\$2,830	\$2,550	\$2,295
Full Page	\$2,275	\$2,050	\$1,845
1/2 Page (H or V)	\$1,600	\$1,510	\$1,445
1/3 Page (H)	\$1,480	\$1,400	\$1,330
1/4 Page (V)	\$1,250	\$1,150	\$950

There is a 5% discount on multiple insertions that are paid in full with the contract.

AD SIZES

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"



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

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

DIGITAL FILE REQUIREMENTS

- 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.

DESIGN SERVICES

If you need help designing your ad, our graphic designers can design it for you at **no charge**.

PAYMENT TERMS

- Make checks payable to Innovative Publishing.
- American Express, MasterCard or Visa accepted.

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MONTH	JAN/FEB	MARCH/APRIL	MAY/JUNE	JULY/AUG	SEPT/OCT	NOV/DEC
Ad Close Date	12/10/2015	1/12/2016	3/9/2016	5/13/2016	7/13/2016	9/8/2016
Features	Residential Regional & Urban Design	Commercial Interiors Hotels	Small Project Awards Products for Architects	Healthcare Technology	Sustainable Design Reconstruction/ Preservation	Design Excellence Awards Lifetime Achievement Award
Continuing Education	Enhancing Interior Comfort					
	AIA CES Courses in Conjunction With BD+C University					
Spec Sheet		Roofing	Cladding	Air/Moisture Barriers	Lighting	



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