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Digital Advertising Specifications .................................................................................. 5
Iowa Architect is the source for award-winning architecture from Iowa and the Midwest, architectural products, and who’s who in the profession.

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.

Projects by AIA Iowa Design Awards winners total more than $65 million annually.

**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.

  - The **top sectors** these companies work in include:
    - Airports
    - Convention centers
    - Cultural facilities like museums, art galleries, public libraries
    - Data centers
    - Government buildings — federal, state, and local
    - Military buildings

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

**AWARDS**

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
PRINT ADVERTISING

EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>Ad Sales Close/Artwork Due</th>
<th>Delivered to Members</th>
</tr>
</thead>
<tbody>
<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>
<td>September 2022</td>
</tr>
<tr>
<td>11/4/22</td>
<td>January 2023</td>
</tr>
</tbody>
</table>

DISPLAY ADVERTISING RATES

<table>
<thead>
<tr>
<th>Ad Space*</th>
<th>1x</th>
<th>2x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$2,500</td>
<td>$2,300</td>
<td>$2,000</td>
</tr>
<tr>
<td>Inside Covers</td>
<td>$2,250</td>
<td>$2,100</td>
<td>$1,800</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,750</td>
<td>$1,600</td>
<td>$1,400</td>
</tr>
<tr>
<td>Half Page</td>
<td>$1,500</td>
<td>$1,300</td>
<td>$1,000</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$800</td>
<td>$750</td>
<td>$700</td>
</tr>
</tbody>
</table>

*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.

DISPLAY ADVERTISING SPECIFICATIONS

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>8.5” x 11” (trim)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page*</td>
<td>8.5&quot; x 11&quot;</td>
</tr>
<tr>
<td>Back Cover</td>
<td>8.5” x 8.875”</td>
</tr>
<tr>
<td>Half-Page Horizontal</td>
<td>7” x 4.625”</td>
</tr>
<tr>
<td>Half-Page Vertical</td>
<td>3.375” x 9.5”</td>
</tr>
<tr>
<td>Quarter-Page Vertical</td>
<td>3.375” x 4.625”</td>
</tr>
</tbody>
</table>

*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

<table>
<thead>
<tr>
<th>Digital Media</th>
<th>1x</th>
<th>2x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard View Skyscraper</td>
<td>$500</td>
<td>$500</td>
<td>$500</td>
</tr>
<tr>
<td>Standard View Landing Page</td>
<td>$500</td>
<td>$500</td>
<td>$500</td>
</tr>
<tr>
<td>Digitally Responsive Publication</td>
<td>$500</td>
<td>$500</td>
<td>$500</td>
</tr>
<tr>
<td>Digital Logo Upgrade*</td>
<td>$200</td>
<td>$200</td>
<td>$100</td>
</tr>
</tbody>
</table>

*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.

To advertise, please contact Innovative Publishing: 844.423.7272 or advertise@innovativepublishing.com