

# architecture Asia

transportation

a journal of the architects  
regional council asia  
(ARC-ASIA)  
Volume 2  
April / May / June 2011



Kengo Kuma Hoshakuji Station  
HINTAN Associates Sdn Bhd  
Senai Airport Landside Expansion  
WOHA Stadium MRT Station  
Aedas Limited Sunny Bay Station  
Morphogenesis Marble Arch  
ASA Forum 2011

**Finally... an interactive magazine that caters to all Architects!**

Architecture Asia is the official online magazine for ArcAsia which is read by more than 5,000 architects from over 17 countries. This lifestyle magazine is distributed widely throughout Asia by subscribers (architects in various associations in the 17 countries).

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**This lifestyle magazine is distributed widely throughout Asia by subscribers in 17 countries.**

The members for all 17 associations in the 17 countries number more than 8,000. Since this magazine is now available online, we are expecting the number of viewers to increase five-fold. Here are some of the architect associations from various countries that are associated with ArcAsia:

Institute of Architects **Bangladesh**  
**Hong Kong** Institute of Architects  
**India** Institute of Architects  
Ikatan Arsitek **Indonesia**  
**Japan** Institute of Architects  
Architects Association of **Macau**  
Pertubuhan Akitek **Malaysia**  
Union of **Mongolia** Architects  
The Society of Nepalese Architects (**Nepal**)  
Institute of Architects **Pakistan**  
The Architectural Society of **China**  
**Korea** Institute of Registered Architects  
**Singapore** Institute of Architects  
**Sri Lanka** Institute of Architects  
Association of Siamese Architects (**Thailand**)  
United Architects of the **Philippines**  
**Vietnam** Architects Association

Quick facts about Architecture Asia e-magazine:

- FREE subscription
- Language of magazine: English
- Target readers: Architects, homebuilders, new home owners as well as contractors
- # of hard copies distributed: 500

Segments in the magazine include:

- Works of architects from all over Asia
- Award winning projects
- Lifestyle editorial
- Book reviews
- Interviews with renowned architects

## ADVERTISING AVENUES:

### MAIN WEBSITE

The screenshot shows the Architecture Asia website homepage. At the top, there is a 'Leaderboard Banner Space' featuring a Dulux advertisement. Below this is the main navigation bar with the 'architecture Asia' logo and a 'Click here to Login / Register' link. The left sidebar contains a 'Directory' listing categories like Landscape, Interiors, Tiles, Flooring, Roofing / Ceilings, Doors, Windows, and Paint, as well as a 'Guide Book' section. The main content area features a large image of a modern interior with the text 'a common link'. To the right, there are several promotional banners, including one for 'PREMIUM CARPET' and another for 'Spring Open House'. At the bottom, there are three magazine issue covers for April, May, and June. A 'Promo Banner Space' is also visible at the bottom right. The footer contains the copyright notice: 'Copyright © 2011 Architecture Asia. All Rights Reserved.'

Leaderboard  
Banner Space

### MAIN MAGAZINE PAGE

The screenshot shows a magazine page layout. On the left, there is a 'Leaderboard Banner Space' at the top. The main content area features a large image of a modern interior with the text 'Magazine Ad' overlaid. The page is divided into columns of text and images, typical of a magazine spread.

#### MAIN PAGE:

- Top Leaderboard Banner Space (Size 990 X 88)
- Promo Banner Space
- Banner Space with Website Link
- Directory Listing

#### MAGAZINE PAGE:

- Top Leaderboard Banner Space (Size 990 X 88)

#### MAGAZINE ADVERTISEMENTS:

- Full Page Full Colour ( Photo Animation & Video)
- Full Page Full Colour ( Photo Animation)

## ADVERTISING PACKAGES

### **Package A: (Premium)**

**USD 3,000 per year - 4 Issues**

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#### MAIN PAGE:

- Top Leaderboard Banner Space (Size 770 X 110px; Rotation of up to 4 seconds)
- Promo Banner Space (Size 235 X 210px; Rotation of up to 4 seconds)
- Banner space with Website Link (Size 235 X 175px; Rotation of up to 4 seconds)
- Directory Listing

#### MAGAZINE PAGE:

- Top Leaderboard Banner Space (Size 990 X 88px; Rotation of up to 4 seconds)

#### MAGAZINE ADVERTISEMENTS:

- Full Page Full Colour ( Photo Animation & [Video](#))

### **Package B: (Standard)**

**USD 2,000 per year - 4 Issues**

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#### MAIN PAGE:

- Top Leaderboard Banner Space (Size 770 X 110px; Rotation of up to 4 seconds)
- Promo Banner Space (Size 235 X 210px; Rotation of up to 4 seconds)
- Banner space with Website Link (Size 235 X 175px; Rotation of up to 4 seconds)
- Directory Listing

#### MAGAZINE ADVERTISEMENTS:

- Full Page Full Colour (Photo Animation)

### **Package C: (Basic)**

**USD 1,500 per year - 4 Issues**

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#### MAIN PAGE:

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- Promo Banner Space (Size 235 X 210px; Rotation of up to 4 seconds)
- Banner space with Website Link (Size 235 X 175px; Rotation of up to 4 seconds)
- Directory Listing

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**Package A: (Premium) USD 3,000 per year - 4 Issues**

- MAIN PAGE:
- Top Leaderboard Banner Space (Size 770 X 110px; Rotation of up to 4 seconds)
  - Promo Banner Space (Size 235 X 210px; Rotation of up to 4 seconds)
  - Banner space with Website Link (Size 235 X 175px; Rotation of up to 4 seconds)
- MAGAZINE PAGE:
- Top Leaderboard Banner Space (Size 990 X 88px; Rotation of up to 4 seconds) - Max 8 Ads
- MAGAZINE ADVERTISEMENTS:
- Full Page Full Colour ( Photo Animation & Video)

**Package B: (Standard) USD 2,000 per year - 4 Issues**

- MAIN PAGE:
- Top Leaderboard Banner Space (Size 770 X 110px; Rotation of up to 4 seconds)
  - Promo Banner Space (Size 235 X 210px; Rotation of up to 4 seconds)
  - Banner space with Website Link (Size 235 X 175px; Rotation of up to 4 seconds)
- MAGAZINE ADVERTISEMENTS:
- Full Page Full Colour (Photo Animation)

**Package C: (Basic) USD 1,500 per year - 4 Issues**

- MAIN PAGE:
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  - Promo Banner Space (Size 235 X 210px; Rotation of up to 4 seconds)
  - Banner space with Website Link (Size 235 X 175px; Rotation of up to 4 seconds)

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#### Terms & Conditions:

- All advertisement(s) submitted will be approved by the Committee of Architecture Asia Magazine before publication
- All payments are to be paid upfront before publication. And All contracts are for a period of 1 year (4 issues)
- All renewals will be based on new rates at the time of renewal
- All final artwork submission must be in a pdf/jpeg format accompanied with colour proofs and according to the specification indicated