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2024 ENTER Print Annual Publication

published by AIA Minnesota • distributed in May 2024
space deadline: March 15 • ads due: March 22

Once a year, AIA Minnesota goes up a few thousand feet to assess where the built environment has been and where it's headed, in a printed format designed to be substantial and worthy of keeping for years to come.

Our print annual brings together extended interviews with leading Minnesota voices, profiles of Minnesota communities, features on award-winning architecture, and compelling infographics that break down the challenges and opportunities in furthering equity and climate action in the built environment across the state. The *ENTER* print annual is a great publication to keep and share with clients.

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Editorial

ENTER readers and sponsors can expect a steady stream of thought-provoking feature articles, interviews, and project spotlights that fuel public interest in architecture and confirm the design and construction community's place in conversations that matter.

The *ENTER* print annual features a range of original content, including features on new ideas and advances in design for equity, climate action, innovation, economy, and experience; spotlights on notable buildings and influential people and organizations; and departments that illuminate the design process, unpack notable built-environment data, and highlight the state's rich architectural history. Each issue also features the AIA Minnesota annual Firm Directory, an index of firms by building type, and the Consultants Directory.

Distribution

3,500 copies to a target audience

Put your message in front of our desirable audience of decision makers and influencers including AIA Minnesota architects, project partners, community leaders, influencers, past subscribers of *Architecture MN* magazine, and additional followers and subscribers.

Audience
- 62% Architects/Design Industry/ Construction
- 25% Other/Public Audience
- 6% Business Professionals/Leaders
- 5% CEO's/Property Developers
- 1% University Leaders
- 1% Media

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Option #1: Display Ads

Two-page spread: $5,100
Full page: $2,950
Half page: $1,650

Ad Specs: *(full specs on last page)*
FP, bleed: 7" x 10.4"
FP, non-bleed: 6.65" x 8.55"
Half page: 6.65" x 4"

All rates are net. Add 15% for back cover. Add 10% for premium positions.
Includes one complimentary copy of the publication.

Ad space deadline: Friday, March 15. Ad creative deadline: Friday, March 22.
Email Pam Nelson at nelson@aia-mn.org to reserve your ad.

Option #2: Consultants Directory Listings

$600 per listing.
$250 for each additional category.

Feature your company in the categories where you do business. Listings include logo, company name, address, phone, website, 35-word company description, address, contact information. These directories will appear in the annual print publication as well as on the AIA Minnesota website. Paid listings for Allied members will be identified with Allied notation. **See next page for directory categories.**

Directory form deadline: Friday, March 1
Click here to complete the directory form.

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emanuelson-podas
consulting engineers

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Emanuelson-Podas helps make amazing spaces happen. We're a full-service MEP engineering firm that works side-by-side with architects to develop building design solutions that get air, power, light, and water to the places that matter.

Contact: Pam Nelson, Sales Director. (612) 767-1744 · nelson@aia-mn.org
AIA Minnesota · 105 5th Avenue South, Suite 485, Minneapolis MN 55401

Option #2: Consultants Directory Listings

Directory Categories:

- Accessibility/ADA Code
- Acoustics
- Aluminum Extrusions
- Architectural Glass
- Architecture for Renovation
- Audio/Video/Voice/Data
- Awnings/Canopies
- Banking/Finance
- Builders—Residential
- Building Envelope/Building Science
- Business Development
- Cabinetry/Millwork
- CAD/Computer Software/Laser Scanning
- Cast Stone
- Code/Life Safety Consulting
- Commissioning/Recommissioning/ Retrocom
- Compressed Air & Vacuum Systems
- Concrete/Stone Masonry
- Conflict Management/Disputs Services
- Construction Administration/ Management
- Cost Estimating
- Energy Modeling
- Energy Services
- Engineers-Civil, Elect, Mech, Plumb, Structural
- Environmental Services/Studies
- Exterior Cladding Consultant
- Fire/Life Safety/Protection/Engineering
- Fireplaces
- Flooring/Tile
- Food Service/Kitchen
- Forensic Architecture
- Forensic Engineering
- Furniture
- General Contractors
- Historical
- HVAC
- Insurance Services
- Interior Architecture
- Interior Design
- Landscape Architecture
- Landscape Products/Suppliers
- Legal Services
- Lighting/Controls Integration
- Lighting Design
- Owner's Representative
- Paint/Interior Finishes
- Parking Consultants
- Peer Review
- Photography — Architectural
- Plumbing/Bath Products
- Precast
- Preservation
- Printing/Reprographics
- Recruiting & Staffing Specialists
- Registered Roof/Waterproofing Consultant
- Signage
- Stone Products
- Sustainable, High-Perform Design/ Indoor Air Quality
- Sustainable, High-Performance Design/ LEED or B3 Consulting
- Testing (Geo, Products, Systems)
- Theater/Auditorium Design
- Utilities
- Water Feature & Fountain Consultants
- Well Consulting/Engineering
- Windows/Doors/Hardware

