



**2011 MEDIA INFORMATION - Architecture Minnesota Magazine** is regional, award-winning, and the official publication of AIA Minnesota, a Society of the American Institute of Architects. Each bi-monthly issue reaches architects, designers, specifiers, owners, and construction professionals, as well as building product decision makers in Minnesota, North and South Dakotas, western Wisconsin, and northern Iowa.

***Put Architecture Minnesota to work for you! Bring your message to a very specific audience!***

**Editorial Calendar by Issue**

<u>2011</u>	<u>Focus</u>	<u>Reserve By &amp; Ad Due</u>
Jan/Feb	<b>On Campus: New University Projects</b> Directory: Consulting Engineers	Oct 30 & Nov 6 '10
Mar/Apr	<b>AIA Minnesota Honor Awards &amp; Landscape Architecture</b> Directory: Landscape Architecture Firms	Jan 7 & Jan 14 '11
May/Jun	<b>Housing for Lifestyles</b> Directories: AIA Minnesota Firms, Consultants	Mar 4 & Mar 11 '11
Jul/Aug	<b>Entertainment</b> Directory of Renovation, Remodeling, Restoration	May 6 & May 13 '11
Sept/Oct	<b>Interiors</b> Directories: Interior Architecture/Interior Design	Jul 1 & Jul 8 '11
Nov/Dec	<b>Health &amp; Wellness</b> <b>AIA Minnesota Convention Issue</b> Directory of General Contractors	Sept 2 & Sept 9 '11
<u>2012</u>		
Jan/Feb	<b>To be Determined</b> Directory: Consulting Engineers	Nov 4 & Nov. 11 '11
Mar/Apr	<b>AIA Minnesota Honor Awards &amp; Landscape Architecture</b> Directory: Landscape Architecture Firms	Jan 6 & Jan 13 '12
May/Jun	<b>Housing for Lifestyles</b> Directories: AIA Minnesota Firms, Consultants	Mar 3 & Mar 10 '12



## **Readership**

***Architecture Minnesota reaches 9,000 readers - a very specific audience!***

### **DESIGN PROFESSIONALS AND FIRMS**

AIA Minnesota members, which include registered architects, and intern architects representing over 350 architecture firms in Minnesota; non-member registered architects in Minnesota; AIA firms in adjacent states: North Dakota, South Dakota, Northern Iowa and Western Wisconsin; selected AIA firms and members throughout the U.S.; Minnesota Chapter Members of the International Interior Design Association (IIDA), American Society of Interior Designers (ASID), American Society of Landscape Architects (ASLA), and deans of all accredited schools of architecture in the United States and Canada.

### **CONSTRUCTION INDUSTRY LEADERS**

Members of the following organizations: Minnesota Chapter of the Construction Specifications Institute (CSI), Associated General Contractors (AGC), American Consulting Engineers Council (ACEC) of Minnesota, Associated Builders- Contractors (ABC), select local and national developers and contractors.

### **PAID SUBSCRIBERS (other than industry professionals)**

### **PRIMARY DECISION MAKERS**

Minnesota legislators; selected Upper Midwest colleges and university presidents; Minnesota public libraries; Minnesota county administrators; Minnesota municipalities with 5000+ population; CEO's of selected privately-held and publicly-held companies; Minnesota media, including major newspapers, TV and radio stations and periodicals.

### **NEWSSTAND DISTRIBUTION**

Throughout Minnesota - Distributed by St. Marie's Gopher News Company, and Valley News Company. Nationally - Distributed by Ingram Periodicals and Source Interlink

### **BONUS DISTRIBUTION**

Throughout the year in excess of 10,000 to conferences, workshops, and other events of importance to architects and the construction industry in the Upper Midwest, plus distribution at the Annual Convention & Products Exposition of the American Institute of Architects Minnesota (AIA Minnesota) plus various Home and Garden Shows.

**Architecture Minnesota has readers in all 50 states and many foreign countries.**

### **Publication Date**

Published two weeks prior to the issue month, i.e. May/June issue published mid April.

**2011 Advertising Rates (gross) for black & white ads/issue**

No change from 2009.

Ad Size	Contract for			
	1X	3X	4x	6X
1 page	\$1470	\$1300	\$1265	\$1135
2/3 page	\$1080	\$970	\$945	\$850
1/2 page	\$920	\$815	\$795	\$730
1/3 page	\$745	\$645	\$605	\$550
1/6 page	\$570	\$495	\$445	\$400
2-pg. spread	\$2335	\$2060	\$2005	\$1855

**COLOR RATES (per issue – same as 2005). Add to above appropriate figure.**

4-color (CMYK)	\$550
2-color (process)	\$300
3-color (process)	\$350

**COVERS:** Publisher chooses covers.

**BLEED:** No charge for bleed if client is on contract for three issues or more.

**BLOW-IN CARDS:** Do not offer.

**COMMISSIONS AND DISCOUNTS:** 15% commission on gross rates listed above to advertising agencies and to those clients on a 3x, 4x or 6x contract working with an in-house advertising agency. Discounts will not be given if ads are not ready for press.

