

American
Alliance of
Museums

2024 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.

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. These work in building empathy for positive conservation outcomes across a wide range of long-term, multidisciplinary collaborations that are nature centered. When a heart is in service, an experience 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.

"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

AAIM000001 July-August 2023 | aam.org | 25

Museum Professionals by Function	
Directors	15%
Educators – Museum	15%
Collections 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

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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 eleven 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 3.9 million pageviews in 2022, 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 4,000 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 27,000 of AAM's museum professional members. Aviso focuses on issues facing the museum industry and has an open rate of more than 35 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 40,000 subscribers and has an average open rate of 34 percent.

Museum Junction Museum Junction, a popular online discussion forum for museum professionals, has over 60,000 users and serves as a convening place for members of the museum community.

AAM Annual Meeting & MuseumExpo The AAM Annual Meeting & MuseumExpo brings 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 directory makes it easy for museum professionals to learn about your products and services and connect with you.

Exhibition Journal Highlight your products and services in the journal of exhibition theory and practice. *Exhibition* reaches 1,100 subscribers twice a year.

Future of Museums Summit New two-day virtual Summit highlights the profound disruption of the past several years and how museums can create a better, more equitable, and resilient future. Reach key decision makers, illustrate your thought leadership, and gather leads through advertising.



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: global trends, storytelling, impact, education, advocacy, and repatriation, restitution and reparations.

2024 EDITORIAL CALENDAR

Jan/Feb	TrendsWatch - Culture Wars 2.0, AI Adolescence, Toward Net Zero
Mar/Apr	Volunteers and Volunteerism
May/June	Health & Well-being (Annual Meeting & MuseumExpo issue)
July/Aug	Polarization
Sept/Oct	Leadership
Nov/Dec	Diversity, Equity, Accessibility, Inclusion



2024 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	11/27/23	12/4/23
Mar/Apr	1/26/24	2/2/24
May/June	3/22/24	3/29/24
July/Aug	5/24/24	5/31/24
Sept/Oct	7/26/24	8/2/24
Nov/Dec	9/27/24	10/4/24

Requirements for Museum Advertorials

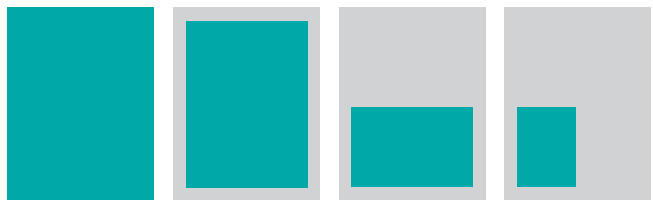
Advertorials can reach up to 1,000 words. The advertiser/ad agency is responsible for layout of the advertorial in accordance with guidelines provided by AAM, including placing the word "ADVERTISEMENT" at the top of each advertorial page. The layout must comply with Design Accessibility Standards as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

Sample Advertorial/Ad Layouts



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"



Full Page, Covers 2 and 3—Bleed

Full Page, Covers 2 and 3—No Bleed

1/2 page horizontal

1/4 page

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.



AAM Website

aam-us.org

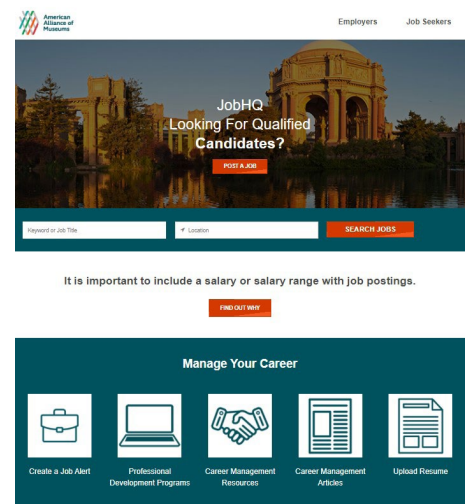
2022 AAM Website Usage

1
Million
Users

1.8
Million
Sessions

3.9
Million
Pageviews

The AAM Website had more than 3.9 million pageviews in 2022. It features new content weekly, key resources of interest to the museum field, membership pages, and professional development for museum staff. Most recently, AAM member resources have been reorganized in a new library format for easier access and navigation.



