



2010 Planned Editorial Calendar

inform
Architecture+Design
in the Mid-Atlantic

Double Issue: 6/2009 + 1/2010

Review of Regional Architecture	
Advertising Space Reservation Deadline:	November 3, 2009
On The Boards (OTB) Materials Due:	November 13
Ad Materials Due:	November 20
Issue to Mail:	December 30

Issue Two: 2010

Big Projects	
Green Products Directory	
Advertising Space Reservation Deadline:	January 29, 2010
On The Boards (OTB) Materials Due:	February 5
Ad Materials Due:	February 12
Issue to Mail:	March 19

Issue Three: 2010

North Carolina Rising	
Inform Awards	
Landscape Architect & Interior Design Directories	
Advertising Space Reservation Deadline:	April 1
On The Boards (OTB) Materials Due:	April 8
Ad Materials Due:	April 15
Issue to Mail:	May 20

Issue Four: 2010

42 nd Annual Architects Directory	
Contractor & Consulting Engineer Directories	
Advertising Space Reservation Deadline:	June 2
Ad Materials Due:	June 16
Issue to Mail:	July 21

Issue Five: 2010

Primary Schools	
Design Industry Consultants Directory	
Advertising Space Reservation Deadline:	July 21
On The Boards (OTB) Materials Due:	July 28
Ad Materials Due:	August 4
Issue to Mail:	September 8

Issue Six: 2010

Adaptive Re-Use	
Advertising Space Reservation Deadline:	September 8
On The Boards (OTB) Materials Due:	September 15
Ad Materials Due:	September 22
Issue to Mail:	October 27



ON THE BOARDS Submission Specifications

By each materials deadline, you must submit 2 files – graphics and text according to the following specifications:

Graphic

To ensure consistency in the published result, Inform reserves the right to request resubmittal of the art based on its line quality, contrast, resolution, or clarity.

We prefer that you submit your files in electronic form – **JPEG or TIFF** files only.

- **black and white or grayscale**
- **300 dpi resolution or higher**
- **4x4 inches** (or either dimension no larger than 4 inches)

Text

A Word Document Template will be provided for you to submit your text.

If you cannot complete the Word Template you can submit a text (.txt) file or Microsoft Word (.doc) file and include the following information:

- **Firm name and city**
- **Project name and location**
- **Brief description** - not to exceed three lines of copy (about 20-25 words).
- **Contact phone or web address**

The editor will review the text for style, grammar, and appropriateness.

Email your graphic and text files to cguske@aiaa.org
Phone 804-644-3041, ext. 301.

Revised 11/13/09



Inform Sales Contact:
Cathy Guske
Phone 804-644-3041, ext. 301
Fax 804-644-6714

Reserve On The Boards space for my firm in these 2010 issues:

- Issue 1 Number of insertions you would like in this issue = _____
- Issue 2 Number of insertions you would like in this issue = _____
- Issue 3 Number of insertions you would like in this issue = _____
(Issue 4 Annual Directory – no OTB section)
- Issue 5 Number of insertions you would like in this issue = _____
- Issue 6 Number of insertions you would like in this issue = _____

Pricing: (per insertion)	Virginia Society AIA Member			Non-Member		
	1-2 insertions	3-4 insertions	5+ insertions	1-2 insertions	3-4 insertions	5+ insertions
4-Color image	\$525	\$475	\$400	\$550	\$500	\$425
Grayscale image	\$375	\$350	\$300	\$400	\$375	\$325

Calculate your Total Contract Amount:

_____ # of insertions X _____ price for each = \$ _____ total contract amount

*Note: Payment for your placement is due on publication of the issue – do not pay from this order. A separate invoice will be sent.

Your project image and text is published online at www.aiaa.org for no additional charge.

OTB Enhanced Online Listings: You can enhance your regular listing with up to 5 additional project images. An additional \$75 will be added to the issue's invoice for this enhancement. Email cguske@aiaa.org to request your enhanced listing anytime prior to the mail date of that issue.

Firm Name: _____

Address: _____

City, State, Zip: _____

Telephone: _____

Contact Name: _____

Signature of Firm Representative: _____ Print Name: _____ Date: _____

Who should receive e-mail notification of the On The Boards material deadlines?

Name: _____ Print E-mail address: _____

I have read and understood the terms and conditions on the following page

Initial: _____ Date: _____