



American  
Alliance of  
Museums

# 2023 ADVERTISING --- MEDIA KIT

# Your Access to the World of Museums

The American Alliance of Museums supports the entire ecosystem of the museum field and museum professionals working in all functional areas.

AAM offers a unique opportunity to share your story, positioning your organization as a thought leader in the museum market and reach current and potential clients.

Each of the major AAM publications described in this media kit reaches distinct audiences of over 38,000 museum professionals. No other association in the museum market offers this depth of market penetration.

AAM member museums span a wide range of organizations. The charts below illustrate the reach into each of these market segments and the profile of professionals at these museums who read AAM publications.

Member Museums by Type	
History/Historic Sites	52%
Art	22%
Natural History	4%
Multidiscipline	4%
Other*	18%

\*Includes specialty museums, anthropology museums, military museums, visitors centers, interpretive centers, halls of fame and presidential libraries, science/technology, botanic gardens, children/youth, transportation, zoos/aquariums



## The Key to CONSERVATION

Three zoos and aquariums are designing environmental empathy into their work.

By Ed M. Goldberg, Jon Whitman, Michele Miller Housh, Kristin Davis, and Laurie Stuart

**In a time when** the biological diversity of our planet is at risk, zoos and aquariums are doing pioneering work to engage the heart of nature by addressing an important aspect of human design: empathy. Their work in building empathy for positive conservation outcomes is rooted in education, long-term, multidisciplinary collaboration that is culture centered. When a heart is to nature, an aquarium is transformed into one that also builds empathy, bridges of understanding, and emotional connection with the environment, we can appreciate

the importance of our individual choices within an interconnected system. To design and create a better behavior that contributes to the best of nature, we must move from an individual understanding of the environment. We must also understand that the choices we make are interconnected, and as a consequence, this requires a perspective that is not just about the individual, but about the system. Through the lens of empathy, we might realize we are inherently connected to something much greater than ourselves — all of humanity and the environment. This understanding

"When we try to pick out anything by itself, we find it hitched to everything else in the universe. One fancies a heart like our own must be beating in every crystal and cell, and we feel like stopping to speak to the plants and animals as friendly fellow mountaineers."

—John Muir

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## Museum Professionals by Function

Directors	15%
Educators – Museum	15%
Management/Conservation	11%
Exhibition	9%
COOs/Senior Management	6%
Consultants and Independent Professionals	4%
PR/Marketing/Publications/Community Outreach Directors	4%
Development Directors	4%
Visitor Services Directors	3%
Volunteers Management/Volunteers	2%
Administrative Staff	2%
Other*	8%

\*Includes educators at colleges and universities, facility/operations directors, archivists/librarians, technology directors, finance/accounting directors, audience evaluation, membership directors, human resources directors, security directors, museum store directors, legal/government affairs directors



# Ways to Connect with Museums

Connect with museum client prospects using an integrated approach that includes print, web, and email advertising and advertorials.

Here are nine ways AAM helps you reach potential clients:

**Museum Magazine** Have your company featured on the pages of AAM's award-winning flagship magazine. *Museum* reaches approximately 23,000 museums and professionals six times a year.

**AAM Website** The AAM website had more than 4.9 million pageviews in 2021, and focuses on key categories of interest to museums along with dedicated pages for member services.

**JobHQ** AAM's JobHQ is the most visited museum jobs board on the web and averages over 63k visitors per month. Banner opportunities available.

**Alliance Blog Advertorial** The Alliance blog has an average of 15,000 readers a month and provides the museum community with a place to share stories and insights, in their own voice, reaching thousands of people across the global museum field.

**Aviso Newsletter** This weekly newsletter is delivered every Tuesday to over 26,000 of AAM's museum professional members. *Aviso* focuses on issues facing the museum industry and has an open rate of more than 30 percent.

**Dispatches Newsletter** Dispatches from the Future of Museums consists of stories highlighting trends that will shape the culture and society of the museum community in the decades ahead. Dispatches is delivered every Thursday to over 36,000 subscribers and has an average open rate of 26 percent.

**Museum Junction** Museum Junction, an extremely popular online discussion forum for museum professionals, receives over 78,000 visitors yearly and serves as a convening place for Professional Network members, those attending AAM events such as Museums Advocacy Day, and more.

**AAM Annual Meeting & MuseumExpo** The AAM Annual Meeting & MuseumExpo is bringing together thousands of museum professionals from across the U.S. and around the world featuring interactive educational sessions, networking events, and a vibrant exhibit hall. Advertising opportunities surrounding the conference include *Museum* magazine's MuseumExpo Product Guide, Annual Meeting App, AAM Annual Meeting Website, and newsletters.

