

IOWA ARCHITECT MAGAZINE
2024 MEDIA KIT & EDITORIAL THEMES



Marion Fire Station ARCHITECT: OPN Architects PHOTO: Cameron Campbell, AIA Integrated Studio

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iaarchitect

The Official Publication of AIA Iowa



WHO ARE WE?

The Iowa Architect magazine is an award-winning piece that reaches over 15,000 readers quarterly. Readers are a uniquely balanced audience of architects and designers, leaders in business and government across Iowa, as well as architectural enthusiasts, trade professionals and design minded individuals from across the world. This publication serves as a voice for advocating design excellence in architecture and the arts as well as the use of innovative products and technologies.

[CLICK HERE TO VIEW THE DIGITAL MAGAZINE](#) [SUBSCRIBE HERE](#)

WHY AIA IOWA?

- 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**.

NET ADVERTISING RATES

Print Edition Advertising*	1x	2x	4x
Back Cover	\$2,625	\$2,415	\$2,100
Inside Covers	\$2,365	\$2,205	\$1,890
Full Page	\$1,840	\$1,680	\$1,475
Half Page	\$1,575	\$1,365	\$1,050
Quarter Page	\$840	\$790	\$735
Digital Edition Advertising*	1x	2x	4x
Tile + Interstitial Digital Package	\$1,035	N/A	N/A
Tile + Landing Page Digital Package	\$1,035	N/A	N/A
Tile + Interstitial Print Package**	\$865	N/A	N/A
Tile + Landing Page Print Package**	\$865	N/A	N/A
Tile à la Carte	\$575	N/A	N/A
Digital Logo Upgrade*	\$200	\$200	\$100

[CLICK HERE FOR AD EXAMPLES](#)

* AIA Iowa firm members receive 10% discount

** Discounted digital + print packaging available with 1/2-page print ads or larger.

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

Interested in an outsert or advertorial? Contact your Innovative rep to discuss options!

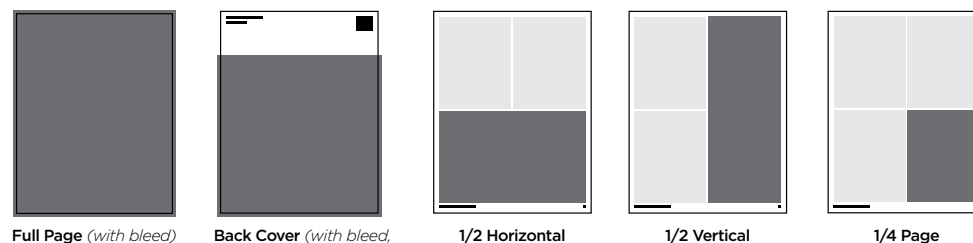
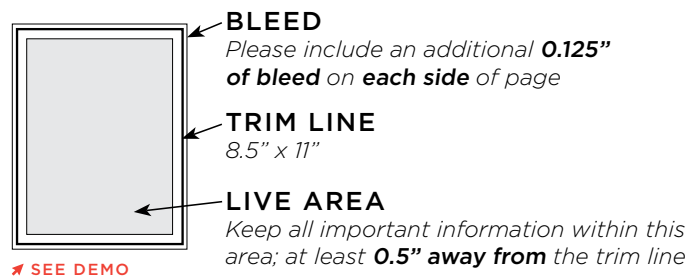
EDITORIAL CALENDAR

Issue Number	Artwork Due	Delivered to Readers
Volume 3 Issue 3	2/2/24	April 2024
Spring: Moments of Connection: Illuminating Experience Through Craft		
Volume 3 Issue 4	5/3/24	July 2024
Summer: Revisiting the Past: Responding to Existing Conditions		
Volume 4 Issue 1	6/24/24	September 2024
Fall: Room for Improvement: Spaces for Learning		
Volume 4 Issue 2	11/18/24	February 2025

SPECIFICATIONS [CLICK HERE FOR AD EXAMPLES](#)

