

2009-2010 AIA Arizona Firm Profile and Membership Directory



AIA Arizona

PUBLISHED BY

McGraw Hill CONSTRUCTION

The 2009-2010 AIA Arizona Firm Profile and Membership Directory is the exclusive source for the most-up-to-date information on all AIA Arizona members and architectural firms. Published by McGraw-Hill Construction, this user-friendly directory will be distributed throughout the construction, design and development industry in Arizona, including:

**Architects • Engineers • Contractors
Developers • State Agencies
Municipal/County Governments**
Over 2,000 Copies Will Be Distributed

TWO WAYS TO ADVERTISE

Display Advertising:

Effectively relay and broadcast your company message in this year-long shelf life product that will be seen over and over again.

Buyers Card Guide:

A section of the publication that allows companies to run a business-card sized ad on the page with other business card ads promoting their products and services.

Ad Reservation Deadline:

June 30, 2009

For more details, contact:

Erica Lange
Phone: **602-548-0511** Fax: **602-548-0448**
e-mail: erica_lange@mcgraw-hill.com

Debbie Shumway
Phone: **877-847-6768** Fax: **602-926-0325**
e-mail: debbieshumway@cox.net

1. Display Advertising:

Black and White Display Advertising Rates

| Size | Rate | Size | Rate |
|---|---------|--|------|
| Full Page Trim: 8 3/8" w x 11 1/8" h Image area: 7" w x 10" h | \$1,212 | 1/3 Page Vert: 2 1/8" w x 10" h Horz: 7" w x 3 3/8" h Square: 4 1/2" w x 4 7/8" h | 551 |
| 2/3 Page Vert: 4 1/2" w x 10" h Horz: 7" w x 6 7/8" h | 971 | 1/4 Page Vert: 3 3/8" w x 4 7/8" h Horz: 4 1/2" w x 3 5/8" h | 446 |
| 1/2 Page Horz: 7" w x 4 7/8" h Island: 4 1/2" w x 7 1/4" h | 695 | 1/6 Page Vert: 2 1/8" w x 4 7/8" h Horz: 4 1/2" w x 2 1/2" h | 393 |

Color Display Advertising Rates add to black and white rates above
One standard color (black & 1 color) \$275 • Four Color Process \$650

Note: Placement of color ads determined at production

Premium Positions:

| | |
|--|--------|
| Back Cover Ad — full-page, full-color | \$2141 |
| Inside Front Cover — full-page, full-color | \$2048 |
| Inside Back Cover — full-page, full color | \$2048 |

2. Buyers Card Guide:

Black and White Display Advertising Rates

| Size | Rate |
|-----------------|-------|
| 3 1/2" w x 2" h | \$275 |

Step 3: Figure Your Cost

Display Ad: Size _____ \$ _____
 Color _____ \$ _____
 Display Ad Total \$ _____
 Business Card Guide @ \$275:
 (All listings include logo) \$ _____
 Business Card Guide Total \$ _____
 Display ad and
 Business Card Guide Total \$ _____

Step 4: Choose Your Method of Payment

Please bill us (established accounts only)
 Check enclosed
 Please charge credit card
 Visa MasterCard American Express Discover
 Account Number _____ Exp _____
 Cardholder name: _____
 Signature: _____
 Date: _____

Step 5: Authorization & Billing Information

Company: _____
 Billing Address: _____
 City/State/Zip: _____
 Web Address: _____
 Phone: _____
 Email Address: _____
 Your Name: _____
 Signature: _____
 Fax: _____
 Your Title: _____
 Date: _____

Mechanical Requirements

The diagram illustrates various ad sizes and formats. It includes a full page non-bleed, a 2/3 page vertical and 1/3 page vertical, a 1/3 page square, a 1/2 page horizontal, a 1/4 page vertical, and a 1/3 page horizontal. It also shows a 2/3 page horizontal, a 1/2 page vertical (island), a 1/16 page vertical, and a 1/16 page square. A grid is shown with dimensions 3 1/2" wide by 2" high.

Business Card Guide

AIA Arizona



Digital Art Work and Ad Materials:

Ads must be supplied in a suitable electronic form. Proof prints must be supplied with the ad. Color proof required for color ads.

Digital files may be sent in by disk or email. Macintosh files. All digital image files must be supplied at 300 DPI at actual size in EPS, TIF or PDF formats (with fonts embedded).

Programs supported: **QuarkXPress 4.1** (with all support graphics and

fonts included), **Adobe Photoshop 7** (or lower), **Adobe Illustrator 10** (with type converted to outlines preferred) and **Adobe PDF**. Recommended resolution is 300 dpi. All image files should be in either grayscale or CMYK format. We use a Macintosh platform, so any PC files submitted may require font substitutions. Adobe Acrobat. Note: If you are supplying us a file from PC format, font substitutions will need to be made.

Send all artwork/materials to:

Katherine Culliver, McGraw-Hill Construction, 1333 S. Mayflower Ave 3rd Floor, Monrovia, CA 91016 • katherine_culliver@mcgraw-hill.com