**Museum Marketplace** The AAM Museum Marketplace makes it easy for museum professionals to learn about your products and services and then connect with you directly.



# Museum Magazine

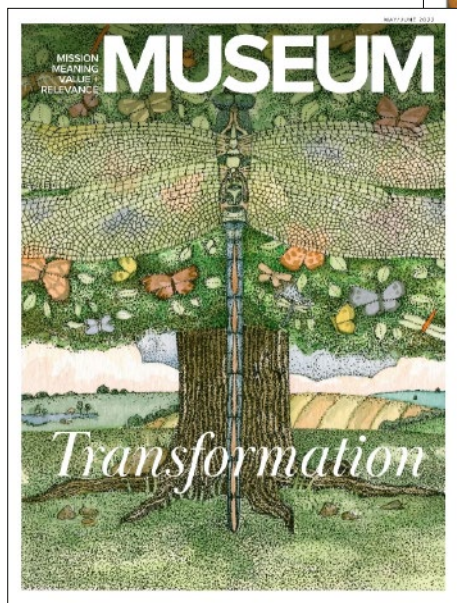
The bi-monthly print and digital editions of *Museum* magazine offer unparalleled access to reach more than 23,000 individual, institutional, and company members representing museum CEOs, directors, curators, finance officers, exhibition designers, educators, registrars, visitor services staff, consultants, and many others who purchase or recommend products and services for museum organizations. Together, these institutions spend \$15.7 billion annually in products and services.

## Editorial Content

As the museum industry's flagship publication, *Museum* is uniquely positioned to draw reader interest with insightful editorial coverage not available from any other source. Feature articles provide detailed analysis and commentary on timely issues including leadership development, exhibitions, standards and practices, finance, risk management, fundraising, marketing, public relations, sustainability, architecture, and facilities development and management. Recent themes have included: organizational excellence, community engagement, transformation, and climate change and environmental sustainability.

## 2023 EDITORIAL CALENDAR

Jan/Feb	TrendsWatch
Mar/Apr	Storytelling
May/June	Social and Community Impact (Annual Meeting Issue)
July/Aug	Education
Sept/Oct	Advocacy
Nov/Dec	Repatriation





## 2023 Museum Magazine Advertising Rates

AD SIZE	1X	3X	6X
Full Page	\$4,345	\$3,795	\$3,245
1/2 Page	\$2,750	\$2,475	\$2,145
1/4 Page	\$1,925	\$1,705	\$1,595
Cover 4	\$5,445	\$4,895	\$4,345
Covers 2, 3 and Opposite Cover 2 (pg 1)	\$5,225	\$4,675	\$4,125
Advertorial Spread	\$5,445	\$4,895	\$4,345

\*Rates are per issue. No additional charge for bleed on full pages.

## Contract Reservation and Materials Deadlines

ISSUE	AD SALES CLOSE	MATERIALS DUE
Jan/Feb	12/2/22	12/9/22
Mar/Apr	1/27/23	2/3/23
May/June	3/31/23	4/7/23
July/Aug	5/26/23	6/2/23
Sept/Oct	7/28/23	8/4/23
Nov/Dec	9/29/23	10/6/23

## Requirements for Museum Advertorials

Advertorials can reach up to 1,000 words. The advertiser/ad agency is responsible for layout of the advertorial in accordance with guidelines provided by AAM, including placing the word "ADVERTISEMENT" at the top of each advertorial page. The layout must comply with Design Accessibility Standards as outlined on the last page of this media kit. Each advertorial may only appear once in the magazine.

## Sample Advertorial/Ad Layouts

**DESIGNING AND MANAGING THE 21ST-CENTURY MUSEUM**

As the Museum of Modern Art (MoMA) prepares for its 75th anniversary, it is looking for a new way to engage its audience. The museum is seeking a new way to engage its audience, and it is looking for a new way to engage its audience. The museum is seeking a new way to engage its audience, and it is looking for a new way to engage its audience.

**THREE COURSES FOR THE MODERN MUSEUM PROFESSIONAL**

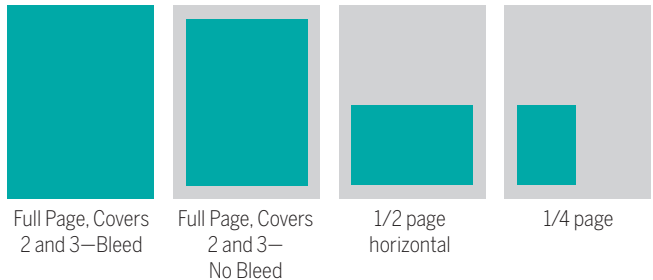
**Leadership and the Twenty-First-Century Museum: Leadership and Strategic Planning, Funding, and International Work**

**Creative Engagement at the National Museum of Natural History**

**Collections Digitization and Digital Asset Management**

## Material Specifications

AD SIZE	WIDTH	HEIGHT
Full Page, Covers 2 & 3—Bleed	8.5"	11.125"
Full Page, Covers 2 and 3—No Bleed	7.125"	9.75"
Cover 4	8.5"	8.75"
1/2 page horizontal	7.125"	4.65"
1/4 page	3.5"	4.65"
Advertorial Page	7.125"	9.5"



The trim size of *Museum* magazine is 8.25 inches wide by 10.875 inches high.