Reach the most active AAM website visitors!

AAM Website Page (per month rate)	Size	Pageviews/Yr	Pageviews/Mo	1-Mo	3-Mo	6-Mo	12-Mo
JobHQ (home & jobs search pages)	728x90	885,642	73,804	\$1,500	\$1,250	\$1,000	\$900
Home page*	TBD	322,320	26,860	\$1,500	\$1,250	\$1,000	\$900
Membership Pages Bundle*	300x600	95,448	7,954	\$1,500	\$1,250	\$1,000	\$900
Resource Library*	728x90	36,000	3,000	\$1,000	\$800	\$650	\$500
Excellence Pages Bundle*	300x600	31,241	2,603	\$1,000	\$800	\$650	\$500
Museum Facts*	300x600	25,826	2,152	\$1,000	\$800	\$650	\$500
Manage Your Career*	300x600	19,756	1,646	\$1,000	\$800	\$650	\$500

*Ask about availability

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) 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:

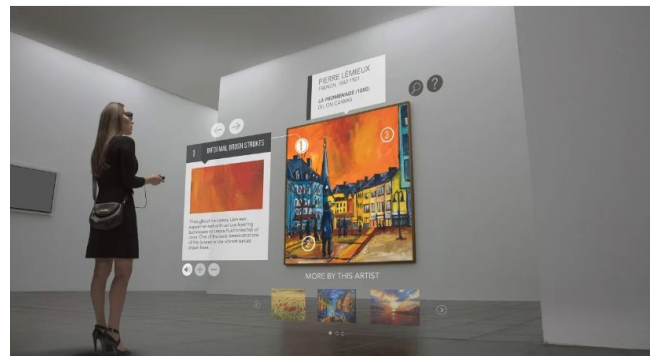
AAM reserves the right to maintain the editorial style of our blog and accordingly, all advertorials must adhere to our design and style requirements. Adhering to these requirements will greatly expedite the approval process of your advertorial. If you have questions regarding the content accepted by 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.
- For examples, see <https://www.aam-us.org/category/industry-advertorial/>

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 for 1 month and then remain in the public archives of the AAM website, 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 27,000 AAM members and has an open rate of more than 35 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

File Format needs to be static GIF or JPG, and files no larger than 100KB. Additionally, ads should be 80% image and 20% text and all text must be at least 12 points in size.

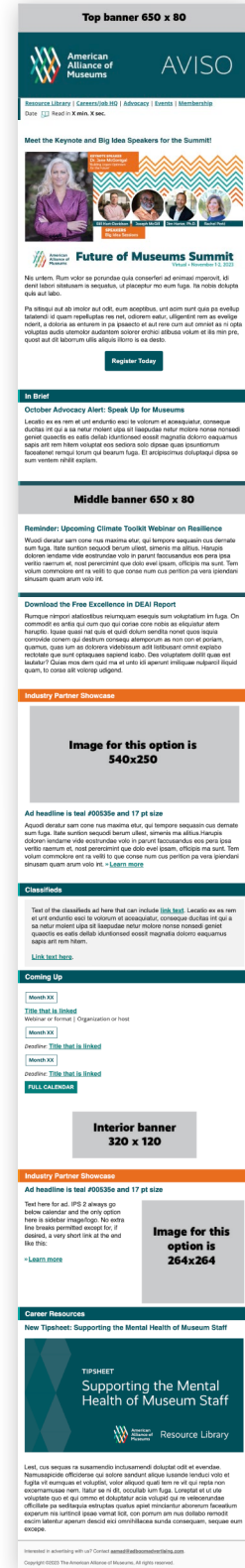
Submit ad materials to AAM Advertising Production at aam_production@adboomadvertising.com.

