



AIA
North Dakota

2021

THE NORTH DAKOTA
architect

**Business-to-Business Target Marketing that Moves
Products and Services**

The North Dakota Architect is the premier award-winning professional trade journal for architects, associate architects and other related business professionals in North Dakota.

As the official annual journal for AIA North Dakota, "The North Dakota Architect" reflects the industry's highest standards and reinforces the organization's sterling professional image.

THE NORTH DAKOTA architect

- In a survey conducted by the American Business Media, trade journals such as The North Dakota Architect earned a very high “Media Credibility Index” from the 350 survey responders. This was by far the highest rating of any communications medium.
- The business-to-business press is the first-read medium for business purchasers, decision-makers, owners and high-level management. Research shows that specialized business publications, like The North Dakota Architect, lead in convenience, credibility, objectivity and valued, relevant educational editorial.
- Expanded distribution. Cost per contact in The North Dakota Architect is less than 0.25 cents on average per contact.
- Commercial and Residential Award Winners
- Ads in specialized business publications, such as The North Dakota Architect, are considered useful or very useful over 3 times as often as advertisements in generalized business publications that are not tailored to a particular industry.
- On a scale of 1-5, where 1 is low and 5 is high, specialized business publications got a 4.0 from business decision-makers who were asked to choose the “most informative” medium from which to receive their business information.
- 84% of industry decision-makers look at the ads in the professional journals they read at least 50% of the time.
- Business decision-makers also tend to view industry trade publications as more objective, with 75.2 % calling the trade press “highly objective” or “somewhat objective.”
- Advertising in The North Dakota Architect is an extraordinary way to reach a very targeted and elite business market.
- The North Dakota Architect is the most frequently read magazine by members of the AIA North Dakota, surpassing other trade publications. Our members report that this is the one trade journal they read first.



AIA
North Dakota

cutting-edge editorial content

The North Dakota Architect offers clear, sophisticated, up-to-date, and comprehensive information that readers can apply immediately in their own firms and organizations.

Articles written by some of the most authoritative professionals and instructors in the field, The North Dakota Architect covers a broad range of subjects:

- AIA North Dakota's award-winning projects in the past year
- This year, we again have a commercial and residential section for award winning projects
- Convention coverage
- Compliance and regulatory issues
- Adding value and relevancy to client services
- Organizational performance and operations planning
- Firm proposals
- Project overviews and management
- Legislative and legal updates
- Technology
- Leadership
- Risk assessments
- Membership Directory

editorial submission

A 500-800 word article may be submitted by your company/firm with purchase of advertising, the article submitted is reviewed by the editorial committee and is published at their discretion. Articles shall be educational in content, and cannot be self promoting. The purpose of the magazine is to promote architecture and the profession to the general public.

Please submit articles and artwork to betty@imageprinting.com or call 701.222.4000.

ARTWORK AND EDITORIAL ARE DUE MARCH 1, 2021 FOR THE 2021 ISSUE.

advertising rates

Full page	\$1,750
Half page horizontal	\$1,300
Quarter page vertical	\$1,100
Inside front or back cover	\$1,800
Outside back cover	\$2,000
Center spread (cover weight paper)	
Two pages	\$3,000
Four pages	\$6,000

*Ad rates are net

We can create or modify an ad for you at an hourly rate of \$65 for design/copy work.

advertising specs (width x height)

Inside front/back cover	8.5" x 11"
Full page ads	8.5" x 11"
Half page ads	7.5" x 5"
Outside back cover	8.25" x 9.25"
Center spread	8.25" x 9.25"/page

design information

Ads submitted should be in .tiff, .eps, .jpg, or .pdf format. 300 dpi, high resolution press quality CMYK images only. Ads may be submitted as original Illustrator or Photoshop format and emailed to betty@imageprinting.com. If the original ad is submitted, please include all linked files and change all type to outlines. Ads can also be uploaded to our FTP site, for more information contact Betty.

company information

Name of Advertiser			
Address		City	State Zip
Contact Name	Phone	Fax	E-mail

advertising requirements

ad size	total cost
Full page	
Half page	
Quarter page	
Inside front/back cover	
Back cover	
Center spread foldout (cover weight paper)	

<input type="checkbox"/> We will provide ad.	Credit Card Number _____
<input type="checkbox"/> We will pay you to design our ad .	Expiration Date _____
<input type="checkbox"/> Payment is enclosed. (Please make checks payable to AIA North Dakota).	CVC Code (three digit code on back of card) _____
<input type="checkbox"/> Please invoice me. I will authorize payment in full prior to publication .	Cardholder's Signature _____
<input type="checkbox"/> Please bill my credit card .	Cardholder's Name (Print) _____
	Billing Address _____

please return

mail	e-mail
AIA North Dakota P.O. Box 7370, Bismarck, ND 58507-7370	admin@scgnd.com

terms and conditions

- Account balance is due in full prior to publication. A monthly finance charge of 1.5%, which is 18% per annum, will be charged on the unpaid balance of past due accounts. Customer agrees to pay reasonable attorney's fees and other costs of collection after default and referral to an attorney.
- All materials will be reviewed for acceptability, and the publisher reserves the right to refuse any advertisement.
- Position of advertisements is at the discretion of the publisher, unless the advertiser has specifically contracted for a premium position.
- Advertisers assume liability for all content (including text representation and illustration) of the advertisement printed and agree to indemnify, protect, and hold harmless AIA North Dakota and the publisher from any claim or action based on the content of an advertisement published.
- Order is non-cancelable. In the event that an advertisement is not printed for any reason, a refund will be given. If there is a problem with an ad, such as late distribution, or quality that is the publisher's fault, a make-good will be given.
- Publisher reserves the right, at its discretion, to either refund or make good any paid ad that does not run due to publisher error.
- Ads that are not paid for prior to publishing are not guaranteed to run.

signature and date

Signature	Date
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AIA
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firm profile

Firm Name _____

Address _____

Tel _____ Fax _____

Email _____

Web _____ Established _____

firm principals (name, credentials - ex. Steve Lovie Smith, AIA, LEED AP, CSI)

*At least one firm partner must be a member of AIA ND to be able to list profile in the magazine, please mark an asterisk next to that person's name

firm personnel by discipline (list number)

____ Architectural
____ Interior Designer
____ Engineer
____ Administrative
____ Other Professional
____ Other Technical
____ Total in Firm

work percentage (list percentage for each)

____ Education/Academic Buildings
____ Municipal/Civic Buildings
____ Sustainable Design
____ Restoration/Preservation
____ Medical Facilities/Health Care
____ Interior Architecture
____ Churches/Worship Facilities
____ Housing (multiple units, hotels, dorms)
____ Residential (new, remodel, additions)
____ Office Buildings/Banks/ Financial
____ Industrial/Manufacturing/Warehousing
____ Retail/Commercial
____ Senior Housing/Health care
____ Museums/Cultural Centers

projects (name, location - list up to four)

** Are you interested in purchasing extra copies of AIA ND at \$5.00 each? Yes No Qty _____



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Contact Us

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