

Design-Build Institute of America

Advertiser's
Guide 2022



Design-Build Institute of America

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There's a Better Way to Build

Once upon a time, design-build was considered an “alternative” way to deliver construction projects. Not anymore. These days, nearly half of the nation’s construction dollars are spent on design-build projects.

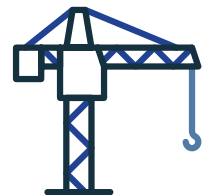
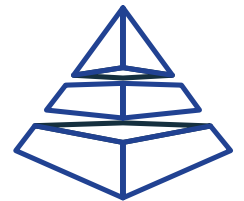
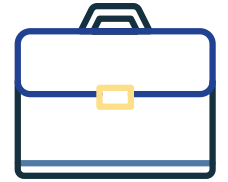
Design-build saves time and money by encouraging innovation and collaboration, delivering some of the nation’s most impressive projects of all types and sizes, and across every sector. It’s no surprise that design-build is the fastest growing and most popular method used to deliver construction projects in America. But we didn’t get here by accident.

The Design-Build Institute of America is committed to building and maintaining the important relationships which fuel the collaboration central to all good design-build projects. We are at an important place in our history and the DBIA community is engaged, innovative and eager to make these connections through our online communities, digital magazine, DBIA podcast and at annual conferences.

We look forward to helping you connect with the design-build industry, to tell your story and help us transform our industry.

Lisa Washington

DBIA Executive Director/CEO



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What We Do

We Have an Important Story to Tell...And So Do You

DBIA is the only organization in the nation representing every discipline across the entire AEC industry. Whether it's an Owner looking for the best design-build team they can find or a designer, contractor, specialty sub, or supplier (and everything in between) building those teams, DBIA brings the latest design and construction news, education and innovation to entire spectrum of our industry.

Our community is diverse and our potential reach limitless.

EDUCATE

DBIA is the nation's leading design-build educator. Our community trusts us to deliver timely and trusted content, across our many platforms, offering real-world lessons and solutions for today's design-build teams. That trust builds connections, for our readers and advertisers.

ADVOCATE

DBIA leads the charge in states and on Capitol Hill in support of expanding and improving design-build legislation. Our readers turn to DBIA for the most comprehensive legislative news available for design-builders.

COLLABORATE

Design-build is upending the status quo. Owners and practitioners alike are searching for the team members and innovative solutions needed to deliver a growing number of design-build projects. Let them know what you have to offer.



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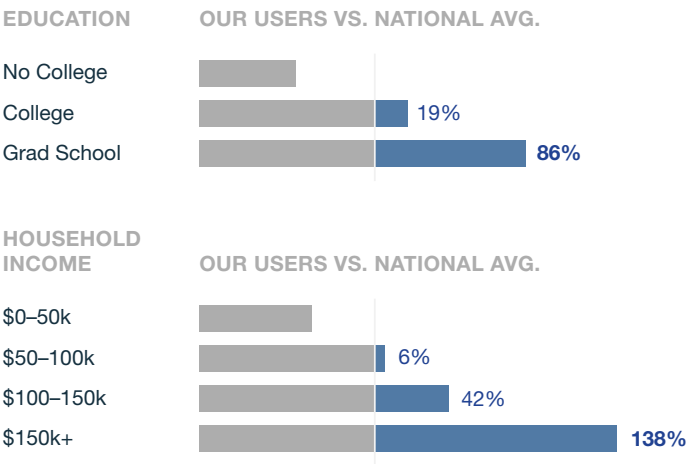
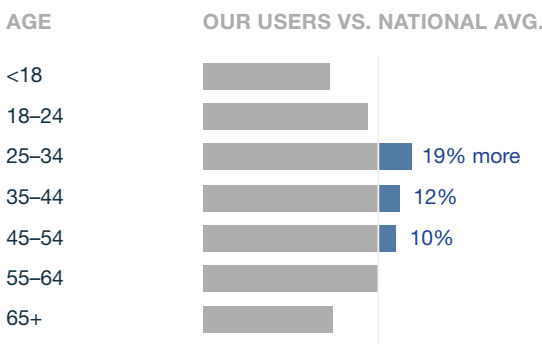
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Our Audience

We're Rebels, Dreamers and Doers.