Top banner ad

Middle banner ad

Classified ad

Industry Partner Showcase 2 Advertorial



Industry Partner Showcase 1 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, the reach of *Dispatches* has steadily increased in recent years to over 40,000 museum professionals, and an open rate of more than 34 percent.

Dispatches Advertising Rates

AD TYPE	SIZE	1X*	3X*	6X*
Leaderboard	728x90	\$1,650	\$1,320	\$1,100
Product Showcase 1** Include a 175x125 image, 5-word headline, 50-word description and link to your website.		\$1,320	\$1,100	\$880
Featured Article** 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

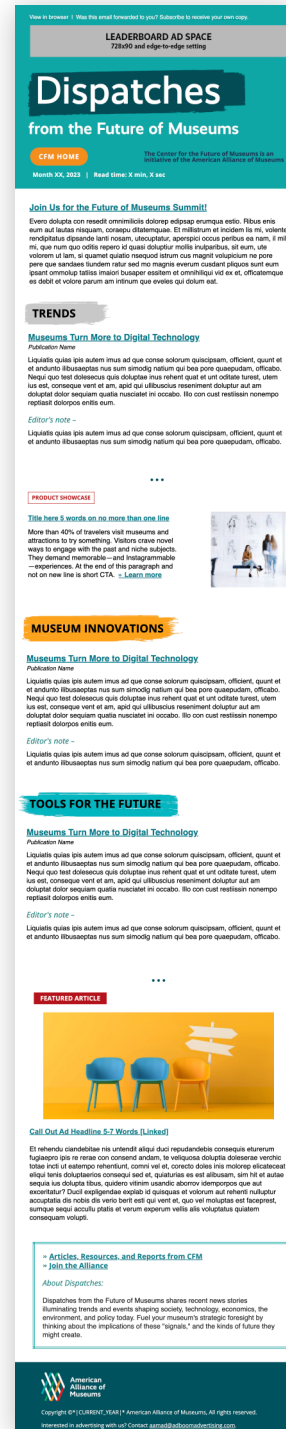
*Rates per issue.

** 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 100KB.

Submit ad materials to AAM Advertising Production at
aam_production@adboomadvertising.com.



◀ Leaderboard

◀ Product Showcase 1

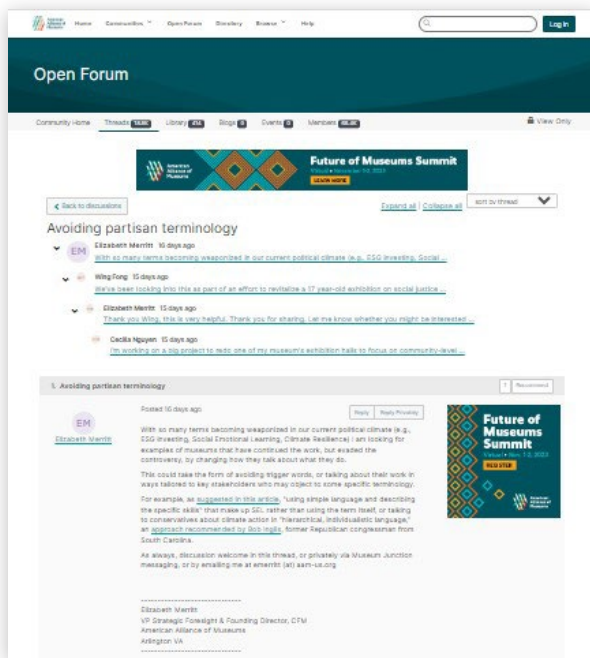
◀ Featured Article

Museum Junction

The AAM community develops and strengthens connections with over 60,000 like-minded museum people on Museum Junction—now with a fresh look and new features providing a more dynamic experience for users. The site has over 75,000 unique pageviews per year with over 6,000 unique pageviews per month.

On this popular discussion platform, museum professionals now have their own home pages where they can monitor discussions and connect directly with other users. Open Forum continues to be the most visited community and 38,000 professionals receive daily Museum Junction Open Forum digest emails. The digest emails have an open rate of 20%.

