EDITORIAL THEMES

SPRING
BETTER TOGETHER: EVOLVING URBAN COMMUNITIES
Iowa’s slow and steady population growth masks parallel tales of urban growth and rural exodus. Per the 2020 census, 80% of growth occurred in the state’s four largest counties. Sixty-eight counties posted population losses.

The Spring 2022 issue tracks architectural responses to our cities’ increasing housing needs. How can the built environment couple density with community as Iowa continues its gradual shift toward more diverse, urban demographics?

AD DEADLINE: 2/4/2022

SUMMER
NEAR AND FAR: SMALL TOWNS AND RURAL LANDSCAPES
The Summer 2022 issue turns its lens to small towns and rural outliers. Reflecting on the previous issue, we examine how the shift toward an increasingly dense and urban demographic impacts the rural condition. Architecture has a unique potential to help activate Main Street and cultivate community within the landscape. How do buildings shape our experience on the periphery?

AD DEADLINE: 5/6/2022

FALL
WELCOME: PUBLIC ENGAGEMENT AND SOCIAL SUPPORT
The Fall 2022 issue looks at welcoming and well-being. It investigates how institutions engage and support the public through the built environment and highlights projects that excel at drawing the public realm within. Light, craft, and material ennoble entry, transition, and occupation.

Around 1750, the architect and cartographer Giambattista Nolli published a map that represented the public spaces inside Rome’s buildings as part of the city’s urban continuum. He didn’t distinguish between inside and out, only between space and mass. Accessibility and flow are laid bare. What would a Nolli Map of Iowa’s cities and towns look like? Which buildings would shine?

AD DEADLINE: 7/5/2022

WINTER
AWARDS ISSUE
This issue features the winners of the AIA Iowa Excellence in Design Awards and Individual Award recipients. This specific issue has a wider audience; in addition to the typical readership listed above, it is also sent digitally to over 5,500 AIA members located within the Central States Region made up of Iowa, Kansas, Missouri, Nebraska, and Oklahoma.

AD DEADLINE: 11/4/2022
Within each issue of the magazine, we regularly highlight people, programs, projects, and more in features such as Collected, Perspectives, and Profile. Check out the upcoming features below. Please consider supporting the Iowa Architect magazine by placing an advertisement related to the features outlined on the next two pages.

**SPRING ARCHITECTURE MONTH**

Every April, AIA Iowa hosts Architecture Month across the State of Iowa by garnering a proclamation from the Governor as well as planning events across the state. Architecture month exemplifies the importance, beauty, and significance of architecture in Iowa. AIA Iowa will feature various events and initiatives taking place across the state in the spring issue. Please consider supporting Architecture Month by placing an ad in the Spring issue celebrating Architecture Month.

**CITIZEN ARCHITECT PROGRAM COMMUNITY TRACK**

The general public’s view of architects and Iowa architecture is shaped first and foremost by the interaction within communities across the state. AIA Iowa introduced the Citizen Architect Program in 2008 to recognize members who represent AIA’s ethics and values to their communities through public service. Annually, over 100 AIA Iowa members from across the state participate. This recognition program is open to all AIA Iowa members who specifically advocate for the profession through donated time and funds while spreading the word of the AIA mission. Please recognize those who participate in the Citizen Architect Program by highlighting them or their commitment to advocacy in the magazine.

**SUMMER YEARS OF MEMBERSHIP AWARDS**

AIA Iowa values all members, especially those who have been loyal supporters and long-time members of the Chapter. Each year at the AIA Iowa Spring Conference, these individuals are honored by receiving a certificate of continuous membership starting at 25 years and each 5-year period following. Please join us in congratulating these long-time AIA Iowa members by recognizing them in an advertisement in the magazine.

