

# 10th Annual Design on the Delaware Advertising Opportunities 2012

Deadline to submit an ad is October 26<sup>th</sup>, 2012  
Contact: Pat Gourley, Director of Programs and Events  
AIA Philadelphia, 1218 Arch Street, Philadelphia, PA 19107  
(215) 569-3186 x105 · pat@aiaphila.org

**Conference Dates: November 14 & 15, 2012, at the Sheraton Center City Hotel;  
November 16, 2012 at the Center for Architecture, Philadelphia, PA**

## Advertise in the 2012 Design on the Delaware Conference Guide

Reach over 500 design and building professionals at the 10<sup>th</sup> annual Design on the Delaware conference. Design on the Delaware draws participants in the fields of architecture, landscape architecture, engineering, planning, construction, and marketing annually for three days of continuing education and networking, and a two-day trade show. More than 80% of attendees are architects and 50% of attendees are principals or senior staff at their firms.

Design on the Delaware is a collaborative conference of 23 professional associations and organizations in the region, representing more than 10,000 professionals from eastern Pennsylvania, New Jersey and Delaware. The Conference Guide is distributed to attendees, speakers, exhibitors and volunteers on the first two days of the event.

## Contact Information

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Company (exhibiting as): \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

## Advertising Rates: (check one)

inside front or back cover \$1,200\*     full page \$600     half page \$350     quarter page \$250

\*contact for availability

## Payment Information

Method of Payment:     Visa     MasterCard     American Express     Check enclosed

Billing Information:    Amount Enclosed: \$\_\_\_\_\_ (make checks payable to AIA Philadelphia)

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name as it appears on card: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please complete this form and send to [pat@aiaphila.org](mailto:pat@aiaphila.org) or fax to 215-569-9226.

## Ad specifications

### Design on the Delaware 2012 Conference Guide

1. Deadline to submit an ad is 10/26/2012
2. File formats: Illustrator EPS (convert text to outlines), Photoshop 300dpi tiff files or Press Quality PDF.
3. Black and white (interior); Full color (back cover, inside front and back covers)
4. If you have questions regarding this information, please contact Dominic Mercier at AIA Philadelphia, [dominic@aiaphila.org](mailto:dominic@aiaphila.org) or 215-569-3186
5. Submit file on a CD with a print-out of your ad (We are not responsible for the appearance of ads submitted without a hard copy print-out)
6. Send to: Dominic Mercier, AIA Philadelphia, 1218 Arch Street, Philadelphia, PA 19107. Please send an email to [pat@aiaphila.org](mailto:pat@aiaphila.org) confirming the ad has been sent.

Full Page Ad (with bleed)  
Bleed Size: 5.75" x 8.75"  
Trim Size: 5.5" x 8.5"

Full Page Ad (no bleed)  
Size: 5" x 8"

Half Page Ad (non-bleed only)  
Size: 4.5" x 3.5"

Quarter Page Ad  
Size: 2.125 x 3.5 (vertical only)

To reserve advertising or for questions, contact Pat Gourley at [pat@aiaphila.org](mailto:pat@aiaphila.org) or  
P: 215-569-3186 x 105 / F: 215-569-9226 · Deadline for ads is 10/26/2012.



**Presented by AIA Philadelphia** in collaboration with AIA Bucks County; AIA Central Pennsylvania; AIA Delaware; AIA Eastern Pennsylvania; AIA New Jersey; American Institute of Graphic Arts; American Planning Association Pennsylvania Chapter; American Society of Heating, Refrigerating and Air Conditioning Engineers; American Society of Landscape Architects Pennsylvania Delaware Chapter; Associated Builders & Contractors, Inc; Community Design Collaborative; Construction Management Association of America; Delaware Valley Green Building Council; Electrical Association of Philadelphia; Engineers Club of Philadelphia; General Building Contractors Association; Industrial Design Society of America; International Interior Design Association; Philadelphia National Organization of Minority Architects; Society for Marketing Professional Services; and the Urban Land Institute Philadelphia