**Contract and Content Specifications**

**ADVERTISING RESPONSIBILITY:** Advertisers and their agencies assume liability for all content of advertisements printed and assume responsibility for any claims which may arise from their advertising. The publisher reserves the right to reject any advertising. Publisher is not liable for errors in key numbers or the advertising index.

**QUALITY CONTROL:** *Architecture Minnesota* is not responsible for color variations between the digital file and the printed image if a high-end color proof is not provided or the file must be converted to CMYK. The advertiser or agency is responsible for providing materials meeting all *Architecture Minnesota* specifications. Ads not meeting these specifications will be returned.

**CLOSING DATES AND CANCELLATIONS:** If copy is not received by the closing date and the insertion order has not been cancelled, the previous advertisement of the advertiser will be inserted. Cancellations are not accepted after the closing date. Cancellations of any portion of a contract voids rate guarantee.

**RATES:** Advertising must be inserted within one year of the first insertion to earn the contract frequency discount rate. If the number of insertions is not specified on the order or the contract, each insertion will be billed at the one-time rate (1X). Advertising ordered at a frequency discount rate and not earned within one year from the first insertion will be billed at earned rate or will be short-rated. Mixed ad sizes and the addition of color are permitted in the contract period at the appropriate additional charge.; however, ads may only increase in size.

**TERMS:** Net 30 days. **LATE PAYMENT CHARGES:** 1.5% per month will be added.

## Advertising Specifications – Architecture MN 2011

**Architecture MN** is printed on a web press, is perfect-bound, and ink is soy-based. Paper is Forest Service Certified (FSC) white uncoated stock. Covers are 100# Productolith. Cover 1 has a gloss varnish; cover 4 uncoated finish. Interior pages are 60# Influence. ADS MUST BE READY FOR PLACEMENT (ad is complete/no prepress). Ad files not prepared correctly and according to the specifications will be returned.

**ACCEPTED FILE FORMATS (no exceptions):** PDF file format is best with all images at 300 dpi and fonts converted to outlines. PDF to be free of crop/printer marks. Other files accepted: MAC format\* Adobe (InDesign, Illustrator, Photoshop), QuarkXpress and PDFs. If sending a PDF from QuarkXpress file, it must be made with AcrobatDistiller only (not exported directly). All images must be d00 dpi and CMYK color saved as TIFF or EPS and color corrected. 175-line screen with overall maximum density of all colors not to exceed 280%. Black and white EPS or TIFF files in grayscale mode. \*If you are using a PC send a PDF with fonts converted to outlines..

**ACCEPTED FONTS (no exceptions):** Postscript Type 1 or Type 3. No TrueType fonts. Use stylized fonts, not menu-styled fonts for bold, italic or bold italic type. All fonts used in art files (EPS and TIFF) must be converted to outlines. Include all printer and screen fonts with all digital files. Embed all fonts when creating a PDF.

**LOGOS AND ARTWORK:** EPS only. **Do not rotate or crop images in layout programs.** Do not nest EPS files in other EPS files. All color must be CMYK (100% K, 60% CYM).

**MEDIA ACCEPTED CDs or EMAIL: CD - All ads provided should be accompanied by a print-out at 100% for size and color verification.** List file format, fonts and color specs on a separate sheet of paper. Label with client name, contact name, phone, email address and issue (ex. Mar/Apr 11). If CD is to be returned, please list address.

**EMAIL – Send PDF to [archmnads@gmail.com](mailto:archmnads@gmail.com)** with client name if appropriate.

### NOT ACCEPTED:

Spot, Pantone/PMS, RGB color or JPEG images and images below 300 dpi (such as from a website – 72 dpi). **DO NOT SUBMIT AD WITH** crop, registration, trim/bleed or similar printer's marks. Ad artwork files to be free of any printer's marks, even if outside of bleed area.

**PRODUCTION QUESTIONS ONLY:** Stephanie Pelzer, (612) 338-6763 x212

**SEND INSERTION ORDERS, CDs (include 1 print-out) to:** J. Van Dyne, Architecture MN, 275 Market Street, Minneapolis, MN 55405

**Advertisement Sizes (w x h)** *AIA MN Firms Note: Sizes may vary for Coming Soon/In Place and Portfolio sections. Call for info.*

Trim size	9 x 11
Full page	8.0625 x 9.9375 (leave .3125 from trim on all sides for live area)
Full page bleed – 9 x 11 trim	9.25 x 11.25 file size
2/3 page vertical	5.25 x 9.9375
1/2 page horizontal	8.0625 x 4.8125
1/3 page box	5.25 x 4.812
1/3 page vertical	2.5 x 9.9375
1/6 vertical	2.5 x 4.812
Spread	17.375 x 9.9375 <b>(Do not run text across the gutter.)</b>
Spread bleeds – 18 x 11 trim	18.25 x 11.25 file size

**Questions? Call Judith Van Dyne - (612) 338-6763 x214 or [vandyne@aia-mn.org](mailto:vandyne@aia-mn.org)**