**FALL FELLOWSHIP**

Each time an AIA Iowa member is elevated to Fellowship, we highlight that individual with a profile in the magazine along with a listing to honor the other AIA Iowa members who have achieved Fellowship. AIA Fellows are recognized by the AIA for their exceptional work and contributions to architecture and society. Achieving Fellowship is a very high honor; only 3% of AIA members hold this distinction. To view the current list of AIA Iowa Fellows, visit https://www.aiaiowa.org/page/Fellows. Please consider highlighting a member of your firm who has received Fellowship or congratulate the latest individual who has achieved Fellowship. *A Fellowship feature will only take place within the magazine if an AIA Iowa member achieves the honor.*

**AIA IOWA ALLIED MEMBER HIGHLIGHT**

AIA Iowa would not be able to have the impact on the Iowa architecture profession without the support and knowledge of our AIA Iowa Allied Members. The Fall 2022 issue will recognize our AIA Iowa Allied members and the support they give to our profession to help architects create lasting impacts on the built environment. Please recognize your relationship with AIA Iowa as an Allied Member or highlight your work completed with an AIA Iowa Allied member during this issue of the magazine.
WINTER DESIGN AND CRAFT AWARDS
Each year AIA Iowa member firms compete in the Chapter’s annual design award competition. These award programs recognize those firms that are creating and designing projects considered as excellence in design. This award is given at the AIA Iowa Annual Convention and published along with the Chapter’s other awards programs in the winter issue of the magazine. Please consider highlighting a project that your firm or company had a role in that has received a Design or Craft Award.

IMPACT AWARDS
AIA Iowa Impact Awards celebrate architects, designers, and other collaborators of an architectural project specifically designed to directly benefit social, humanitarian, community, or environmental causes. This award is given annually at the AIA Iowa Spring Conference and published in the Awards Issue of the magazine. Please consider highlighting individuals who had a project recognized with an Impact Award.

Newly Licensed Architects
Annually, the Iowa Architect magazine celebrates those AIA Iowa members who have achieved their architectural license. This feature recognizes the individuals with a picture and their names. Earning an architectural license is a major accomplishment in an individual’s career. Express your congratulations by recognizing an individual(s) in your firm or a colleague by placing a congratulatory ad in their honor.

INDIVIDUAL AWARDS
Medal of Honor*
Annually, AIA Iowa accepts nominations for their Medal of Honor individual awards program. This award recognizes an AIA Iowa member for distinguished service to the profession of architecture. This is the highest honor the Chapter bestows on an individual member. To view the current list of Medal of Honor recipients, visit https://www.aiaiowa.org/page/MedalofHonor. Please consider highlighting a member of your firm who has received the Medal of Honor or congratulate the latest individual who has achieved the Medal of Honor. *A Medal of Honor feature will only take place within the magazine if an AIA Iowa member achieves the honor.

Educator Award*
This award recognizes an Iowa educator within or outside the profession for his/her contributions to architectural education in Iowa. Any AIA Iowa member, colleague, or student may nominate candidates for this award. To view the current list of Educator Award recipients, visit http://www.aiaiowa.org/?EducatorAward. Please consider highlighting a member of your firm who has received the award or congratulate the latest individual who has achieved the Educator Award. *An Educator Award feature will only take place within the magazine if an individual achieves the honor.

Honorary Member Award*
This award recognizes a person of esteemed character who is not eligible for membership in the Institute of this Chapter but who has rendered distinguished service to the profession of architecture or to the arts and science allied therewith within the territory of this Chapter may be admitted to membership in it as an honorary member. To view past recipients, visit, http://www.aiaiowa.org/?HonoraryAIA. Please consider congratulating an individual who has received the Honorary Member Award or congratulate the latest individual who has achieved the recognition. *An Honorary Member Award feature will only take place within the magazine if an AIA Iowa member achieves the honor.

Young Architect Award*
The Young Architect Award is given to individuals who have shown exceptional leadership and made significant contributions to the profession in the areas of design, education, and/or service in an early stage of their architectural career. To view past recipients, visit https://aiaiowa.site-ym.com/?YoungArchitect. Please consider highlighting a member of your firm who has received the Young Architect Award or congratulate the latest individual who has achieved the Award. *A Young Architect feature will only take place within the magazine if an AIA Iowa member achieves the honor.

