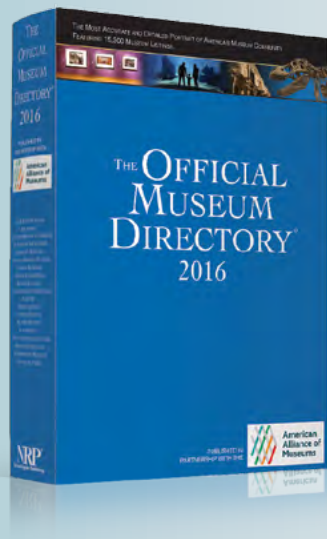




THE OFFICIAL MUSEUM DIRECTORY®

2016 **PRINT** MEDIA KIT

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The Museum Field Standard for 46 years!

The Official Museum Directory is recognized throughout the museum field as an indispensable resource. Produced in partnership with the American Alliance of Museums (AAM), **The Official Museum Directory** provides the most comprehensive and timely information available to the field.

Our unique database contains detailed profiles on 15,300 museums. Included are AAM member museums, our own broad base of institutions, and our extensive guide to museum-specific products & services.

Advertising in **The Official Museum Directory**, available in print and online, will provide you with access to decision makers at our nation's leading museums and a loyal customer base for years to come.

Our unique audience represents significant buying power, and tremendous marketing opportunities.

Relevant Data Professionals Can Rely On

- 15,300 Museums and Related Institutions across the U.S.
- 87 Museum Classifications including –

Air & Space Museums
Aquariums
Arboretums/Botanical Gardens
Art Museums/Centers
Children's Museums
Culturally Specific Museums

General Museums
Historic Houses/Sites
History Museums
Natural History/Anthropology Museums
Nature Centers
Maritime Museums

Military Museums
Planetariums
Science-Technology Centers
Specialized Museums
Transportation Museums
Zoological Parks

- Accurate and Comprehensive Data on Collections, Personnel, Museum Classifications and More...
- Cross-Indexed and User Friendly
- Information updated daily on our subscription database

"The Official Museum Directory is an essential, invaluable tool for anyone working with or for the museum field. Whether it's historical context, scope and size, governance, what have you, it's there in the **OMD**. Suffice it to say...the **OMD** gets a lot of use in the offices of **AAM**."

—Ford W. Bell, **Former AAM President**

Reserve By Dec. 7, 2015
Materials Due Dec. 14, 2015
Pub Date Feb. 2016



Get Inside!

The Official Museum Directory places your advertising inside the museum – on the desks and in the hands of key personnel – museum professionals with purchasing power.

The Official Museum Directory Delivers Reach and Buying Power!

Give your advertising that extra advantage!

- ✓ Highly targeted audience with buying power
- ✓ The definitive reference source on museums for 45 years
- ✓ A trusted AAM partner for over 30 years
- ✓ Universally recognized by museum research professionals
- ✓ Year-round access to decision makers for one low rate
- ✓ High pass-along readership
- ✓ Long shelf life

Access Decision Makers across the U.S.:

- ✓ Directors
- ✓ Curators
- ✓ Researchers
- ✓ Managers
- ✓ Marketing Directors
- ✓ Business Officers
- ✓ Museum Shop Managers
- ✓ Facilities Managers
- ✓ Librarians
- ✓ Archivists
- ✓ And more...

Advertising Rates & Deadlines - Print

All print advertisers will receive a FREE one-year listing on our website!

PREMIUM DISPLAY ADS

Cover 2	\$6,500
Cover 3	\$5,500
Cover 4	\$8,000
Full Page (Front of Book)	\$3,200

TAB DIVIDERS

Sections Available:	\$4,500
Museums	
Products & Services	
Museum Indices	

PRODUCTS & SERVICES GUIDE

DISPLAY ADS

Full Page	\$3,200
Half Page	\$2,800
Quarter Page	\$1,600

LISTING

Listing with Logo	\$785
Listing without Logo	\$500
Each Additional Category	\$125

Listing Specifications

- Logo: 3 in. w x 1 in. h max., TIF or EPS, 300 DPI. Please send as an attachment, not embedded in your email.
- Contact info: Business name, Address, Phone, Fax, Email, Website
- Business description: 150 words or less
- Key personnel: Up to four individuals with titles (optional)

Category Selection

To select the category your listing will appear in, please refer to your insertion order/rate card. If you do not find an appropriate category, please contact us and we will be happy to assist you.

To view other listings on our website visit:

<http://www.officialmuseumdirectory.com/search-suppliers.html>

Be sure to click through your selection to see the entire listing.