Please keep all text and important images 0.5 inches inside the trim or outer edge of the page.

Ad material must be a high-resolution (300 dpi), press-quality PDF.

Submit ad materials to AAM Advertising Production at [aam\\_production@adboomadvertising.com](mailto:aam_production@adboomadvertising.com).

**BETTER EVALUATION MAKES BETTER EXHIBITS**

**IT IS A BRIGHT, NEW WORLD FOR MUSEUMS**

**FRESH IDEAS AND INNOVATIVE SOLUTIONS FOR TODAY'S LEADING MUSEUMS.**

**roto**

# AAM Website

aam-us.org

## 2021 AAM Website Usage

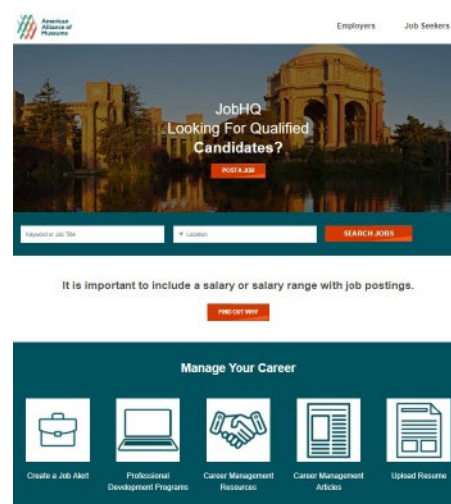
**1.1**  
Million  
Users

**2**  
Million  
Sessions

**4.9**  
Million  
Pageviews

The AAM Website had more than 4.9 million pageviews in 2021. It features expanded content focusing on several key categories of interest to museums and dedicated pages for popular AAM member services.

For each of the content areas, AAM will continually publish targeted articles throughout the year. Articles posted on the website are often promoted in AAM's weekly member newsletter, *Aviso* (over 26,000 member subscribers), Facebook (47,000 followers), Twitter (66,000 followers), and LinkedIn (46,000 followers), driving even more visitors to the website.



## Reach 300k+ visitors per year on our homepage: aam-us.org

Your ad on the AAM homepage (aam-us.org) has the best placement on our website, which receives 300k+ visitors per year looking to read our blog, learn about the Alliance, join AAM as a member, and more.

AAM Website Page (per month rate)	Size	1-Mo	3-Mo	6-Mo	12-Mo
AAM Website Home Page (Halfway Down)	300x250	\$1,500	\$1,250	\$1,000	\$800

## Secure your place on the most visited museum jobs board on the web

AAM's JobHQ is the most visited museum jobs board on the web, with 960k unique pageviews in 2021 (avg. of 80k per month). Your placement across all pages of JobHQ assures that you'll reach museum professionals from around the globe.

AAM Website Page (per month rate)	Size	1-Mo	3-Mo	6-Mo e	12-Mo
Careers & AAM's JobHQ (Top)	728x90	\$1,500	\$1,250	\$1,000	\$800

## Reach the most active AAM website readers by category

AAM Category Page (per month rate)	Size	Pageviews/Mo	1-Mo	3-Mo	6-Mo	12-Mo
Events Calendar Page (Top Right)	300x600	920	\$1,250	\$1,000	\$800	\$650
Museum Magazine Page (Top Right)	300x600	1,200	\$1,250	\$1,000	\$800	\$650
Resource Library Page (Top Right)	300x600	1,400	\$1,250	\$1,000	\$800	\$650
Manage Your Career Page Some popular categories include: Career Management, Collections Stewardship, DEAI, Events, Exhibitions, and Future of Museums. For a full list of all categories, visit: aam-us.org/topics	300x600	2,900	\$825	\$715	\$550	\$495

**\*BONUS for Category Page advertisers:** When your ad appears on one of the category landing pages, it also appears at the top right of each of the article pages within that category, providing extra exposure as readers explore the content articles in the category. The current category pages may sunset and transition to new feature pages. If you're interested, please contact us and we'll keep you posted as we make this transition.

