

# CONTEXT

quarterly magazine

2021 Media Kit



## Reach the decision makers in Philadelphia's multi-million dollar architectural industry!

**CONTEXT** quarterly magazine advertising reaches AIA Philadelphia members, allied partner firms in the building industry, city officials, and architecture firms including some of the largest firms in the U.S. including: EwingCole, Ballinger, Jacobs, BLT Architects, and KieranTimberlake. Our print publications reaches over **3,750** industry architects, design professionals, City and State Government officials and Civic Thought Leaders in Philadelphia, Eastern Philadelphia, Southern New Jersey and Wilmington, Delaware.

Our audience is looking for you! Don't miss your chance to get in front of them.

### Questions or to reserve space:

Contact Jody Cranford 800-818-0289 ext 101

[jody@aiaphila.org](mailto:jody@aiaphila.org)



**AIA**  
Philadelphia

## Context, The Journal of AIA Philadelphia

Context, The Journal of AIA Philadelphia is published quarterly and features thought-provoking articles on today's current topics as well as member project profiles and Chapter news and events.

Design Profiles showcase design excellence in projects specific to a theme. A Call for Projects collects entries and a sub-committee of the Context Editorial Board reviews and selects the best projects for publishing. Member and Allied firms are encouraged to submit.

### Questions?

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jody@aiaphila.org

## Editorial + Design Profile Themes

Issue	Editorial Theme	Design Profile Theme	Call Issued	Submissions Due
Spring	N/A	N/A	N/A	N/A
Summer	Environmental Justice	Public Spaces + Infrastructure	1/27/21	2/15/21
Fall	Women in Architecture + Design	Designed by Women	4/28/21	5/10/21
Winter	Theater in the City	Performing Arts Facilities	8/25/21	9/13/21

## Net Advertising Rates

Ad Size	Trim Size	Bleed Size	1x Rate	2 Rate**	3x Rate**
Back Cover	8.5" x 11"	8.75" x 11.25	\$2500	\$2150	\$1900
Inside Cover (front or back)	8.5" x 11"	8.75" x 11.25	\$2000	\$1750	\$1500
Full Page	8.5" x 11"	8.75" x 11.25	\$1800	\$1450	\$1200
1/2 Page	7.5" x 4.75"	n/a	\$1100	\$950	\$800
1/4 Page	3.5" x 4.75"	n/a	\$700	\$650	\$550

\*\* 2-3x Rate are based on advertising in multiple issues of Context magazine in a calendar year.

## 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 jody@aiaphila.org

## 2021 CONTEXT Advertising Reservation Form - DATES TENTATIVE

CONTEXT Issue	Mail Date	Reservation Close	Materials Due	Ad Size	Rate	Cost
NO Spring 2021						
Summer 2021	Summer	03/22/2021	04/05/2021			
Fall 2021	Fall	06/21/2021	07/06/2021			
Winter 2021	Winter	10/22/2021	10/29/2021			

**Total Print Advertising:** \_\_\_\_\_

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Artwork: New:

Pickup:

From \_\_\_\_\_

Publication: \_\_\_\_\_

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### 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: \_\_\_\_\_

### EMAIL or FAX COMPLETED FORM TO:

Jody Cranford - EMAIL: [jody@aiaphila.org](mailto:jody@aiaphila.org) or FAX: **888-450-2526**

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.