COLUMNS, a publication of AIA Dallas and the Architecture and Design Foundation, explores community, culture, and lives through the impact of architecture.
Why COLUMNS?

Reach AIA Dallas architects and those interested in architecture, design, and culture in the Dallas-Fort Worth Metroplex and throughout Northeast Texas.

About the Award-Winning COLUMNS Magazine

A six-time award winning quarterly publication, COLUMNS is the premier architecture magazine in North Texas. The sleek and influential publication provides contemporary, critical thought leadership on topics of significance to the architectural community and to professionals in related industries in the North Texas region and beyond. The magazine represents a wide lens of relevant issues, topics, and viewpoints in an engaging way, that relate to the greater national/international discussion. COLUMNS allows readers to learn more about the where our communities, architecture, and culture intersect and how they can engage in the conversation.

Who Reads AIA Dallas’ Print, E-news, and Digital Publications?

- Architects (Including the Membership of AIA Fort Worth and AIA Northeast Texas)
- Allied Professionals, including Landscape Architects, Interior Designers, Engineers, Product Manufacturers, and Contractors
- Industry-Related Associations, including USGBC Texas, TEXO (The Construction Association), The Real Estate Council, Urban Land Institute, ASLA Texas, and many more
- Interiors Product Representatives and Showrooms
- Business Leaders
- Public Officials and Policy Influencers
- College and University Leaders
- Friends of AD EX, the Architecture and Design Exchange
- Cultural Groups and Art and Architecture Enthusiasts
- Community Advocates
- Press
Reach your target audience

In addition to its mailed circulation, COLUMNS is distributed at industry and community events. Its online presence gives increased exposure.

Additional Event Distribution

- Texas Society of Architects Convention
- The Blue Book Who’s Who Showcase
- AIA Dallas Tour of Homes
- AD EX ROCKITECTURE
- Preservation Achievement Awards
- Community Events (Dallas Festival of Ideas)
- And Many More...

Online Presence

COLUMNS is available in two digital formats - our website edition available on Springboard, and a digital flipbook available on Issuu. Through the online edition, COLUMNS increases its reach by another 50%. Advertisers receive name recognition and link on AIA Dallas website.
Why Advertise?

Gain visibility in all of AIA Dallas’ outreach channels: Print, E-News, Digital, and Social

- Be seen by decision makers in North Texas.
- Influence buying decisions in the design community.
- Build market reach and brand identity in the large and growing Northeast Texas region.
- Proudly show your support for Dallas architecture and architects.
- Earn more business from architecture firms.
- Align your brand with a respected voice and organization.
- Enjoy very focused advertising at a rate below other magazines.
- Reach the principals in professional service firms.
- Support COLUMNS because it is a thought-filled and valued publication.

In a recent COLUMNS magazine reader’s survey, the respondents said...

- Over 55% of readers would like to receive the print edition, 39% want both print and digital.
- Many readers commented that advertisers clearly care about the industry and want to support our efforts.
- 50% of the readers visited a website after reading the magazine to learn more about a product, service, idea, or advertiser.

“Architects read every issue of COLUMNS magazine, so we know we’ll reach them through our advertisements. The editorial quality and refined design of COLUMNS fit well with our efforts to uphold architects’ high standards. COLUMNS is central to our targeted, support-oriented marketing.”

Long-time advertiser, MARC BLACKSON of BLACKSON BRICK
People Respond to COLUMNS

“I really enjoy Columns. It is a great resource and so appreciated in the architectural community.”
Don Raines, Jr.
City of Dallas

“What a first-class publication. Thanks for all you do!”
Linda Owen, Hon.
TxA

“Great article and work. What an architect! This is why I became an architect. What a top leader and professional. Thank you for sharing your work.”
Charles Hoffmann, AIA

“WOW!! What a great issue! I can’t wait to pour through it! Thank you!”
Jill Magnuson, Hon. AIA Dallas
Nasher Sculpture Center

“I have a newly formed sense of ‘awe’ as to the work, the scope and skill of what you do to produce such a fine publication as COLUMNS, and then turn around and do it again and again. The magazine is such a refinement and rich publication compared to that of the past. You should take pride in such accomplishments.”
Joe McCall, FAIA
Oglesby Greene

“I found the magazine very focused. Everything about it spoke of architecture. I was impressed and greatly enjoyed it.”
magazine editor
Tyler, Tx

“… and even before I came across the memorial profile of David, I was going to send a message to let you know what a good-looking product Columns has become. But the Dillon piece actually made me tear up.”
Jerome Weeks, KERA Art+Seek

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## 2020 Print Ad Rates

### Premium Position Rates

<table>
<thead>
<tr>
<th>Premium Position</th>
<th>Size (w x h)</th>
<th>1x Rate</th>
<th>4x Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside Back Cover</td>
<td>7.5 x 10</td>
<td>$2,750</td>
<td>$2,500</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>7.5 x 10</td>
<td>$2,576</td>
<td>$2,342</td>
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<tr>
<td>Inside Front Cover Spread</td>
<td>15 x 10</td>
<td>$4,226</td>
<td>$3,842</td>
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<tr>
<td>Inside Back Cover</td>
<td>7 x 10</td>
<td>$2,489</td>
<td>$2,263</td>
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<tr>
<td>Inside Back Cover Spread</td>
<td>15 x 10</td>
<td>$4,139</td>
<td>$3,763</td>
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<tr>
<td>Premium Full Page (pgs 2-12)</td>
<td>7 x 10</td>
<td>$2,227</td>
<td>$2,025</td>
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<tr>
<td>Double Page Spread</td>
<td>15 x 10</td>
<td>$3,703</td>
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### Additional Page Rates

