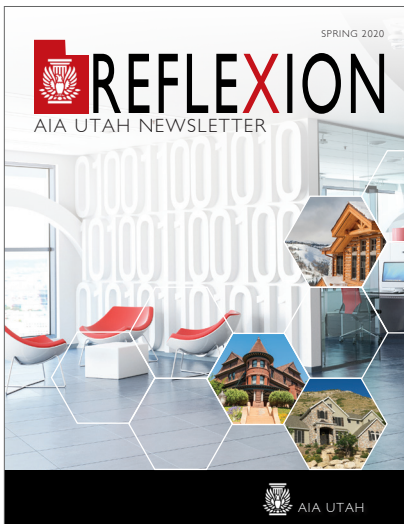


REFLEXION

AIA UTAH MAGAZINE

The Official Publication of the AIA Utah (AIA Utah)



Moving Forward.

For the first time in a long time, the NFIB Small Business Optimism Index reached 99.8, which is a strong sign that businesses are ready to do business.

NOW IS THE PERFECT TIME TO MAKE SURE THAT YOUR COMPANY IS TOP OF MIND, AND WE CAN HELP WITH THAT.

If you would like to advertise in this publication or have questions, we look forward to speaking with you. Call **855.747.4003** or email sales@thenewslinkgroup.com.

Why advertise?

COMMUNICATION WITH MEMBERS IS ALWAYS AN IMPORTANT THING — RIGHT NOW IT'S EVEN MORE SO. REFLEXION IS AN EXCEPTIONAL PLATFORM FOR YOUR MESSAGE.

As our economy moves towards stability and future growth, now is a great time for you to reach out to your customers and let them know you appreciate their business and are also open for more business. Print magazines offer a tactile experience of trust, authority and credibility that stands out in today's world.

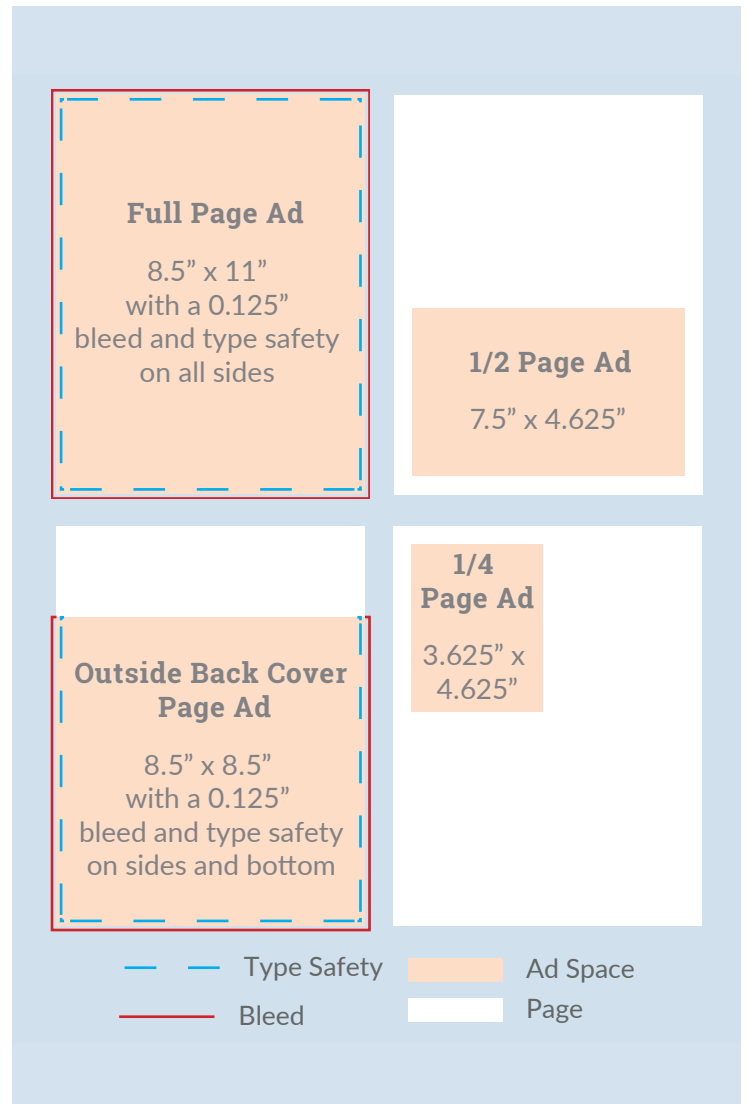
Cutting-edge editorial content:

