



ADVERTISEMENT OPPORTUNITIES

2022 FESTIVAL

ADVERTISE IN CONTEXT MAGAZINE

RESERVATION DEADLINE: JULY 11 // AD MATERIALS DEADLINE: JULY 18

CONTEXT, The Journal of AIA Philadelphia is published quarterly and features thought-provoking articles on today's current topics. Circulation is approximately 3,750 AIA Philadelphia members throughout Philadelphia, Southeastern Pennsylvania, Southern New Jersey and Wilmington, Delaware that includes allied partner firms in the building industry, architecture firms, design professionals, civic thought leaders, and city and state government officials. The Fall issue of CONTEXT is the official publication of the DesignPhiladelphia festival, further increasing readership to include designers from all disciplines and with added distribution through event partners, during the DesignPhiladelphia kickoff party, and at various supporters of the Festival throughout the city.

PRINTED AD | FALL 2022 DESIGNPHILADELPHIA ISSUE OF CONEXT

Ad Size	Trim Size	Bleed Size	Rate
Back Cover	8.5" x 11"	8.75" x 11.25"	\$2,500
Inside Cover (front or back)	8.5" x 11"	8.75" x 11.25"	\$2,000
Full Page	8.5" x 11"	8.75" x 11.25"	\$1,800
1/2 Page	7.5" x 4.75"	n/a	\$1,100
1/4 Page	3.5" x 4.75"	n/a	\$700

MECHANICAL SPECIFICATIONS

- Accepted filetypes: .pdf, .jpg, .png, or .tiff
- Files must be provided at 300 DPI when the ad is at 100%
- CMYK color mode
- If full page ad is designed to bleed, please include .125" of bleed on all sides
- Provide all linked graphics and embedded or convert all fonts to outlines
- Artwork should be sent to elizabeth@aiaphila.org

ADVERTISE ON THE WEBSITE

RESERVATION DEADLINE: JULY 11 // AD MATERIALS DEADLINE: JULY 18

Our website is one of the strongest marketing tools for DesignPhiladelphia. Our website, www.designphiladelphia.org received 82,700 unique website visitors and 108,700 page views.

DIGITAL AD | DESIGNPHILADELPHIA WEBSITE

- Custom Banner 12 Months (July – July) | \$1,850
- Custom Banner 6 Months (July – December) | \$1,250

MECHANICAL SPECIFICATIONS

- Accepted filetypes: .jpg, .png, or .gif
- RGB color mode
- 200 px (wide) x 260 px (height)

CONTEXT DesignPhiladelphia Issue – Fall 2022 Advertising Reservation Form

Ad Size	Reservation Close	Materials Due	Rate	Cost
Back Cover	07/11/2022	07/18/2022	\$2500	
Inside Cover (back or front)	07/11/2022	07/18/2022	\$2000	
Full Page	07/11/2022	07/18/2022	\$1800	
1/2 Page	07/11/2022	07/18/2022	\$1100	
1/4 Page	07/11/2022	07/18/2022	\$700	
Total Print Advertising:				

Company Name: _____

Primary Contact: _____

Position: _____

Address: _____

City: _____

State: _____

Zip Code: _____

Phone: _____

Fax: _____

Email: _____

Website: _____

Artwork: New:

Pickup:

From
Publication: _____

Payment Information

Payment: Please send invoice, payment is due upon receipt of invoice.

Please charge the following credit card and email receipt of charge.

Credit Card #: _____

Exp. Date: _____

CVV/CVC: _____

Name on Card: _____

Billing Address: _____

Billing City: _____

Billing State: _____

Billing Zip
Code: _____

Cardholder/ Authorized Signature: _____

Date: _____

All cancellations must be received in writing prior to the reservation close date. Cancellations received after the reservation close date are subject to a termination fee equal to 50% of the value of the contracted advertisement.