*All themes and focuses subject to change. For more information on magazine content, including lists of award winners and currently licensed architects, please contact your Innovative Publishing sales consultant.
AIA Iowa Members Are Players in Top Markets

AIA Iowa’s largest Firm Members and Allied Members are part of the top...

- **Architecture-engineering firms** across the U.S. totaling more than **$350 million in spending annually**.
- **Engineering firms** across the U.S. with more than **$500 million in spending annually**.
- **Contractors** from across the U.S. with more than **$20 billion in spending annually**.
- **Projects by AIA Iowa Design Awards winners total more than $65 million annually.**

- **Over 90% of all licensed architects** in Iowa are members of AIA Iowa.
- **Iowa’s architectural services account for more than $200 million in annual economic output.**

AIA Iowa firms and members have won notable AIA National awards such as the:

- AIA Committee on the Environment Top 10 Design Awards
- AIA National Honor Awards
- AIA Faith and Forum Awards
- AIA Justice Facilities Awards
- AIA National Photography Competition
- AIA Young Architect and Associate Awards

*Information from the 2020 Giants 400 Rankings by Building Design + Construction.*

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*AIA Architect* is the source for award-winning architecture from Iowa and the Midwest, architectural products, and who’s who in the profession.
**PRINT ADVERTISING**

**EDITORIAL CALENDAR**

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<th>Ad Sales Close/Artwork Due</th>
<th>Delivered to Members</th>
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<tr>
<td>2/4/22</td>
<td>April 2022</td>
</tr>
<tr>
<td>5/6/22</td>
<td>July 2022</td>
</tr>
<tr>
<td>7/5/22</td>
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</tr>
<tr>
<td>11/4/22</td>
<td>January 2023</td>
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**DISPLAY ADVERTISING RATES**

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<tr>
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* AIA Iowa firm members receive 10% discount

**DISPLAY ADVERTISING SPECIFICATIONS**

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<thead>
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<th>Ad Size</th>
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<tr>
<td>Back Cover</td>
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<td>Half-Page Vertical</td>
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<td>Quarter-Page Vertical</td>
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*Full-page ads are intended to bleed off the page* (see example)

- Please include an **additional 0.125” of bleed** on each side of the page
- Keep all important information at least **0.5” from the trim line**

**PRINT ADVERTISING FILE REQUIREMENTS**

- All artwork should be submitted as an Adobe InDesign, Illustrator, Photoshop or PDF file.
- Please embed or include all fonts and graphics.
- Full-page cover ads must include a .125" bleed around the entire page and important content should be at least .5" away from the trim.
- 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 secure site.

**AD DESIGN SERVICES**

Our graphic designers can help you design your ad! Simply provide our team with all of the content for your ad, and we will design it for you. **All artwork creation or changes require a $75 surcharge.**

**PAYMENT TERMS**

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

**PUBLISHER**

Innovative Publishing, a national publisher of association and corporate magazines for more than 25 years, is the official publisher of *Iowa Architect*.

www.innovativepublishing.com
DIGITAL ADVERTISING

DIGITAL ADVERTISING RATES

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*Includes one color logo in one quarterly e-blast with newest digital edition to all AIA Iowa members.

STANDARD VIEW

LANDING PAGE:
- Available positions: 1
- Specifications: RGB color space, 603 pixels x 783 pixels

E-SKYSCRAPER:
- Available positions: 2
- Specifications: Vertical orientation, RGB color space, 160 pixels x 600 pixels

Readers can access content using their desktop, tablet or mobile device.
RESPONSIVE VIEW

DIGITALLY RESPONSIVE PUBLICATION ADVERTISEMENT SPECIFICATIONS

TILE SPECIFICATIONS: Simply provide us a high-resolution logo file and three lines of up to 50 characters each.

DIGITAL AD SPECIFICATIONS:
8.375” x 8.3” advertisement size
Please also include a 50-100 word company description and website link if applicable. This will display below ad artwork.