<table>
<thead>
<tr>
<th>Additional Page Rates</th>
<th>Size (w x h)</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>7.5 x 10</td>
<td>$2,053</td>
<td>$1,866</td>
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<tr>
<td>1/2 Page Horizontal</td>
<td>7.5 x 4.875</td>
<td>$1,062</td>
<td>$965</td>
</tr>
<tr>
<td>1/4 Page Vertical</td>
<td>3.625 x 4.875</td>
<td>$558</td>
<td>$508</td>
</tr>
</tbody>
</table>

(Ad rates subject to change)

Trim size for Columns magazine: 8.5 x 11.375. Bleed size: 9 x 11.875. Live area: 7.5 x 10. Resolution 300 dpi. CMYK color, no RGB. Formats accepted: EPS, JPG, PDF, TIFF, and InDesign (with supporting fonts and graphics), Photoshop (with layers flattened), Illustrator (with fonts converted to outlines). Full-page ads with bleeds must have trim and registration marks on the electronic file. **No borders on ads please.**

For answers to your advertising questions and to secure space in an upcoming issue:

Jody Cranford  
800.818.0289  
jcranford@aiadallas.org
# 2020 COLUMNS Editorial Calendar

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>No. 1</th>
<th>No. 2</th>
<th>No. 3</th>
<th>No. 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Editorial Theme</td>
<td>WONDER</td>
<td>PROTEST</td>
<td>SAFETY</td>
<td>GLOBAL</td>
</tr>
<tr>
<td>About this Issue</td>
<td>There's a kid in all of us. Exploring architecture and design through the eyes of a child can lead to wonderful and unexpected results.</td>
<td>How has protest shaped our communities? How does our built environment facilitate protest? How do architects shape the conversation? We explore.</td>
<td>Health, safety, and welfare are key tenants of the profession. How are safety considerations evolving to meet the challenges of today's world?</td>
<td>Dallas architects are designing (and thinking) globally. What is Dallas doing elsewhere, and what are we bringing back to our communities?</td>
</tr>
<tr>
<td>Bonus Distribution</td>
<td>AD EX Programs A+D College Fair</td>
<td>AD EX Programs Celebrate Architecture</td>
<td>AD EX Programs Tour of Homes TxA Convention</td>
<td>AD EX Programs Holiday Party</td>
</tr>
<tr>
<td>Advertising Theme</td>
<td>LANDSCAPE/ FURNISHINGS</td>
<td>FACADES</td>
<td>OPENINGS</td>
<td>ENGINEERING</td>
</tr>
<tr>
<td>Showcasing</td>
<td>Products used in schools, universities, and playgrounds.</td>
<td>High performance building enclosures and cladding materials.</td>
<td>New and innovative window and door products.</td>
<td>All professionals involved in engineering of successful projects.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Close</td>
</tr>
<tr>
<td>Artwork Due</td>
</tr>
<tr>
<td>Issue Mailed</td>
</tr>
</tbody>
</table>

For answers to your advertising questions and to secure space in an upcoming issue: Jody Cranford 800.818.0289 ext. 101 jcranford@aiadallas.org
2020 E-Newsletter Advertising

The AIA Dallas e-newsletter is emailed every Friday to over 4,700 recipients. Member architects and leaders in the architectural/design industry are kept up to date on AIA Dallas news and events.

Keep your brand in front of the architectural community in North Texas!

<table>
<thead>
<tr>
<th>OPTIONS</th>
<th>AD TYPE A: TOP</th>
<th>AD TYPE A: MID</th>
<th>AD TYPE B</th>
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<tbody>
<tr>
<td>Size</td>
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<tr>
<td>1 Week Price</td>
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<td>$150</td>
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<tr>
<td>4 Week Price</td>
<td>$750</td>
<td>$600</td>
<td>$450</td>
</tr>
<tr>
<td>Max Per Issue</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

Specs: horizontal orientation
png format
with link to website
*no animations

Ad sizes and rate subject to change
Click reports available upon request

For answers to your advertising questions and to secure space in an upcoming issue:
Jody Cranford
800.818.0289
jcranford@aiadallas.org
NEW: Social Media Advertising

Leverage the following of AIA Dallas and share your event, new product, or message through a sponsored post on the AIA Dallas Facebook: https://www.facebook.com/AIADallas/

**Pricing:** $250 per sponsored post
1 sponsored post available per week

### 3 Month Facebook Stats for AIA Dallas

Reach (number of unique accounts/people who viewed content associated with AIA Dallas Page on any given day over 3 months): **114,000**
- Page Engagement (total number of actions taken on AIA Dallas Facebook Page including clicks, reactions, and comments): **16,300**
- Impressions (total number of times AIA Dallas content was seen over 3 months [September- November 2019]): **161,000**
- Total Fans: **2,700+**

### Post Requirements

**Image:**
- 1200px X 630px at 150 dpi (ppi) — horizontal
- PNG or JPEG format, NO GIFs or animations
- Max file size: 3MB recommended

**Text:**
- Description (50 words or less)
- Website link
- Facebook handles of all associated accounts (ex: @aiadallas)
- Up to 5 hashtags

**Day options for our Social Media posts:**
(based on best engagement times per analytics)
- Tuesdays 1:00 p.m. or 4:00 p.m.
- Wednesdays 2:00 p.m.

Artwork due 3 days prior to release date.
Posts are subject to review and approval by AIA Dallas.

For advertising questions and to secure space: Jody Cranford
800.818.0289
jcranford@aiadallas.org