



**2019 Homes by Architects Tour
September 21 & 22, 2019**

Design-Savvy Tour Attendees:

- 73% have previously attended the tour
- 47% are planning to build or remodel
- 38% report annual income of \$175,000+
- 70% are between the ages of 46-75

Official Tour Program Advertising

Showcase your company and products in the official tour program for the Homes by Architects Tour.

The Homes by Architects Tour is a two-day public residential home tour event showcasing the highest quality new and remodeled, architect-designed homes. More than 2,100 ticketed guests attend the tour to experience high-quality residential design, learn about the newest trends in products and services, and talk with the architects and their project partners, who are onsite, representing their project.

If you are affiliated with any of the tour homes, this is your opportunity to promote your connection with the tour. Tour sponsors receive reduced ad rates and premium position opportunities. This program will be distributed to all tour attendees and additional copies will be distributed at tour homes.

Ad Rates:	Sponsor Rates		Non-Sponsors		Ad Dimensions
	4 Color	B/W	4 Color	B/W	
Back Cover	\$1395	\$1295	N/A	N/A	8.375" x 10.75" bleed
Inside Front/Back	\$1095	\$995	N/A	N/A	8.375" x 10.75" bleed
Page 1	\$1095	\$995	N/A	N/A	8.375" x 10.75" bleed
Full page	\$950	\$895	\$1150	\$995	8.375" x 10.75" bleed
Half page (horiz)	\$600	\$525	\$750	\$650	7.125" x 4.625"
1/3 box	\$550	\$495	\$695	\$625	4.667" x 4.625"
1/6 page	\$425	\$350	\$550	\$475	2.2" x 4.625"

Deadline:

Sponsors have first opportunity to reserve space.

Sponsor Deadline: Reserve space by July 8. Final ads due July 19.

Non-sponsor deadline: July 12. Final ads due July 19.

Specs:

PDF file format is best with all images at 300 dpi and fonts converted to outlines. All images within the ad must be 300 dpi and CMYK color saved as TIFF or EPS before placing in your ad. 175-line screen with overall maximum density of all colors not to exceed 280%. Black and white EPS or TIFF files in grayscale mode. Logos should be EPS only. Do not rotate or crop images in layout programs. Do not nest EPS files in other EPS files. All logos, images, and artwork within the file must be CMYK. (100% K, 60% CYM). Send ad file to: nelson@aia-mn.org.

AIA Minnesota hosts the Homes by Architects Tour and is the publisher of the official tour program.

Contact: Pam Nelson, AIA Minnesota, 612-767-1744, nelson@aia-mn.org