



ADVERTISEMENT OPPORTUNITIES

2019 FESTIVAL

ADVERTISE IN CONTEXT MAGAZINE | RESERVATION DEADLINE: JUNE 14 AD MATERIALS DEADLINE: JUNE 28

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 2019 DESIGNPHILADELPHIA ISSUE OF CONTEXT

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 embed or convert all fonts to outlines
- Artwork should be sent to tiffany@aiaphila.org

ADVERTISE ON THE WEBSITE | RESERVATION DEADLINE: JUNE 14 AD MATERIALS DEADLINE: JUNE 28

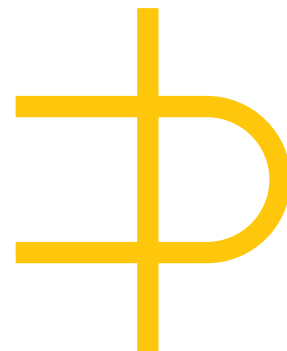
Our website is one of our strongest marketing tools for DesignPhiladelphia. Our website, www.designphiladelphia.org received 82,700 unique website visitors and 108,700 page views.

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 2019 Advertising Reservation Form

Ad Size	Reservation Close	Materials Due	Rate	Cost
Back Cover	06/14/2019	06/28/2019	\$2500	
Inside Cover (back or front)	06/14/2019	06/28/2019	\$2000	
Full Page	06/14/2019	06/28/2019	\$1800	
1/2 Page	06/14/2019	06/28/2019	\$1100	
1/4 Page	06/24/2019	06/28/2019	\$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.