



## Advertising Rates and Opportunities

### Digital Ads – *INFO*rm e-Magazine

Pixel Size	Member Rate	Non-member Rate
Large Banner 600x400	\$250	\$350
Medium Banner 600x250	\$200	\$300
Small Banner 600x100	\$150	\$250

### Print Ads – *Alberta Museums REVIEW*

Dimensions	Member Rate	Non-member Rate
Full page 43.25 x 59 picas 7.25 x 9.75 inches	\$500	\$600
Two-thirds page (Vertical) 28.5 x 59 picas 4.75 x 9.75 inches	\$400	\$500
Half-page (Horizontal) 43.25 x 29 picas 7.25 x 4.8 inches	\$300	\$400
One-third page (Square) 28.5 x x29 picas 4.75 x 4.8 inches	\$250	\$300
One-third page (Vertical) 13.5 x 59 picas 2.25 x9.75 inches	\$250	\$300
One-sixth page 13.5 x 29 picas 2.25 x 4.8 inches	\$175	\$250

Discounts are available to advertisers who purchase multiple ads up front. Please contact the Communications Lead to discuss your advertising needs. Partners and Trade Show exhibitors receive 25% off any advertising opportunity.

## Readership

The Alberta Museums Association's (AMA) publications and website reach a wide audience of professionals in the museum, heritage, and cultural sector throughout the province and beyond. Advertising with the AMA will promote your products and services to the leaders and decision-makers in the museum field, which will allow your organization to connect with people with influence in the sector.

## Distribution

*Alberta Museums REVIEW* is the AMA's journal that is distributed to the over 800 members of the AMA as well as housed in academic libraries and cultural institutions across the country.

The AMA's *INForm* e-magazine is distributed on a quarterly basis to all members of the AMA as well as other stakeholders and professionals in the museum community. It is distributed via email allowing it to be forwarded and shared among colleagues and reaches a larger community. It is also available through the members-only area of the AMA website ([www.museums.ab.ca](http://www.museums.ab.ca)) indefinitely. Audience to the site includes AMA members, museum professionals, industry partners, and stakeholders of the museum community.

## Editorial Calendar

Publication	Content Deadline
<i>INForm</i> Spring Issue	Second Friday in February
<i>INForm</i> Summer Issue	Second Friday in May
<i>INForm</i> Fall Issue	Second Friday in August
<i>INForm</i> Winter Issue	Second Friday in November
<i>Alberta Museums REVIEW</i>	TBD

## Advertising Policies

- All ads must conform to the dimensions specified in the chart.
- All ads submitted must be sent in EPS, PDF, JPG, or TIF formats.
- Any work required to alter materials supplied will result in additional fees. The fees will vary, depending on the nature of the work involved (e.g., text layout and design).
- Rates are subject to change on thirty days' notice.
- The publisher is not bound by any verbal agreements or any conditions conflicting with the policies outlined above.
- The publisher accepts no liability for failing, for any cause, to insert an advertisement.
- All advertisements need the acceptance of the publisher, who reserves the right to reject any material considered unsuitable.

Become an AMA Member and save! Sign up today at [www.museums.ab.ca](http://www.museums.ab.ca).

**Interested in Advertising with the AMA? Contact the AMA Communications Lead at [communications@museums.ab.ca](mailto:communications@museums.ab.ca) or 780.424.2626 x. 244.**