## AAM Website Advertising Material Specifications

Ad material must be in PNG or GIF format. The recommended size is 100 KB or less. Additionally, ads should be 80% image and 20% text and all text should be at least 12 points in size. All ads run the first through the end of the month and art is due seven business days prior to the publication date. Submit ad materials to AAM Advertising Production at aam\_production@adboomadvertising.com.

# Alliance Blog Advertorial

The Alliance blog ([aam-us.org](http://aam-us.org)) provides the museum community with a place to share stories and insights, in their own voice, reaching thousands of people across the global museum field. Share your story by writing an advertorial about your company's product or service that is relevant to the museum community. Help museum professionals make informed decisions about the best products, services and processes to do their jobs better and more efficiently.

## Advertorials should incorporate the following features/qualities:

AAM reserves the right to maintain the editorial style of our blog and accordingly, all advertorials must adhere to our design and style requirements. Adhering to these requirements will greatly expedite the approval process of your advertorial. If you have questions regarding the content accepted by AAM, please contact us. AAM further reserves the right to alter or edit our Advertorial Guidelines at any time. In addition, we reserve the right to refuse any advertorial from any business or individual for any reason. All submitted advertorial copy is subject to approval and/or editing by AAM staff for editorial style, spacing, and grammar.

## Guidelines:

- Articles should be conversational but professional and must contain clear, timely information.
- Use the active voice.
- Spell proper names correctly and give a person's complete job title in the first reference.
- Body copy should be between 900-1000 words and should blend with the style and formatting of the blog. (Word counts are approximate, you may be required to cut or add content as requested by AAM.)
- Any contact information must be included in the company profile and is limited to 150 words.
- Consider the AAM audience (the global museum field).
- Advertorial content should be written in the style of an article and should discuss the potential benefits of the product/service (as opposed to being solely about the features of the product/service). Ideally, the content will include real-life scenarios or case studies that demonstrate the effectiveness and greater efficiencies the product/service provides.
- As a knowledge expert, your advertorial should be informative, solutions-based, engaging, and structured as a story.
- You may provide up to three images (JPEG files) to accompany your advertorial. The company must be the copyright holder of any image provided.
  - Images should be at least 1280 pixels wide and 720 pixels tall (edges outside of a 16:9 ratio will be cropped).
  - Provide one small-sized image of your company logo to include with your company profile.
  - You may also provide one image to include within the body copy of the advertorial at no additional cost.

## Three Ways Epson Moverio Augmented Reality Smart Glasses Can Enhance Visitor Experiences at Museums

Posted on Jan 19, 2022



## Advertising Rates

AD TYPE	RATE
Non-AAM Members	\$3,500
AAM Industry Members	\$2,500
Per Hyperlink (after three)	\$50/each
Per Image (after three)	\$50/each

- Advertorials are published on the front page of [www.aam-us.org](http://www.aam-us.org) for 1 month (very high visibility placement) and then remain in the public archives of the AAM website, [aam-us.org/category/alliance-labs](http://aam-us.org/category/alliance-labs).
- Ad materials are due four weeks prior to publication date.

# Aviso Newsletter

Published weekly on Tuesdays, *Aviso* reaches over 26,000 AAM members and has an open rate of more than 30 percent.

*Aviso* provides insight into key issues facing the museum industry, covers breaking news, reports on legislative updates, publicizes seminars and workshops, and includes a calendar of upcoming events.

## Industry Partner Showcases

This advertorial is written by you and appears within the editorial content of *Aviso*. It should be written as a news-style article and contain useful information that goes beyond just the promotional angle. We encourage you to highlight a successful case study involving an AAM member museum that has used your product or service.

**Industry Partner Showcase 1:** About 75 words of the advertorial will appear in *Aviso* with a short, one or two line headline that is linked to your advertorial, and you may add an additional link in the copy to your advertorial, with the link to where your full advertorial appears. Some Industry Partner Showcases may receive additional exposure through AAM social media posts.

Image options include (pick one):

- a 540x250 photo or graphic above the text
- or a 264x264 company logo aside the text

**Industry Partner Showcase 2** is featured just below the Coming Calendar and includes about 50 word description, 5-word headline, 264x264 logo, and link to your website or full advertorial.

## Aviso Advertising Rates

AD TYPE	SIZE	1X	3X	6X or more
Top Banner	650x80	\$1,500	\$1,200	\$1,000
Middle Banner	650x80	\$1,200	\$900	\$750
Interior Banner	320x120	\$900	\$750	\$600
Industry Partner Showcase Advertorial 1**		\$1,000	\$850	\$700
Industry Partner Showcase Advertorial 2**		\$950	\$850	\$700

Classified Ad\*\* \$1.99/word

\*Rates are per issue. \*\* Ad formats may be edited to reduce line breaks at the direction of AAM's style.