Museum Junction Open Forum Homepage



Museum Junction Advertising Rates

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

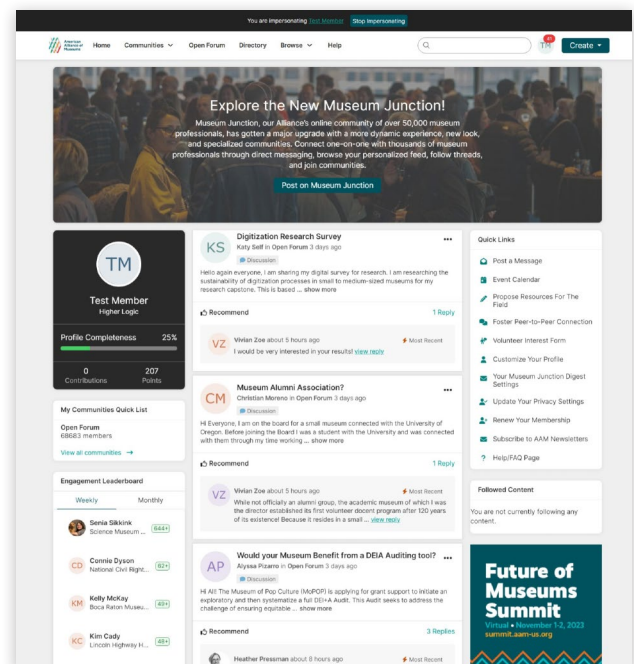
Museum Junction Advertising Material Specifications

AD TYPE	SIZE
Member Home Page	300x600
Open Forum Home Page and Digest Emails	728x90
Open Forum Home Page and Digest Emails	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.

Museum Junction Member Home Page



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. AAM 2024 takes place May 16-19 in Baltimore, Maryland, and will explore how museums play an essential role in promoting health and well-being in their communities.

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
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*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
and Annual Meeting App**

Advertise in the **Product Guide** section of *Museum* magazine that will be delivered to over 23,000 members prior to event with bonus digital distribution at conference. Place a banner ad at the top of the **mobile app landing page** and be seen 20,000+ times by 3,000+ attendees.

Advertising Rates

AD SIZE	1X
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Full Page Ad in Product Guide	\$2,950
Annual Meeting Mobile 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	APPROX. IMPR.	SIZE	RATE
Schedule Page	40,000*	300x600	\$2,950
Registration Page	22,000*	300x600	\$2,950
Bundled Pages	18,500*	300x600	\$2,950
Past and Future Meetings	4,200*		
Information Center for Current Exhibitors	3,900*		
Why Attend	3,500*		
About Baltimore	3,500*		

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

2023 Registration Rates

Early Bird Rates (end February 15, 2023)	Advanced Rates (February 16 – May 18, 2023)	On-Site Rates
Full meeting member rate: \$550	Full meeting member rate: \$550	Full meeting member rate: \$700
Full meeting: \$750	Full meeting: \$850	Full meeting: \$900
Presenter: \$395	Presenter: \$395	Presenter: N/A
Student member: \$250	Student member: \$275	Student member: \$300
One-day: \$300	One-day: \$350	One-day: \$400
One-day Museum/Expo only (F or Sat): \$100	One-day Museum/Expo only (F or Sat): \$100	One-day Museum/Expo only (F or Sat): \$100

[REGISTER FOR #AA6002](#)

Become a member to save!

*AAM Member rates are applicable to Professional and Retired Museum Professional Memberships, as well as staff of Tier 3 Museum Members. Your individual membership status and your organization's membership status can be verified by [logging in](#) to [view your profile](#). If you need additional assistance regarding your membership contact our membership team by email at [membership@aam-us.org](#) or [visit our website](#) to become an AAM Member today and save \$200 off your Annual Meeting registration! Professional memberships start at \$90/year.