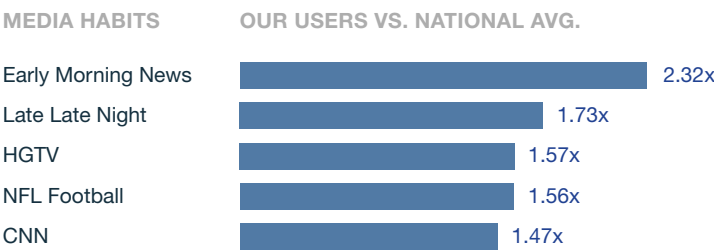
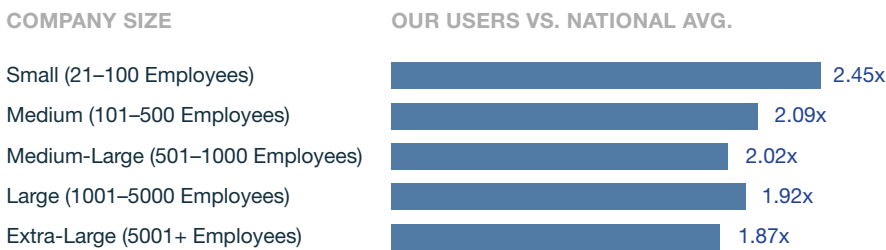
Design-builders are unique. They've embraced the "alternative" and are now making it the norm. Not only is DBIA's audience the most diverse in our industry, including all members of the design and construction industry, it also covers a broad cross-section of highly-valued age, education and income demographics.



A job isn't just a job. It's who you are.

Not surprisingly, most of our audience works in the design and construction industry (8x the national online average) but a large number of our online users come from government (7x), education (6x), legal and business (5x). They represent all types of organizations.

The majority say they're politically engaged, and their media habits are definitely eclectic.



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Our Products

Ready to Connect with Design-Builders?

DBIA's reach extends beyond our 5,000+ members to include a rapidly growing number of conference attendees, certified professionals, Owners and a robust online community.

INTEGRATION QUARTERLY MAGAZINE

Digital IQ is a fully interactive and mobile-optimized magazine published quarterly by DBIA. Our 5,000+ members and opted-in readers receive each issue via email. It's also heavily promoted online including:

- DBIA's website at dbia.org
- The Design-Build Delivers Blog
- Social media channels including Facebook, Twitter, LinkedIn and Instagram
- Our weekly Design-Build Insight newsletter

IQ Digital Allows You to:

- Engage viewers wherever they are, from their phones and their computers
- Provide richer content with videos, calls to action and other online tools
- Extend your reach; IQ archived issues provide longevity for your online presence. [See past IQ magazine issues here.](#)

EASY ACCESS

The Integration Quarterly app makes it even easier to access the best design-build news for readers on the go. Search for "DBIA IQ" in the app store.

DBIA's website is home to our digital magazine and provides visibility to each magazine issue for a full year. Our editorial calendar regularly promotes individual IQ articles to drive readers to our content (and your ad) far beyond the quarterly publication date.

193,000 Website Users

53,000 Average Monthly Page Views

23,500 Email Distribution List

575,000 Social Media Reach in 2021



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DESIGN-BUILD DELIVERS PODCAST

DBIA's Design-Build Delivers podcast is the nation's only podcast focused on design-build, providing the latest news, tips and lessons-learned in a short and entertaining interview show. Design-Build Delivers offers listeners a sampling of the unparalleled expertise DBIA provides across all disciplines and sectors of our industry. Podcast sponsorship provides unique access to diverse design-build team members from supply chain to owners.



DBIA's podcast guests are diverse and topical reflecting the top issues impacting our industry. You can see all of our podcasts [here](#).

[Surveying the Design-Build
Legislative Landscape](#)



Louis Jenny
DBIA Vice President, Advocacy and
Industry Engagement



Richard Thomas
DBIA Director, State/Local
Legislative Affairs

[Can COVID Vaccines be
Mandatory in the AEC Industry?](#)



Stephen M. Reams
Smith, Currie & Hancock LLP



Joshua Holt
Smith, Currie & Hancock LLP

[You Can Manage Risk If You're
Willing to Collaborate](#)



**Gregory R. Gidez, AIA,
FDBIA**
Director of Design Services
Hensel Phelps



**Patrick Crosby, DBIA, SE,
LEED AP**
President
Crosby Group



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Ad Rates

Integration Quarterly Digital Magazine

We offer two types of digital ads. Full Page ads are placed on their own page and occupy the reader's entire screen. Interstitial ads are embedded within articles and are smaller than Full Page ads. Both Full Page ads and Interstitial ads are displayed on the desktop and mobile versions of the magazine, including the Digital IQ app for iOS and Android.