Print Ad Size	Dimensions
Full Page*	8.5" x 11" + 0.125" bleeds
Back Cover*	8.5" x 8.875" + 0.125" bleeds
Half-Page Horizontal	7" x 4.625"
Half-Page Vertical	3.375" x 9.5"
Quarter-Page Vertical	3.375" x 4.625"
Digital Ad Size	Dimensions
Interstitial Ad SEE EXAMPLE	603 x 783 pixels
Landing Page SEE EXAMPLE	603 x 783 pixels
Digital Tile Ad SEE EXAMPLE	502 x 498 pixels

* Full-page ads are intended to bleed off the page [SEE DEMO](#)



ARTWORK FILE SUBMISSION

File Types: Adobe InDesign, Illustrator, Photoshop or PDF. Please embed or include all fonts and graphics.

Send to: graphics@innovativepublishing.com or [CLICK HERE](#) for files larger than 5 MB.

PRINT AD FILE REQUIREMENTS

Minimum Resolution: 300 DPI (dots per inch)

Color: CMYK process

Bleeds: 0.125 inch on full-page and tab ads [SEE DEMO](#)

Margin: 0.5 inch on full-page and tab ads [SEE DEMO](#)

NOTE: We cannot improve the quality of an image. Graphics pulled from websites are generally too small to print.

DIGITAL AD FILE REQUIREMENTS

Minimum Resolution: 72 DPI (dots per inch)

Color: RGB

Video: MP4, F4V or FLV video format, 300 kb/s - 700 kb/s bitrate, 100MB maximum file size, duration of 1 second or more.

[CLICK HERE](#) to see an example of an interstitial ad with video.

AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all ad content, 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.
- Contact your sales rep to pay your invoice online.

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EDITORIAL THEMES

SPRING

MOMENTS OF CONNECTION: ILLUMINATING EXPERIENCE THROUGH CRAFT

Alvar Aalto said that “architecture is the space in which we live our lives,” calling it the “art of arranging materials to fulfill human needs.” We spend almost 90 percent of our lives in buildings. Those lives are made up of meaningful moments of connection—when mind and body achieve unity with our surroundings and the forces shaping them. Some moments may coincide with times of personal significance, while others arrive serendipitously, invited only by sensory quiet and delight, by mastery of light and materials. Thus “details are not the details. They make the design.”

Share with us your favorite architectural moments of connection. Show us details that heighten the human experience. How did you arrange materials to unite practical and intangible human needs? How do they induce delight in the details of physical experience? This issue will celebrate architectural moments that exhibit excellence in craft. This could be an entire small project or part of a large one. Show us detail shots, diagrams, and construction photos. Help us see what inspired you toward “harmony of purpose and form.” AD DEADLINE: 2/2/2024

SUMMER

REVISITING THE PAST: RESPONDING TO EXISTING CONDITIONS

Restore, retrofit, or restart?

Architects grapple with more than just owners' wish lists in a vacuum. We begin with a place. Existing places involve sunk costs—embodied energy and human memories, prior intent stamped into matter. “We shape our buildings; thereafter they shape us,” was Churchill's famous phrase. Thus context is inescapable, whether anchor to the faithful, springboard for improvisation, or point of departure.

In this issue we revisit the past: restorations, retrofits, and infill projects that embody the range of responses to that which came before.

AD DEADLINE: 5/3/2024

FALL

ROOM FOR IMPROVEMENT: SPACES FOR LEARNING

“Learn as if you were to live forever.”— Mahatma Gandhi

In just a few generations, formal education has gone from elite luxury to public good to competitive necessity. From youth to old age, we are awash in information. Access now exceeds capacity, data plans outpacing human wisdom. Bookstores, libraries, and learning institutions scramble to make room for change. But change also yields insights: new access, new opportunities, new paths for escapism and for self-directed, lifelong learning.

In this issue we explore spaces for learning, from traditionally structured to the specialized or unconventional. How can architecture leave room

for improvement?