## Aviso Advertising Material Specifications

Ad material must be in PNG or static GIF format. The recommended size is 100 KB or less. Additionally, ads should be 80% image and 20% text and all text must be at least 12 points in size.

Submit ad materials to AAM Advertising Production at [aam\\_production@adboomadvertising.com](mailto:aam_production@adboomadvertising.com).

Top banner ad

Middle banner ad

Classified ad

Industry Partner Showcase Advertorial

Interior Banner Ad





# Dispatches from the Future of Museums

*Dispatches from the Future of Museums* is a digest of curated articles compiled by the Center for the Future of Museums. Each week we share stories highlighting trends that will shape culture and society in the future, projections of how these trends may play out, tools and technology that can help museums embrace the future, and examples of museum innovation in action.

Published weekly on Thursdays, *Dispatches* reaches over 36,000 museum professionals and has an open rate of more than 26 percent.

## Dispatches Advertising Rates

AD TYPE	SIZE	1X*	3X*	6X*
<b>Leaderboard</b>	728x90	\$1,650	\$1,320	\$1,100
<b>Product Showcase 1**</b> Include a 175x125 image, 5-word headline, 50-word description and link to your website.		\$1,320	\$1,100	\$880
<b>Featured Article**</b> Includes a 540x250 or 250x250 image, 5-7 word headline, 100-word description and link to the article of your choice.		\$1,100	\$935	\$770

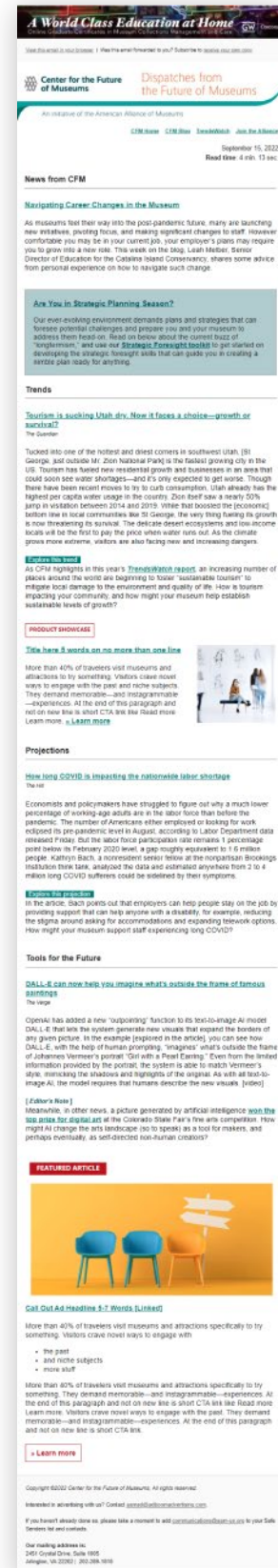
\*Rates per issue.

\*\* Ad formats may be edited to reduce line breaks at the direction of AAM's style.

## Dispatches Advertising Material Specifications

File Format needs to be static GIF or JPG, and files no larger than 100K.

Submit ad materials to AAM Advertising Production at  
aam\_production@adboomadvertising.com.



◀ Leaderboard

◀ Product Showcase

◀ Featured Article

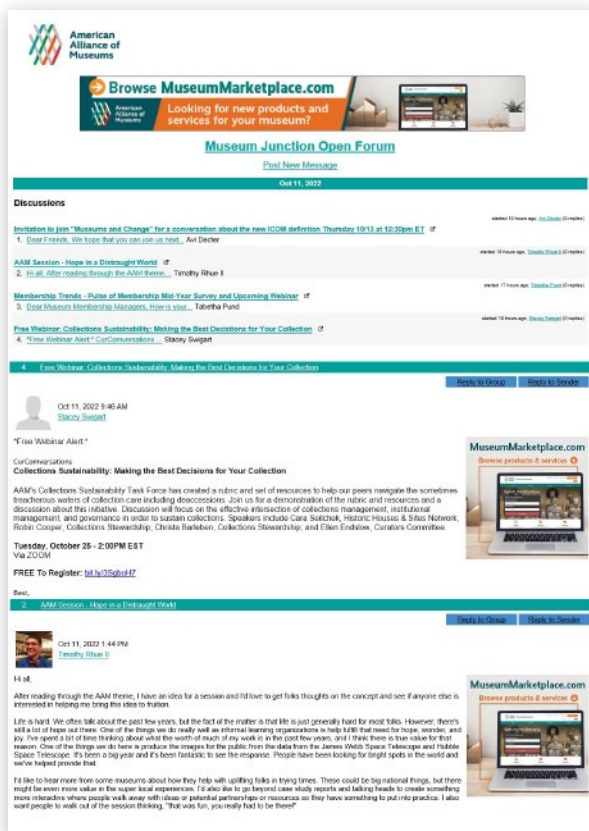
# Museum Junction

The Museum Junction site receives over 75,000 visitors per year with over 20,000 unique pageviews per month.