		Single	Annual (4)
Full Page	DBIA Member	\$1,925	\$5,775
	Non-Member	\$2,750	\$8,250
Interstitial: Side Bar or Lower Banner	DBIA Member	\$700	\$2,100
	Non-Member	\$1,000	\$3,000

Design-Build Delivers Podcast

To optimize your reach and impact, DBIA will offer a single annual sponsorship opportunity for the *Design-Build Delivers* podcast. This sponsorship includes:

- Verbal sponsor acknowledgement by the host in each *Design-Build Delivers* episode introduction and close
- Host-delivered sponsor voiceover (50 words) at the podcast mid-point
- Sponsor's logo on all *Design-Build Delivers* promotions

		Annual
Podcast Sponsorship	DBIA Member	\$7,000
	Non-Member	\$10,000

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Digital Ad Specifications

You can choose to either design and upload your own complete ad using the specifications below, or you may send us individual ad design elements, such as a company logo, ad copy, etc, and we will build your ad using one of the templates shown on the next page.

Ad Formats

Full Page (Provide one of each size)

- Desktop: 1920 W x 1024 H pixels
- Mobile: 370 W x 620 H pixels

Your ad will appear significantly smaller on mobile devices, so providing a separate ad designed for mobile will ensure that it is legible.

Interstitial Side Bar

- 330 W x 660 H pixels

Interstitial Side Bar ads are embedded in an article.

Interstitial Banner

- 640 W x 180 H pixels

Interstitial Banner ads are placed at the end of an article.

Guidelines

- Preferred file formats are png or jpg. Other accepted formats: pdf, psd
- Ads must be in RGB. If an ad is submitted in CMYK, colors may become altered when converted for web.
- Keep small type and word count to a minimum, especially when designing for mobile.
- To prevent important content from being cut off, do not place logos and text within 20px from the edge of the ad.
- We request that file names include the advertiser name and ad format.
Example: Issue 2 IQ Ad-Company Name-Sidebar.jpg
- Provide a URL if you want to hyperlink your ad to your website, Youtube video, etc.

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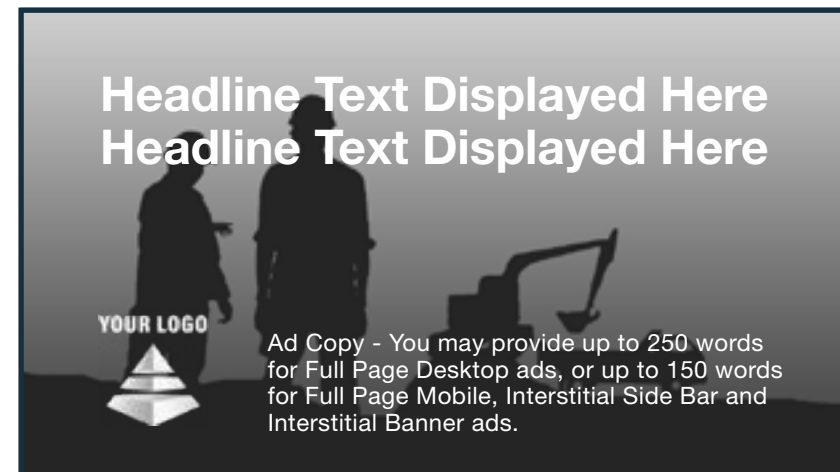
Digital Ad Specifications

Ad Templates

If you would like us to build your ad for you, we will need the following ad materials:

- **Company/Product logo** - At least 600 pixels in its widest or tallest dimension, provided as a PNG with transparent background.
- **Background Image** - Provide a photo to use as the background of your ad using the sizes listed under "Ad Formats" on the previous page. You may also send us a solid color or gradient background.
- **Headline** - This must be less than 75 characters including spaces.
- **Ad Copy** - You may provide up to 250 words for Full Page Desktop ads, or up to 150 words for Full Page Mobile, Interstitial Side Bar and Interstitial Banner ads. Send this to us in any text document format, such as .txt, .docx, .rtf, or .pdf.
- **Hyperlink URL** - Your ad can link to a webpage, Youtube video or document when clicked. Provide a URL when you place your order, or include it in your Ad Copy text document.

