

AIA|DC Newsflash

WASHINGTON CHAPTER AMERICAN INSTITUTE OF ARCHITECTS

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2012 Newsflash Rate Card and Insertion Order

The AIA|DC Newsflash is emailed weekly to the entire chapter member list of approximately 1800. Newsflash keeps members up to date on current events and is released every Thursday afternoon at app. 3 p.m. EST.

Ad Style	1 Week	1 Month	3 Months	6 Months	12 Month	Ad Size
Skyscraper	\$100	\$300	\$810	\$1,530	\$2,880	140 x 300
Button	\$75	\$200	\$540	\$1,020	\$1,920	140 x 140

Payment for Newsflash is due in advance of placement. Multiple month payments are due in 3 month increments in advance of placement. Media is due by Tuesday of the week ad is running.

Issue Date	Full Month Placement	Special Week Run \$100/week Skys. \$75/week Button Indicate dates	Advertising Specifications		Ad Description if known	TOTAL
			Button 140x140	Skyscraper 140 x 300		
AIA DC Newsflash						
Jan 2012						
Feb 2012						
March 2012						
April 2012						
May 2012						
June 2012						
July 2012						
Aug 2012						
Sept 2012						
Oct 2012						
Nov 2012						
Dec 2012						
TOTAL 2012 NewsFlash Advertising						\$

* New ad materials are due on the sales close. If ad is a pick up of a previous ad please specify which issue.

Company: _____ Contact: _____
 Address: _____ Phone: _____
 _____ Email: _____
 City/St/Zip: _____

Signature/Title: _____ Date: _____
 (Please retain a copy for your records)

Please print your name as signed above: _____

Billing Options:

<input type="checkbox"/> Prepay full run as noted above. Bill full balance to card below.
<input type="checkbox"/> Please charge card below monthly/quarterly prior to placement based on contract length. MC VS DISC AMEX accepted.
Credit Card #: _____ / _____ / _____ / _____ Exp. Date: ____/____ CVV Code: _____
Name on Card: _____ Billing Zip for Card: _____
Cardholder Signature: _____

Advertiser indemnifies Media Sales and The Washington Chapter of the American Institute of Architects against losses or liabilities arising from this advertising. Media Sales assumes no liability, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. A charge of \$30.00 will be levied against all returned checks. Revisions to previously submitted ad copy are subject to additional charges. In the event of a contract cancellation, the advertiser/or agency agrees to repay Media Sales any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. Prices are net of agency commission.