Reservation Deadline:

December 7, 2015

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Products & Services Categories

Audio & Video

3D
Audio & Video - General
Audio Visual Equipment
Audio Visual Presentations
Digital Imaging Services
Fiber Optics
Presentations/Integration
Producers
Signage - Electronic
Special Effects
Videos

Building & Facilities

Architectural Design Firms
Building & Facilities - General
Engineering Design Firms
Landscaping
Maintenance & Equipment
Security Equipment
Theater & Auditorium Design
Theater Planning

Business/Retail Services

Appraisers
Business/Retail Services - General
Food Service
Fundraising/Membership
Services
Insurance
Management Consultants
Museum Shop Merchandise
Professional Services
Ticketing Services

Conservation/Education

Archival Products
Conservation Supplies
Conservation/Education - General
Education Supplies/Toys

Exhibits

Animation/Animatronics
Artifact Mounting Supplies & Installation
Design Craftsmen
Dioramas
Display Fixtures
Display Stands
Engineering Design & Consultation
Environmental Equip.
Exhibit Cases
Exhibit Design Firms
Exhibit Fabricators
Exhibition Equip. & Services
Exhibits - General
Framing
Hanging & Fastening Devices
Instruments/Laboratory
Interactive Multimedia Programs &
Exhibits
Lighting
Modeling & Casting
Models & Mannequins
Murals
Sound Design
Structural Panels
Theming
Traveling Exhibitions

Graphic Design/Publishing

Exhibit Graphics
Graphic Design Firms
Graphic Design/Publishing - General
Mapmaking
Media Design
Production
Publishing & Distribution Services

Marketing/Public Relations

Marketing
Marketing/Public Relations - General

Museum Resources/Technical Information

Artwork
Associations
Auctioneers & Liquidators
Collection Management & Development
Computer Software
Executive Search Organizations
Museum Planners
Museum Resources/Technical Info. - General
Photography and Services
Props
Sculptor/Sculptures

Shipping/Storage

Archival Storage Equip.
Art Storage Equip.
Crating
Packing Services/Materials
Shelving Storage Equip.
Shipping & Moving Services
Shipping/Storage - General
Specimen Storage Equip.
Storage Design Consultants
Storage Equip.
Storage Services
Textiles Storage Equip.

**Target your
audience with
these specialized
advertising sections.**

*Don't see what you are
looking for?*

*Additional categories are
available on demand!*



Print Production Specifications

Resolution (DPI)

- Images should be 300 DPI

Color

- Images should be CMYK or grayscale format accordingly.
- Pantone colors are converted to CMYK which may cause slight color variances. This may also cause images to disappear. Please convert before sending to avoid issues in production.
- If using a color registration bar, please place it outside of the bleed area.

File Types

- PDF files are preferred and must have all fonts, art and graphic elements embedded.

Trim Size of Publication: 8.25 x 10.875 in.

Non-Bleed Display Ad

Ad Size	(width x height in inches)
Full Page	7.625 x 10.25
½ Horizontal	7 x 4.625
½ Vertical	3.375 x 9.375
¼ Vertical	3.375 x 4.625

Submissions

Listings and Logos:

ginamarie.delia@officialmuseumdirectory.com

*Display Ads:

kathleen.stein@officialmuseumdirectory.com

*For art files larger than 10mb, please contact Kathy Stein for FTP information.

www.officialmuseumdirectory.com

Bleed Display Ad 8.5 x 11.125 in.

For bleed pages, keep essential matter (text, logos, graphics) 5/16" from all sides of the trim ad size. Proofs should be provided. Publisher reserves the right to trim 5/16" from either side of the bleeds ads to compensate for trim variations.

Tab Dividers and Covers 2, 3, and 4

Same specs as Full Page Non-Bleed & Bleed

Listing Specifications

- Logo: 3 in. w x 1 in. h max., TIF or EPS, 300 DPI. Please send as an attachment, not embedded in your email.
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Contact Information

New Jersey Headquarters

National Register Publishing
430 Mountain Avenue, Suite 400
New Providence, NJ 07974

Advertising Sales, Book Sales & Online Subscriptions

Gina Marie Delia, Sales Manager
908-673-1029
ginamarie.delia@officialmuseumdirectory.com

Production — Print and Web

Kathy Stein, Creative Services Manager
908-673-1205
kathleen.stein@officialmuseumdirectory.com

Mailing Lists

Agnes Orlowska, Mailing Lists Manager
908-673-1206
agnes.orlowska@officialmuseumdirectory.com

Payment Instructions

Please make checks payable to: **National Register Publishing**
Mail checks only to:

National Register Publishing
PO Box 743140
Atlanta, GA 30374-3140

Please do not mail your renewal form with your check to Atlanta. Send your renewal form by mail, email or fax to your sales representative.

Online-only ads will be invoiced when they go live.

Terms and Conditions: No rebate will be allowed for errors in submitted advertisements.

Cancellation Policy: An order may be cancelled in writing, including reason for cancellation. Written notice must be received before the reservation deadline of the upcoming publication. Fax or email is acceptable.