Groups & Exhibitor Registration

Group registration is now open. Once four individuals belonging to the same institution, regardless of membership status, register for the Annual Meeting, any additional registrations from that institution will receive \$100 off their registration at checkout.

The registration platform will use your email address domain to determine if you are part of a group (e.g., @aam-us.org). You can [log in](#) to update the email address on your profile to ensure you are recognized as part of your museum's group.

Individuals with existing promo codes or other discounts are not eligible for additional discounts, but do count towards an organization's group size minimum.



2024 Future of Museums Summit – Virtual

In 2023, the Alliance piloted an inaugural, virtual summit attended by 850 museum professionals worldwide, with programming focused on themes that took the disruptions of the last several years to discuss how museums can build a bright, more equitable future: future workplaces, voluntary repatriation, restitution, and reparations, evolutions in digital practices, and solutions to tackle the partisan divide. Following this pilot, in 2024, the Alliance is planning for a virtual summit that is sure to be an exciting event with new themes, and growing attendance.

Reach your target audience, demonstrate your thought leadership, and gather leads through reaching those interested in the future of museums and this virtual event.

FOMS Special Ad Package

AD TYPE	SIZE
Exclusive banner on FOMS website Registration and Schedule Page	300x600 Vertical Sidebars
Exclusive banner ad in Top Lobby (#4 or #5)	120x80
Exclusive banner ad in Auditorium	300x540
Exclusive full page ad or content in the Resource Bag (PDF)	8.5x11

Run dates: October 30 to December 1
All ads hyperlinked to your website or unique landing page
Package only \$3,500
(2 available)

FOMS Lobby

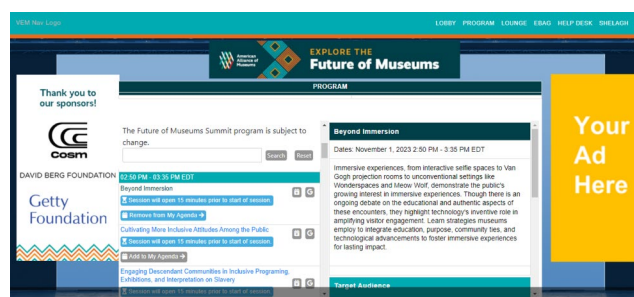
AD TYPE	SIZE	RATE
Exclusive banner ad – (#9 & #10 vertical, 2 available)	100x140	\$800
Exclusive banner ad – (#11 & #12 vertical, 2 available)	120x160	\$800

Run dates: October 30 to December 1
All ads hyperlinked to your website or unique landing page