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Print + Digital Advertising Rates

Advertise in *ENTER* and maximize your reach to a targeted audience of architects, community leaders, influencers, and those who care about good design.

The *ENTER* digital monthly issues new content on the third Thursday of each month via email and at **entermn.com**. *ENTER* highlights design-related stories in Minnesota communities. The print annual assesses where the built environment has been and where it's headed, in a substantial format with extended shelf life. Digital ads can start any time.

Print annual ad deadline is March 15. Ads due March 22.
Digital ads can start any time. Materials are due the week prior to the digital issue.

Select from these advertising packages for maximum reach and a little savings:

Option #1:
Four weeks as digital Presenting Sponsor + a FULL-PAGE AD in the print annual.
$6850. (For additional Presenting Sponsor weeks, add $995 per week.)

Option #2:
Four weeks as digital Presenting Sponsor + a HALF-PAGE AD in the print annual.
$5550. (For additional Presenting Sponsor weeks, add $995 per week.)

Option #3:
Four weeks of digital Ad Block + a FULL-PAGE AD in the print annual. **$4850.**
(For additional ad block weeks, add $495 per week.)

Option #4:
Four weeks of digital Ad Block + a HALF-PAGE AD in the print annual. **$3550.**
(For additional ad block weeks, add $495 per week.)

Digital-Only Options:

Digital Ad Block. **$495/month.** Ad on website only.
Digital Presenting Sponsor. **$995/month.** Ad on website and in email.

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Print Ad Specs

FULL PAGE:
Size: 6.65" x 8.55"
Color: CMYK.
300 dpi. PDF format. Crop marks OK.

HALF PAGE:
Size: 6.65" x 4"
Color: CMYK.
300 dpi. PDF format. Crop marks OK.

BACK COVER:
Trim size: 7" x 10.43"
Bleed size: 7.25" x 10.68" (0.125"
bleed on each side)
Live area: 6" x 9.43"
Color: CYMK
300 dpi. PDF format. Crop marks OK.

TWO-PAGE SPREAD:
Trim size: 15.8" x 10.43"
Bleed size: 16.05" x 10.68" (0.125"
bleed on each side)
Live area: 14.8" x 9.43"
Color: CYMK
300 dpi. PDF format. Crop marks OK.

Digital Ad Specs

PRESENTING SPONSOR:
For the email ad space (choose one option):
1. Horizontal Ad Box: 1,100 x 530 px (horizontal ad space)
2. Taller Ad Box: 1,100 x 900 px (square ad space)

On the website: Ad on center of opening page (choose one option):
1. Horizontal Ad in entire space, double-wide space: 2,800 x 650 px
2. Editorial Feature: photo (1,200 x 1,800 px wide), feature title, two lines of introductory copy, logo with live link. Provide feature article that the ad block would link to. Editorial topic suggestions: Showcase community leadership, highlight a project, or identify how you've made a difference in the community.

Send additional ad for mobile version: 1,350 x 650 px (rectangle) or 1,350 x 1,100 (square).
Provide URL so we can link to your site. Animated GIFs are also accepted.

AD BLOCK:
One Ad Block: 1,350 x 650 pixels. Use minimum size 36 pt font.
Provide URL so we can link to your site.