



AIA Eugene, A Section of AIA Oregon
Chapter of the American Institute of Architects
92 East Broadway, Eugene, OR, 97401
www.aiaoregon.org

The 2019 AIA Eugene Design Annual Publication

CALL FOR ADVERTISEMENTS!

Dear AIA Eugene members and colleagues:

We want you to be part of this year's **Design Annual** publication!

With a distribution to over 50,000 businesses and residents in Lane County, and untold numbers of online readership, The Register-Guard is an excellent place to advertise your firm or business. The **Design Annual** will be published and included in the **Wednesday, December 11th** issue of Register-Guard including being published online.

Our focus will be on "Healthy Downtowns: Park and Public Space Design". Our cities continue to change, with much focus on the heart of the downtown experience. As a collective of professional thinkers, designers and do-ers, we'd like to show that architects transcend discussions and debates and produce real built work---the ultimate impact on our environment.

Please join us in raising the visibility of our members and our industry, highlighting the section's recent accomplishments, and sharing the quality and value of our work in the community.

Contact us (kwendland@aiaoregon.org) to secure your space in the **2019 AIA Eugene Design Annual!**

Please see the attached for more information on advertising rates. Thank you for supporting this effort to build public awareness about our work.

Respectfully,

The 2019 AIA Eugene Design Annual Committee

Updated 11.04.2019



The 2019 AIA Eugene Design Annual INFORMATION & PRICES

Support our chapter and raise your firm's profile in the community by purchasing a place in the **2019 Design Annual!**

Your participation will not only provide a tangible benefit for your practice but will also help to support our Chapter's mission to promote the value of good design.

The insert will be published on Wednesday, December 11, 2019.

Below are the prices for this year's insert:

- Double-Truck \$4,600 (only 1 available)
- Back Cover \$2,500 (only 1 available)
- Full Page \$1,400
- 2/3 Page \$1,000
- 1/2 Page \$800
- 1/4 Page \$600
- 1/8 Page \$400

DEADLINES

- **Ad spaces must be reserved by Monday, November 11th.**
- **Final Ad graphics must be received by 5:00PM Monday, November 18th.**

Don't miss out – reserve your space in the 2019 Design Annual now! Please direct your RSVP and question regarding advertising in the insert to:

Kathy Wendland
kwendland@aiaoregon.org

FORMATTING GUIDELINES

1. Graphic Requirements:

Make documents FULL BLEED with no borders. Set the document size to be exact printed document size (see below).

2. Size options:

- 1/8 page - (4.8" wide x 2.3" tall)
- 1/4 page - (4.8" wide x 4.8" tall)
- 1/2 page - (9.77" wide x 4.8" tall) or (4.8" wide x 9.66" tall)
- Full page - (9.77" wide x 9.66" tall)

3. Deadline for receipt of all ad graphic files (via email):

5:00PM Monday, November 18th.

4. File type

JPG or PDF with fonts converted to outlines (Provide all print graphics and images in CMYK or greyscale format).

- 200 dpi for graphics
- DO NOT upsize image resolution. It is OK to make images smaller, but DO NOT make them larger. When scanning images, select image size that you want to work with.
- When receiving images from sponsors, ask for larger rather than smaller images as you can shrink without losing resolution.
- Avoid subtle color changes in layout
- Logos are best as vector art

FONT REQUIREMENTS

- No smaller than 8 pt font

if you have any questions or need additional information, please contact
kwendland@aiaoregon.org