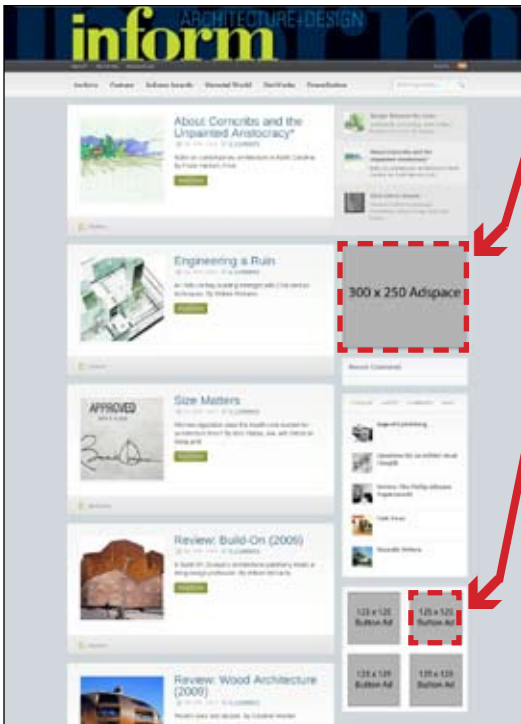


# Inform Magazine Online Rate Card

Effective April 2010

# readinform.com

To celebrate 20 years as the Mid-Atlantic's only architecture and design magazine, we are pleased to announce the launch of [www.readinform.com](http://www.readinform.com)



## SIDEBAR

**Size:** 300 x 250 pixels  
**Location:** top of every page  
**Availability Limited:** up to 6 rotating ads per month  
**Rate:** \$600 per month

## BUTTON

**Size:** 125 x 125 pixels  
**Location:** right hand side of every page  
**Rate:** \$150 per month

## CONTENT

**Size:** 200 x 200 pixels  
**Location:** embedded in story/feature  
**Rate:** \$300 per month

Architects in the Mid-Atlantic will go to [readinform.com](http://readinform.com) to find:

- Exclusive, web-only features, reviews, news stories, and interviews.
- Expanded content from some of our print features
- More opportunities to connect with the design community



Contact: Cathy Guske at 804-644-3041, ext. 301 or [cguske@aiava.org](mailto:cguske@aiava.org)

## Discounts and Billing

10% discount for allied members, multiple month advertisers, and advertisers with other VSAIA ad contracts

15% discount for qualified ad agencies

Advertisements will be invoiced the beginning of each run period.

## Specifications

Acceptable image file formats include: .gif, .jpg, .png or .tif. Animated gifs or Flash files are also accepted.

Additional design service fees may apply for any ads not web ready.

Links to websites external to ReadInform.com will launch a new tab.

Web advertisements must be approved by the VSAIA.

Content advertisements will be placed within a frame that marks the placement as an advertisement.

## Deadlines

A signed contract and artwork must be received no later than the fifteenth day of the month proceeding when the advertisement is placed online.

Web advertisements will be listed for one calendar month. All advertisements go live on the first day of each month and remain online until the last day of each month.

ReadInform.com is published by the Virginia Society AIA  
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