The AAM Museum Junction Open Forum is a popular discussion platform for more than 60,000 museum professionals, with over 38,000 of those receiving daily Museum Junction Open Forum Digest emails. The digest emails have an open rate of 20%.

Your ad can be placed in Open Forum Digest emails (at the top or next to each discussion post) and on the Open Forum Homepage next to each discussion post, giving you multiple placements to reach a highly active Museum Junction audience.

## Museum Junction Open Forum Digest Emails



## Museum Junction Advertising Rates

AD TYPE	MONTHLY RATE
Open Forum Digest Emails - Top Banner Ad*	\$3,000
Open Forum Digest Emails - Discussion Box Ads*	\$2,500
Open Forum Homepage Box Ads	\$2,500

\*Cannot be reserved simultaneously.

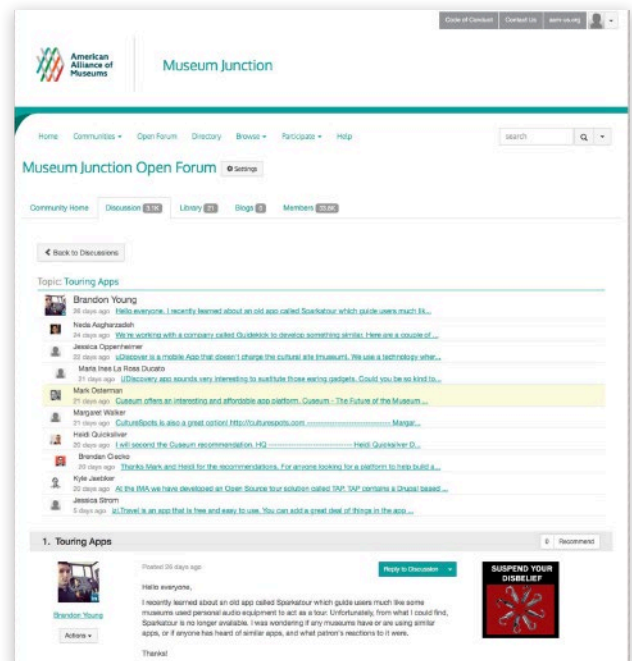
## Museum Junction Advertising Material Specifications

AD TYPE	SIZE
Open Forum Digest Emails - Top Banner Ad	728x90
Open Forum Digest Emails - Discussion Box Ads	250x250
Open Forum Homepage Box Ads	250x250

Ad material must be in PNG format. Recommended size is 100 KB or less. All ads run the first through the end of the month and art is due 5-business days prior to pub date.

Submit ad materials to AAM Advertising Production at [aam\\_production@adboomadvertising.com](mailto:aam_production@adboomadvertising.com).

## Museum Junction Open Forum Homepage



# AAM Annual Meeting & MuseumExpo

Each year the AAM Annual Meeting & MuseumExpo welcomes the largest number of museum professionals in the world, representing the U.S. and more than 50 countries. #AAM2023 takes place May 19-22 in Denver, Colorado, and explores how more museums can harness the power of social impact, in order to build thriving, relevant, and essential institutions.

## Conference Attendee Newsletters

One banner placement per month is available in AAM's conference promotional emails for the months of November, December, and February. Two banner placements are available for January. Delivered to 20,000 members and subscribers.

## Advertising Rates

AD TYPE	SIZE	1X
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Top Banner 728x90 \$1,800

\*Rates are per issue. Ad material must be in PNG or static GIF format. The recommended size is 100 KB or less. Additionally, ads should be 80% image and 20% text and all text should be at least 12 points in size.

## Art Deadlines

ISSUE	MATERIALS DUE
November	October 18
December	November 17
January	December 18
February	January 18

## Museum Magazine May/June Annual Meeting Issue

Exhibitors are invited to give attendees a sneak peek into their exhibition by advertising in the **Product Guide** section of *Museum* magazine. Issue will be delivered to over 23,000 members prior to event with BONUS distribution at conference.

## Advertising Rates

AD SIZE	1X
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Full Page \$2,950

Annual Meeting App Banner (2 Available) \$5,000

## AAM Annual Meeting & MuseumExpo Website Ads

Advertising is available on the AAM Annual Meeting website from **mid-January (estimated) through June**, approximately 5-6 months. Vertical Sidebar ads are offered on seven pages within this website at the rates shown below.