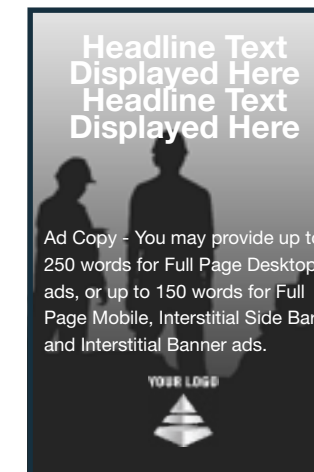
Full Page Desktop



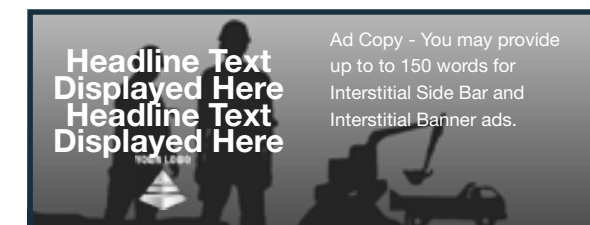
Note: Not shown to scale

We will design your ad using the template that corresponds to your selected Ad Format.

Full Page Mobile / Interstitial Side Bar



Interstitial Banner



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Place your ad order and submit payment on our online form.

[IQ ORDER FORM](#)

Then, before the issue deadline, upload your digital ad (or ad materials if you are using a template) in our IQ portal.

[IQ AD UPLOAD FORM](#)

Sponsor the *Design-Build Delivers* Podcast here.

[PODCAST ORDER FORM](#)



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All ads are 4-Color and rates do not include design or graphics services; standard rates in table are "gross" rates; any special rate offers are intended as "net" rates. Special Positions: on first come basis, add 25%; Center spread, add 15%. Bleed: No charge for bleed, available for Full Page or Spread only.

Earned Frequency Rate/Short Rates/Rebates: Rates are determined by the number of insertions appearing within a 12-month period from the date of the first insertion. Schedules composed of mixed space units are entitled to a frequency rate for each unit, with a minimum ad size of 1/4 Page. Advertisers will be short-rated if in a 12-month period they have not used the amount of space upon which their billings have been based; rebates or credits will apply for advertisers running additional times within a 12 month period from their first insertion if it would warrant a lower rate.

All accounts are due and payable in full 30 days from invoice date, unless otherwise agreed to in writing by DBIA's authorized representative. Returned checks will be assessed an insufficient funds fee of \$35 per transaction.

The account is subject to a 1% late fee per month beginning on the 31st day after the invoice date (12% per annum compounded monthly). In addition, the advertiser is responsible for the cost of all collection agency fees and other costs of collections, including reasonable attorneys fees and court costs incurred by DBIA in collecting payments.

Any disputes regarding invoices or services provided by DBIA shall be reported to the authorized representative of DBIA within 30 days from invoice date (such dispute does not negate the obligation to pay accounts in full 30 days from invoice date).

Failure to report any disputes within 30 days from invoice date constitutes a waiver of any claim with respect to such dispute.

Publisher (DBIA) reserves the right to withhold advertising for any account with an outstanding invoice beyond 60 days.

The publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher for advertising ordered and published.

All advertising is subject to the publisher's approval.

The publisher reserves the right to reject advertising which does not meet DBIA's standards and objectives.

Advertisers are encouraged to describe products and services in an accurate and complete manner.

DBIA reserves the right to refuse to accept ads which because of omissions or inaccuracies provide misleading information. The publication or posting of any advertisement by the Design-Build Institute of America (DBIA) is neither an endorsement of the advertiser nor of the products or services advertised.

DBIA is not responsible for any claims made in an advertisement.

Advertisers may not, without prior consent, incorporate in a subsequent advertisement or promotional piece the fact that a product or service has been advertised in a DBIA publication or on DBIA Web site.

Advertiser and advertising agency assume liability for all content (including text representation, illustrations, and photographs) of advertisements printed or posted, and also assume responsibility for any claims arising there from made against the publisher.

The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.

The publisher's liability for any error will not exceed the charge for the advertisement in question.

No conditions, printed or otherwise, appearing on the space order, contract, billing instructions, or copy instructions which conflict with the publisher's stated policies will be binding on the publisher.



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Questions?

Reach out to the DBIA team if you have any questions about how to maximize your reach to the design-build community.

CONTACT US

DBIA Tax ID: 52-1827718