With a streamlined appearance and high level of sophistication, REFLEXION delivers clear, comprehensive and up-to-date information, as well as showcases the year's most stunning design projects. In articles written by the architecture industry's most authoritative practitioners and consultants, REFLEXION explores a broad range of subjects, including

- AIA Utah's award-winning projects
- Events coverage
- How to add value and relevancy to client services
- Organizational performance and operations planning
- Sustainability practices and certification
- Firm profiles and allied member listings
- Legislative and legal updates
- Leadership and design team success
- Archival photographs
- New technology in design and construction
- Membership directory

2021-2022 Advertising Rates	
Size	Per Term (2 issues)
Full Page	\$1,763
1/2 Page	\$1,322
1/4 Page	\$975
Page 3, 5, or Premium	\$2,263
Inside Front/Back Covers	\$2,013
Outside Back Cover	\$2,500
Member Firm Profile Listing AIA Utah (Members Only, Free with Ad Purchase)	\$250
Centerfold space available; call for rates.	

2021-2022 Publication and Advertising Schedule		
Issue	Editorial Artwork Due	Mail Date
Issue 1	Sep 16, 2021	Oct 4, 2021
Issue 2	Mar 16, 2022	Apr 14, 2022



Purchase an ad in REFLEXION.

Name		Title
Company Name		
Website		
Phone		Email
Address		
City		
State	Zip Code	Country
Production Contact Email		

Ad size	Number of Insertions	Ad Placement	Total cost
Full Page			
1/2 Page			
1/4 Page			
Page 3, 5, 7 Premium			
Inside Front/Back Covers			
Outside Back Cover			
Member Firm Profile Listing <small>Members Only, Free w/Ad Purchase</small>			
Digital Leaderboard			
Digital Skyscraper			

Ad Design: We will provide an ad in CMYK and 300 PPI, jpg or PDF format with bleed if needed.
 We will pay you to design our ad for \$250.

Payment Method: Please invoice me Credit Card

CC Number		Signature of Purchaser
Exp. Date	CVV Code	Date

- Account balance is due in full before publication. Ads not paid in full before publishing are not guaranteed to run. A monthly finance charge of 1.5%, which is 18% per annum, will be charged on the unpaid balance of past due accounts. Customer agrees to pay reasonable attorney's fees and other costs of collection after default and referral to an attorney.
- All materials will be reviewed for acceptability. The publisher and the sponsor reserve the right to refuse any advertisement.
- Position of advertisements is at the discretion of the publisher unless the advertiser has specifically contracted and paid for a premium position.
- Advertisers assume all liability for all content (including text representation and illustration) of the advertisement printed and agree to indemnify, protect and hold harmless the publisher and the sponsor from any claim or action based on the content of an advertisement published.
- Orders cannot be canceled. If there is a problem with an ad, such as excessively late distribution, or quality concerns that are the publisher's fault, the publisher reserves the right, at its discretion, to either refund or make good any paid ad that does not run due to publisher error.

NewsLINK Group: _____



Print or Digital? We say both.

Digital magazines are not competing with print — they have their own, very solid place in the mix of marketing and communication campaigns. Digital publications are available on readers and phones, allowing for a different level of engagement that supports information bites, if you will, as opposed to the more immersive reading that happens with print. And readers have access to this digital content anytime, anywhere because most people are not far away from their mobile devices. Technology has enhanced the way we communicate with one another, find information and experience the world. And it has expanded the possibilities in publishing as well.

WHICH IS WHY REFLEXION IS PUBLISHED IN BOTH PRINT AND DIGITAL FORMATS.



REFLEXION offers these value added services to help you reach your target audience:

- A magazine website that includes your logo linked back to your website
- A built-out digital version of each issue that includes options for social sharing, a downloadable PDF and a flipping book for those who prefer swiping
- An additional email distribution of the publication, so AIA UT members and magazine readers will enjoy the benefits of both print and digital experiences



VIEW IN DIGITAL FORMAT AT:

reflexion.thenewslinkgroup.org



Reach your customers with print and digital.

To advertise in this magazine, contact us today.