## Advertising Rates

AD TYPE	APPROXIMATE IMPRESSIONS	SIZE	RATE
Registration Page	40,000*	300x600	\$2,950
Schedule Page	26,000*	300x600	\$2,950
MuseumExpo Page	6,000*	300x600	\$2,175
FAQ Page	6,000*	300x600	\$2,175
About Page	4,000*	300x600	\$1,980
About Denver	2,500*	300x600	\$1,800

Travel & Housing Denver 2,500\* 300x600 \$1,800

\*These approximate impressions are for the time frame the pages are live leading up to the AAM Annual Meeting, approximately 5-6 months.

AAM's Annual Meeting & MuseumExpo is the only event of its scope and scale. It brings together museums of all types and sizes—from art and history museums to zoos and botanic gardens—to share ideas and make connections that are transformative. It's a place where all museum professionals learn from one another, create partnerships, and leave inspired to make an impact on their museums, communities, and the world.

Registration for the 2022 AAM Annual Meeting & MuseumExpo (#AAM2022) is now open. Please review the FAQ below for more information. We look forward to seeing you at #AAM2022 in Boston May 19-22!

[General Registration](#)  
[Call for Proposals & Program](#)  
[MuseumExpo & Exhibitors](#)



## General Questions

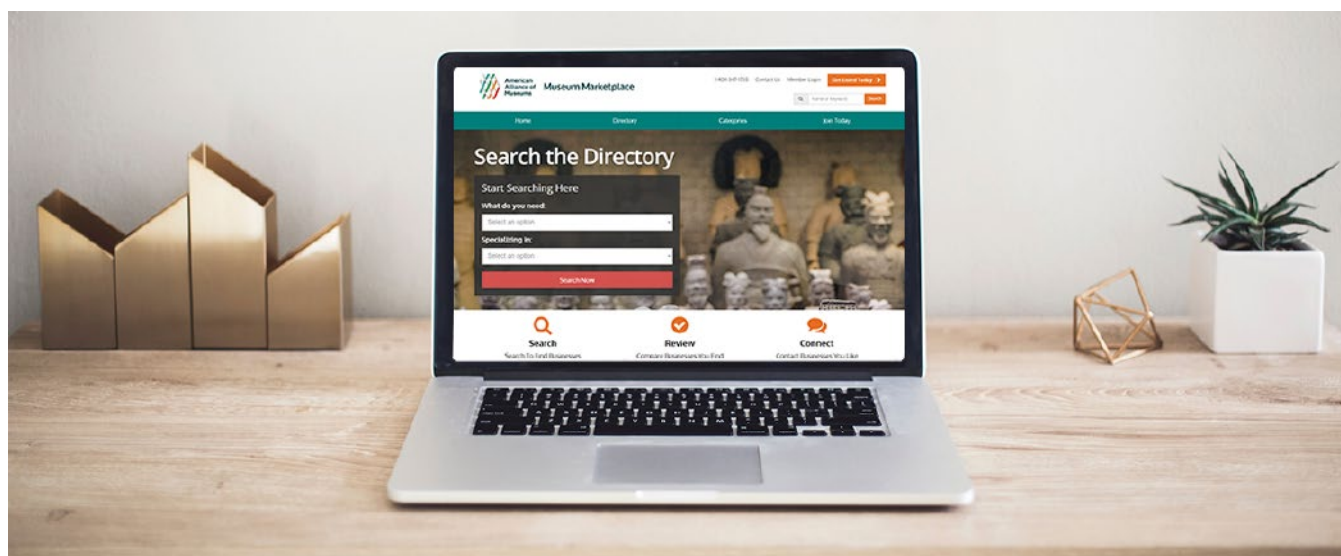
What are the dates and the location for the 2022 AAM Annual Meeting & MuseumExpo?

The 2022 AAM Annual Meeting & MuseumExpo is taking place May 19-22, 2022 at the Boston Convention and Exhibition Center at 415 Summer St, Boston, MA 02216.

What are the current health and safety protocols for #AAM2022?  
We are following the city of Boston's current health and safety protocols.

Update 6/22: On February 18, Boston lifted its vaccination requirements for indoor venues. While Boston has also lifted indoor masking requirements, at this time, we are highly recommending all attendees wear masks while in the convention center when not eating or drinking. All AAM staff members and volunteers are required to mask while indoors unless eating or drinking. KN95 masks will be available to attendees as needed.

