

# enter

**2021 RATE CARD**

**Digital weekly publication** *launching January 28, 2021*

## enter

A Better Built Environment for Minnesota

Week of November 16, 2020

Presenting sponsor: [Sponsor Name Here](#)



### FEATURE

#### Minneapolis Finds a Way to Improve Public Housing: Libraries

Other cities have combined books and subsidized housing, writes ENTER contributor Michael Kimmelman, but the outgoing mayor, Rahm Emanuel, has embraced the concept with three striking new projects

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**ENTER is the new digital weekly by AIA Minnesota that serves an audience of architecture clients, design and construction professionals, and influencers of public policy and opinion.**

The new publication takes the form of a design-forward e-newsletter and website—**entermn.com**—with articles on how clients and communities can design for climate action, equity, experience, economy, and innovation. Every Thursday, subscribers will receive an e-blast that highlights the new content on the site.

ENTER replaces AIA Minnesota's bimonthly *Architecture MN* magazine. The shift to a digital weekly aligns with our readers' reading habits and enables us to be timelier and more responsive in our coverage of architecture's intersections with current events.

**CONTACT:**

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AIA Minnesota  
105 5th Avenue South, Ste. 485  
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## EDITORIAL

ENTER readers and sponsors can expect a steady stream of thought-provoking feature articles, interviews, and project spotlights that fuel public interest in architecture and confirm the design and construction community's place in conversations that matter.

The ENTER digital weekly will feature a range of original content, including features on new ideas and advances in design for **equity, climate action, innovation, economy, and beauty**; spotlights on notable buildings and influential people and organizations; and departments that illuminate the design process, unpack notable built-environment data, and highlight the state's rich architectural history. The weekly will also feature event listings and a What We're Reading list that thoughtfully curates articles, podcasts, and videos on topics that relate to our five content areas.

## DISTRIBUTION

Put your message in front of our desirable audience of decision makers and influencers including AIA Minnesota architects, project partners, community leaders, past subscribers of *Architecture MN* magazine, and more.

## FREQUENCY

Every week.

New content launches weekly each Thursday.

Launch date: January 28, 2021



## AUDIENCE

- 62% Architects/Design Industry/Construction
- 25% Other/Public Audience
- 6% Business Professionals/Leaders
- 5% CEO's/Property Developers
- 1% University Leaders
- 1% Media

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# ADVERTISING & SPONSORSHIP OPPORTUNITIES

## Option 1:

### PRESENTING SPONSOR

**Exposure in both ENTER weekly e-blast & website: entermn.com**

**Rate: \$995 net, per week**

#### WEEKLY E-BLAST:

- Your company name at top of e-blast, as presenting sponsor, with live link. (See page one for example.)
- Sponsored ad block at bottom of e-blast. Can put ad, image, video, or logo in this space with live link. (See page four for example.)

#### -PLUS-

#### WEEKLY WEBSITE:

- Ad block in center of the opening page.
- Options (choose one):
  - Client-provided editorial content feature. Includes photo, feature title, with two lines of introduction, logo with a live link. (See page two for example.)
  - Two blocks for logo/ad. (See right for example.)
  - Combine two blocks into one larger space for logo, ad or video. (See right for example.)

## Option 2:

### SPONSORED BLOCK on ENTER website: entermn.com

**Rate: \$495 net per box, per week**

(Two blocks available each week)

- Two boxes featured on lower part of website home page. Be one of two sponsors with your logo, ad or video prominently displayed; links to your website.
- No mention in weekly e-blast. (See right for example.)

income on housing

[Read more](#)

Economy

coalition, reframes housing as infrastructure.

[Read more](#)

Equity, Innovation, Economy

enter  
world

What we're reading, listening to, and watching:

[Is Housing in Your City Getting Unaffordable? Here's How You Can Help](#)  
BLOOMBERG

[American Cities Could House Everyone If They Chose To](#)  
NY TIMES

[How Decades of Racist Housing Policy Left Neighborhoods Sweltering](#)  
STAR TRIBUNE

This week of ENTER is sponsored by:

[Your LOGO here]

525x142

[Your AD here]

675x325

#### Popular articles:



##### FEATURE

Duluth's Carly Coulson on how to achieve invisible sustainability

[Read more](#)



##### FEATURE

Paul Bauknight talks community engagement in park planning

[Read more](#)



##### SPOTLIGHT

Home office design ideas for nearly every living space

[Read more](#)

*Enter into conversation, collaboration & action*  
We believe better built environments for Minnesota can address the current—and future state of our communities.

[ABOUT ENTER](#)

[Your AD here]

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## DEADLINES & SPECIFICATIONS

### DEADLINE

Monday by noon for that week's Thursday e-blast.

