



**Reach architects and building-industry
professionals throughout New England,
80% of whom specify and purchase products.**

Editorial

	SPRING 2011	SUMMER 2011	FALL 2011	WINTER 2011
SALES DEADLINE	January 3	March 28	June 29	October 3
MATERIALS DUE	January 5	March 30	July 1	October 5
ON SALE DATE	February 25	May 20	August 17	November 10
EDITORIAL HIGHLIGHTS	BEN Examining the legacy of Boston architect Ben Thompson (designer of Quincy Market, founder of Design Research)	GOVERNMENT Exploring the role of government in determining what and how we build	SCIENCE Uncovering the connections between science and architecture and investigating the role of research	MEDIA Looking at architecture through lenses of film, art and industrial design as well as popular and technological media
BONUS DISTRIBUTION	Residential Design and Construction (Boston) New England Home Show	National AIA Convention Northeast Building & Facilities Management Conference	Harvard GSD, MIT, Northeastern, Boston Architectural College, RISD, Rogers Williams University, MassArt, Wentworth Institute of Technology, UMass-Amherst	Build Boston BSA Architecture/Design College Fair

About ArchitectureBoston

ArchitectureBoston is published quarterly by the Boston Society of Architects to explore the ways that architecture influences and is influenced by our environment and our society.

Circulation is approx. 15,000—ArchitectureBoston is distributed to all AIA members in Massachusetts, Connecticut, Rhode Island, Vermont, New Hampshire and Maine, as well as politicians and policy makers, design schools, individual subscribers and all Barnes & Noble and Borders bookstores in New England.

About the Boston Society of Architects

The Boston Society of Architects is committed to professional development for our members, advocacy on behalf of great design, and sharing an appreciation for the built environment with the public at large.

Established in 1867, the BSA today consists of more than 4,000 members and produces a diverse array of programs and publications, including Build Boston and ArchitectureBoston. As a chapter of the American Institute of Architects, we are a nonprofit, professional-service organization.



Advertising

	1 ISSUE RATE	3X RATE	4X RATE	AD SIZE
COVER	\$5,418	\$5,147	\$4,903	8.625" wide × 11.125" high (with bleed*), 7.375" × 10" (no bleed)
FULL PAGE	\$4,300	\$4,085	\$3,806	8.625" wide × 11.125" high (with bleed), 7.375" × 10" (no bleed)
HALF PAGE	\$2,786	\$2,647	\$2,451	7.73" wide × 4.65" high (horizontal), 3.8" wide × 9.475" high (vertical)
QUARTER PAGE	\$1,597	\$1,517	\$1,421	3.80" wide × 4.65" high
EIGHTH PAGE	\$798	\$758	\$711	3.80" wide × 2.25" high

Advertisement specifications

File-format options include the following:

- PDF X1-A (all fonts must be embedded properly)
- InDesign CS4 or earlier (please include all images and fonts)

Color:

All four-color ads should be designed using CMYK or grayscale colorspaces. (RGB or spot colors will be changed to CMYK.) For color-critical ads, we require a hardcopy contract color proof meeting SWOP standards.

Images and graphics:

Save images in TIFF or EPS formats. All scanned images should be at 300 dpi and placed at 100%. Be sure to include all fonts and images contained in your files (including fonts embedded in EPS files).

Delivery instructions

Email delivery:

mary@stoltze.com (if the file is smaller than 12 MB)

Upload to our FTP Server:

Connect using Fetch, Transmit, Cyberduck or other FTP application. Please compress files or folders using Stuffit or Zip before uploading.

PC users » If you do not have an FTP application, type hostname into Internet Explorer; enter username and password; drag your files into the window.

Hostname = *www.stoltze.com* (type into "host" field of FTP application)

Username = *ab_files*

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Postal delivery:

ArchitectureBoston c/o Stoltze Design

Attn: Mary Ross

15 Channel Center Street #603, Boston, MA 02210

(617) 350-7109

* Inside front cover, inside back cover, and back cover have a 2% charge for bleeds.

All quoted rates are subject to the contract conditions as detailed on the insertion order/contract.

Terms: 30 days net

BSA Corporate Affiliate members and AIA firms in Massachusetts enjoy a 15% discount on all rates. This member rate is non-commissionable. BSA membership is open to all; ask your sales representative for information.

Readership

60% ARCHITECTS AND DESIGNERS

including architecture firm owners, principals, sole proprietors, young professionals, interior designers and landscape architects

80% SPECIFY AND PURCHASE
BUILDING INDUSTRY PRODUCTS,
according to reader surveys



20% BUILDING-INDUSTRY PROFESSIONALS

including engineers, contractors, builders, remodelers and developers

20% COMMUNITY AND BUSINESS LEADERS, AND INTERESTED MEMBERS OF THE PUBLIC

including urban and community planners, academics and students, libraries and trade associations, facility managers, government employees and homeowners

Get connected

No other publication connects you to the New England building industry like *ArchitectureBoston* does.

Readers include all BSA members, all AIA architects in New England, building industry professionals, and community and business leaders across the region.

ArchitectureBoston readers are responsible for specifying a wide range of products and services from cabinets/fixtures/accessories for bath/kitchen; windows and doors; electrical systems; furniture; flooring; lighting; paint and stains; wall materials (exterior/interior); landscaping/decking and much more.