# Museum Marketplace



AAM's Museum Marketplace officially re-launched in early 2020 with a fresh look and new features to get your business in front of your target audience. With enhanced search functions for easy use and a beautiful new interface, the revamped AAM Museum Marketplace makes it easy for prospects to not only find your products and services, but also connect directly with you.

Check out all the products and services offered across dozens of categories at **MuseumMarketplace.com**. You can create a new listing directly on the site by clicking on the "Join Today" tab.

Companies are listed in alphabetical order with more than 50 museum-related business categories to choose from.

## Available listing options:

### ENHANCED LISTING

**\$49.99/month\* or  
\$499/year\***

Top Tier in Search Results

Listed in 5 Categories

Direct Contact Ability

Full Customization of Listing

Featured on Homepage

### BASIC LISTING

**\$49/year\***

Appear in Search Results

Listed in 1 Category

## Museum Marketplace Banner Advertising Rates

AD TYPE	SIZE	3-MONTHS	6-MONTHS	9-MONTHS	12-MONTHS
Top Leaderboard	970x90	\$3,000	\$5,400	\$7,200	\$8,400
Medium Box	360x360	\$3,000	\$5,400	\$7,200	\$8,400
Lower Leaderboard	970x90	\$2,500	\$4,500	\$6,000	\$7,000

## Museum Marketplace Advertising Material Specifications

Ad materials must be in JPG or GIF format. File must be 100KB or less.

\* Introductory pricing. Rates subject to change.

\* AAM Industry Membership Discounts do not apply.

Submit ad materials to AAM Advertising Production at  
aam\_production@adboomadvertising.com.



## Terms and Conditions

American Alliance of Museums ("Alliance") publications are published for and on behalf of the association's membership to advance the museum profession. The Alliance therefore reserves the right to reject, omit or cancel advertising that it feels is not in the best interest of the membership or the profession.

### CLOSING DATES AND INSERTIONS

- Insertion orders must be confirmed in writing by space closing date listed on the rate card. Orders received after space reservation deadline will not be published in that issue. Verbal or electronic mail orders without contracts are not acceptable.
- Artwork must arrive by specified art closing dates. No typesetting or alterations will be done by the printer or the Alliance; no ad proofs will be available for advertiser to review prior to print run.
- Previous artwork will be repeated if new artwork is not received by the closing date.
- Submit ad materials to AAM Advertising Production at [aam\\_production@adboomadvertising.com](mailto:aam_production@adboomadvertising.com).
- The word "advertisement" will be placed on copy that, in the publisher's opinion, resembles editorial matter. Publisher reserves the right to determine ad placement, although every effort will be made to fulfill ad placement requests.
- No conditions, printed or otherwise, appearing on the space order, billing instructions, or copy instructions that conflict with the publisher's stated policy will be binding on the publisher.
- Advertisers and for their respective agencies assume all liability for content of advertisements and assume responsibility for any claims therefore made against AAM.
- Artwork will be destroyed 12 months after the advertiser's last insertion of a specific ad.

### PAYMENT/BILLING

- The Alliance encourages advertisers to prepay upon submitting the insertion order. Invoices will be e-mailed or mailed with an ad tearsheet immediately following publication for advertisers that did not prepay.
- Payment must be received 30 days after the invoice date.
- The Alliance reserves the right to require full payment in advance for organizations with a poor credit history.
- A 15% agency discount is applicable for recognized ad agencies.
- **AAM Industry Partner** members receive a 15% discount on full price ads. Discount cannot be combined with the agency discount. (Visit [aam-us.org/membership](http://aam-us.org/membership) for more information.)
- Rates are gross—15% discount for advertising agencies.

### CANCELLATIONS

- No cancellations or changes in insertion orders will be accepted after the space reservation closing dates. Cancellations must be received in writing prior to the space closing date.
- Any advertiser canceling advertisements after the closing date must pay the full space charge.
- Advertisers who fail to comply with frequency contracts will be responsible for full fee at the shorter rate and adjusted invoice generated for previous ads when relevant.

### DELINQUENT ACCOUNTS

- Those accounts that are outstanding for 60 days or more will be restricted from advertising until full payment is received. Accounts more than 90 days past due will be referred to collection.

### ACCESSIBILITY STANDARDS

- Accessibility is a key focal point for museums and for the work of AAM. Thus all graphics must be ADA compliant and fully accessible for all audiences. AAM reserves the right to make changes to ads that do not meet accessibility standards. You may find this webpage useful in understanding website accessibility guidelines: <https://www.ada.gov/pcatoolkit/chap5toolkit.htm>. This website may be useful for understanding print accessibility features: <https://cnib.ca/sites/default/files/2018-07/CNIB%20Clear%20Print%20Guide.pdf>.