### AD DIMENSIONS

#### Option 1:

#### PRESENTING SPONSOR OPTIONS & SPECS:

Horizontal logo: please provide a vector file

For the Email ad space: (choose 1 option)

1. Horizontal Logo Box: 825 x 240. Featuring your horizontal logo only within a larger white space box.
2. Vertical Logo box: 450 x 500 (featuring your vertical logo only within a larger white space box)
3. Horizontal ad box: 1100 x 530 (horizontal ad space)
4. Taller ad box 1100 x 900 (square ad space)

On the Website: Ad block on center of opening page. (choose 1 option)

1. Horizontal Sponsor logo within left white box: 1050 x 284 AND horizontal ad box on the right: 1350 x 650. Use 36pt type font.
2. Vertical sponsor logo on left white box: 630 x 700 AND square ad box on the right: 1350 x 1100.
3. Horizontal ad block in entire space double-wide space: 2800 x 650.
4. Editorial Feature: photo (1200px -1800px wide), feature title, two lines of introductory copy, logo with live link. Provide feature article that the ad block would like to.

Editorial Topic suggestions: Showcase company leadership, highlight a project, or identify how you've made a difference in the community.

For mobile version, please also send additional ad: 1350 x 650 (rectangle) or 1350 x 1100 (square).

Provide URL so that we can link your ad to your site.

#### Option 2: SPONSORED BLOCK OPTIONS & SPECS-on the Website:

1. One sponsored block 1350 x 650.
2. If you purchase both blocks as one ad space: 2800 x 650.

Provide URL so that we can link your ad to your site.

Use 36pt font, minimum.



#### VIRTUAL EVENT

Friday, November 20th, James Garrett Jr. will be live with *Creative Mornings!*

[Learn more »](#)

### enter world

#### What we're reading, listening to and watching:

Is Housing in Your City Getting Unaffordable?  
Here's How You Can Help  
**BLOOMBERG**

American Cities Could House Everyone If They  
Chose To  
**NY TIMES**

How Decades of Racist Housing Policy Left  
Neighborhoods Sweltering  
**STAR TRIBUNE**

This week of **ENTER** is sponsored by:

[Your logo here]

425 x 120

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ENTER is the digital weekly and print annual from the American Institute of Architects-Minnesota. Learn about AIA Minnesota and ENTER content contribution, sponsorship or advertising opportunities at [entermn.org](http://entermn.org).



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# ANNUAL PRINT PUBLICATION

Launching September 2021

Once a year, we'll go up a few thousand feet to assess where the built environment has been and where it's headed, in a printed format designed to be substantial and worthy of keeping for years to come. Our print annual, published in the fall, will bring together extended interviews with leading Minnesota voices, profiles of Minnesota communities, features on award-winning architecture, and compelling infographics that break down the challenges and opportunities in furthering equity and climate action in the built environment across the state.

## Option 1:

### DISPLAY ADS

**Two-page spread: \$5,000**

**Full page: \$2,800**

**Half page: \$1,500**

All rates are net. Add 15% for back cover. Add 10% for premium positions.

Includes one copy of the publication at no charge

10% discount for member architecture firms

Ad dimensions and specs to be determined

Deadline: to be determined; estimated to be in July

## Option 2:

### DIRECTORY LISTINGS

**\$495 per listing (net)**

Feature your company in the categories where you do business. Listings include company logo, company name, address, phone, top principals, company description, and list of recent projects. These directories will appear in the annual print publication as well as on the *ENTER* website.

Categories:

- Consulting Engineers
- Landscape Architecture Firms
- Product Directory (multiple categories for all building products)
- Interior Architecture/Interior Design Firms
- General Contractors
- Architecture Firm Directory (for AIA Minnesota member firms)
- Index of Firms by Building Type (for AIA Minnesota member firms)



#### SCHULER SHOOK

THEATRE PLANNERS / LIGHTING DESIGNERS  
**Schuler Shook**

219 Main Street SE, Ste. 200

Minneapolis, MN 55414

Tel: (612) 339-5958

Email: [mdibiasi@schulershook.com](mailto:mdibiasi@schulershook.com)

[www.schulershook.com](http://www.schulershook.com)

Year Established: 1986

Total in MN Office: 11

In Other Offices: 44

Other Offices: New York, NY; Chicago, IL;

Dallas, TX; San Francisco Bay, CA;

Melbourne, Australia

Contact: Michael DiBlasi, Partner

#### Principals

Michael DiBlasi, ASTC, USITT

Michael Burgoyne, ASTC, USITT

Jody Kovalick, USITT

Paul Whitaker, USITT

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Schuler Shook offers a full range of design and specification services including: feasibility studies, facility planning and programming, sightline studies, orchestra pit lifts and stage lifts, theatrical lighting control systems, orchestra shells, theatrical lighting fixtures, and construction administration.

*Macalester College Theatre & Dance Building and Music Building, St. Paul, MN; Carleton College, Weitz Center for Creativity, Northfield, MN; Pablo Center at the Confluence, Eau Claire, WI; Cincinnati Music Hall, Cincinnati, OH; Palace Theatre, St. Paul, MN; Manhattan School of Music, New York, NY*

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