

# WHO SEES YOUR ARCHITECTURAL PORTFOLIO PROJECT?

An investment in the Architectural Portfolio gives you unmatched opportunities to impact the education facilities marketplace.

## THE ARCHITECTURAL PORTFOLIO ISSUE:

### PRINT AND DIGITAL EDITION WITH BONUS CIRCULATION TO SCHOOL BOARDS

57,000<sup>1</sup> subscribers - plus new bonus circulation to school boards - receive *American School & University's* Architectural Portfolio. *American School & University* has an engaged community of K-12 and college/university facilities and business professionals and reaches the key decision-making job titles. More than half of those who receive an *American School & University* design issue share it - with an average of four colleagues. That means an audience of more than 182,000 can see your project.<sup>2</sup>

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## SCHOOLDESIGNS.COM

When your project appears in the Architectural Portfolio issue, it is featured on AS&U's SchoolDesigns.com website. The industry's most robust searchable database of school and university projects, SchoolDesigns.com lets an unlimited online audience find and contact your firm and view your projects. No other site compares. Plus, you can link directly to your featured projects from your own website and social media.

## AT INDUSTRY EVENTS

The Architectural Portfolio will be distributed at industry events the following year, giving your project exposure to key K-12 and college/university facilities and business decision-makers. *American School & University* is now part of Informa, with a network of architecture and design events.

**AMERICAN SCHOOL & UNIVERSITY IS NOW PART OF INFORMA, WITH A NETWORK OF ARCHITECTURE AND DESIGN EVENTS.**



1. Publisher's Own Data. 2. Publisher's Own Data and 2017 Publisher's Survey

## FREQUENTLY ASKED QUESTIONS

### How is the Architectural Portfolio used?

Education facility professionals who receive *American School & University* design issues report that they have used them for the following:<sup>1</sup>

- To find an architect or view their work
- To learn about the latest innovations in education design
- To get ideas for their next project
- To see the latest educational facilities built in their region

### How is it different than other competitions?

Not just a seasonal magazine, show display, or Web link, the Architectural Portfolio is part of a multi-media brand devoted to school and university design and facility planning. The audience who sees the Architectural Portfolio is not just a peer group, but your clients and potential clients — decision-makers in the education facilities market.

### Is the Architectural Portfolio for K-12 or post-secondary projects?

AS&U has always been a magazine for administrators at every level, and the Architectural Portfolio showcases both K-12 and post-secondary projects. It is a competition for firms who do either (or both) type of work.

### How will this competition benefit my firm?

Use the Architectural Portfolio to build your portfolio of awards, thank your clients, market your firm to new clients, or recognize staff.

### I'm not with an architectural firm. Can I still enter?

Schools, builders, and other companies associated with the projects are welcome to enter their project. The competition is judged on the architectural merits of the project, and the entry should be done in conjunction with whomever did the architectural design.

## COMPLIMENTARY PUBLICITY PACKAGE FOR PUBLISHED FIRMS

- ▶ **FREE print-ready PDF of your magazine layout for firms entering more than one project or a project with a 2-page layout**
- ▶ **FREE congratulatory letter and copies of the Architectural Portfolio for the school/university**
- ▶ **FREE project posting on SchoolDesigns.com**
- ▶ **FREE award plaque**
- ▶ **FREE copies of the Architectural Portfolio**
- ▶ **FREE customized press release**
- ▶ **FREE searchable Find A Professional directory listing with logo linked to your projects on SchoolDesigns.com**
- ▶ **FREE trade show distribution**
- ▶ **FREE Education Bond Alert emails alert you to upcoming education construction projects**