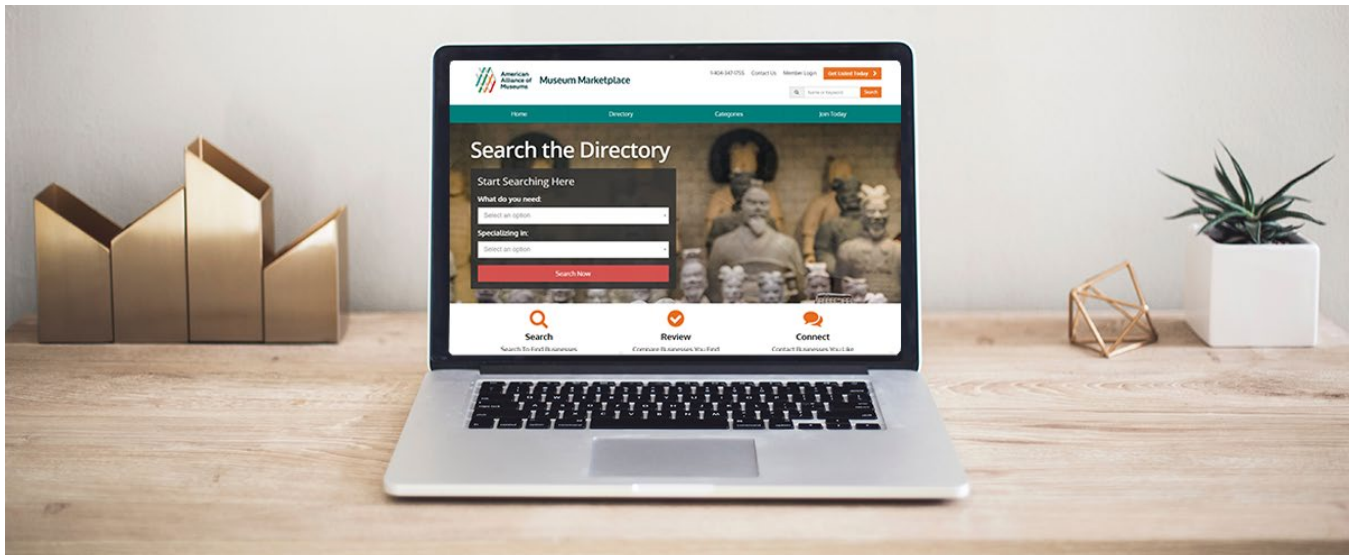
FOMS Auditorium

AD TYPE	SIZE	RATE
Vertical banner on right side – single ads in appear in rotation (3 available)	300x540	\$1,200

High traffic page (keynote, Big Ideas, and concurrent sessions are entered from this location)
Run dates: October 30 to December 1
All ads hyperlinked to your website or unique landing page
Only \$1,200 each



Museum Marketplace



AAM's Museum Marketplace gets your business in front of your target audience. With an easy-to-use interface and enhanced search functions, prospects can find your products and services and connect directly with you through the platform.

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

All listings renew automatically and annual listings receive an email reminder two weeks prior to the payment date.

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 in 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.

Exhibition Journal

exhibition

A JOURNAL OF EXHIBITION THEORY & PRACTICE FOR MUSEUM PROFESSIONALS

Advertise in the 2024 Issues of Exhibition Journal

Published since 1981 by AAM, *Exhibition* is a journal of exhibition theory and practice for the museum community consisting of two issues, Spring and Fall. *Exhibition* has 1,100 subscribers; teaser articles plus the archives are located on the [AAM website](#).

Led by Managing Editor Ian Kerrigan, Exhibits Newsline Editor Jenny-Sayre Ramberg, and Editor Jeanne Normand Goswami, each issue is packed with insights on the latest developments in museum exhibition practice and award-winning designs. *Exhibition* offers more than 100 pages of thought-provoking articles, exhibition critiques, and commentary, technical articles, and essays. Each issue is organized around a theme, such as the power of words, exhibitions and universal design, innovation and community relevance and new media in exhibitions.

Advertising in *Exhibition* is being offered as a package of one ad each for Spring and Fall 2024 (total of two ads).

2024 EDITORIAL CALENDAR

Spring **Alternative Realities**

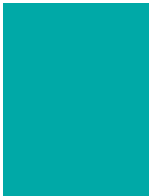
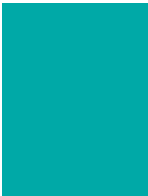


Fall **Active Disruption**

Advertising Rates

AD SIZE	2 ISSUES
Inside cover, front or back	\$3,000
Full Page	\$2,000
½ Page	\$1,000
¼ Page	\$500

Contract Reservation and Materials Deadlines

ISSUE	AD SALES CLOSE	MATERIALS DUE
Spring	1/29/2024	2/5/2024
Fall	1/29/2024	8/1/2024

			
Inside Cover (front or back) full.125" bleed, trim size is 8-1/2" x 10-1/2" full color	Full Page full.125" bleed, trim size is 8-1/2" x 10-1/2" full color	Half Page full color 7-1/2" x 4-5/8"	Quarter Page full color 3-5/8" x 4-5/8"

The trim size of *Exhibition* is 8.5 inches wide by 10.5 inches high.

For Inside Cover and Full Page ads, include 1/8" bleed. Do not include cropmarks.

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.

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.
- 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 except for *Exhibition* journal and Museum Marketplace. Discount cannot be combined with the agency discount. (Visit 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>.