AD DEADLINE: 6/24/2024

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: 11/18/2024

ADVERTISEMENT FEATURES

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 2024 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 celebrates and 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.

> Join us in celebrating Architecture Month by purchasing an advertisement in the magazine.

CITIZEN ARCHITECT PROGRAM

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, more than 100 AIA Iowa members from across the state participate. This recognition program is open to all AIA Iowa members who give back to their communities and encourages individuals to share in the AIA mission.

> Consider recognize those who participate in the Citizen Architect Program by highlighting them or their work with an advertisement in the magazine, contact AIA Iowa staff for a list of participants.

SUMMER 2024 YEARS OF MEMBERSHIP REGOCNITION

AIA Iowa values all members, especially those who have been loyal supporters and longtime members of the Chapter. Each year in the Summer issue and at the AIA Iowa Spring Conference in April, these individuals are honored by receiving a certificate of continuous membership starting at 25 years and each five-year period following.

AIA IOWA ALLIED MEMBER HIGHLIGHT

AIA Iowa would not be able to have the impact on the Iowa architecture profession without the support of our AIA Iowa Allied Members. The Fall 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.

> Join us in congratulating these long-time AIA Iowa members by recognizing them in an advertisement in the magazine, contact AIA Iowa staff for a list of honorees.

SUMMER 2024 (cont.) FELLOWSHIP

Each time an AIA Iowa member is elevated to AIA 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 society. Achieving Fellowship is a very high honor; only 3 percent of AIA members hold this distinction. To view the current list of AIA Iowa Fellows, visit www.AIAIowa.org/Fellows.

> Consider highlighting a member of your firm who has received Fellowship or congratulate the latest individual who has achieved Fellowship.

FALL 2024 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 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.

> Consider recognizing your Allied Member company or your Firm's relationship with an AIA Iowa Allied Member.

AIA IOWA 120th ANNIVERSARY

AIA Iowa was founded by five architects in 1904, the Chapter is celebrating their 120th Anniversary in 2024. The profound impact our organization has had on Iowa communities and beyond is immeasurable. Join us in celebrating this milestone event.

> Consider placing a celebratory advertisement in the Fall issue.

**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.

ADVERTISEMENT FEATURES (CONT.)

WINTER 2025 DESIGN AWARDS

Each year AIA Iowa member firms compete in the Chapter's annual Excellence in Design Awards competition. This awards program recognizes excellence in architectural projects designer by members of AIA Iowa and emphasize the importance of architecture in the community.

> Consider highlighting a project that your firm or company had a role in that has received an Excellence in Design Award.

CRAFT AWARDS

Annually AIA Iowa members compete in the Excellence in Craft Awards program in which craftspeople and/or companies who demonstrate particular skill and inventiveness in the execution and incorporation of their craft into our build environment.

> Consider highlighting a project that your firm or company had a role in that has received an Excellence in 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.

> Join us in celebrating the impact Iowa architecture has on our communities by placing an ad related to the Impact Awards.

AIA Awards

Annually, the *Iowa Architect* magazine features Iowa winners of AIA National Awards programs. From individual to project awards, Iowa members are often recipients at the national level.

> Express your congratulations by recognizing an individual(s) in your firm, your firms, or others by placing a congratulatory ad in their honor.

CENTRAL STATES

Annually the five Central States (IA, KS, NE, OK, MO) come together to recognize excellence in architecture. All projects that receive an award are recognized in the *Iowa Architect* magazine.

> Consider highlighting a project that your firm or company had a role in that has received a Central States Excellence in Design Award.

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.

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.

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 to be admitted to membership in it as an honorary member.

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.

> Consider highlighting a member of your firm who has received an Individual Award or congratulate the latest individuals who have achieved these milestones in their careers.

*To view all AIA Iowa award winners visit www.AIAIowa.org/Awards or contact info@aiaiowa.org.

NEWLY LICENSED ARCHITECTS

Celebrate with us 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.