

2018 SEMC Advertising Spec Sheet

Inside SEMC

Full Color Online Quarterly Newsletter published on ISSUU and features hyperlinked ads

Reaches over 3,500 museum professionals in the Southeast

Prices	Full Price/Year	Member	Corporate Membership
Quarter Page	\$ 275	\$ 248	Included with Corporate Friend
Half Page Horizontal	\$ 600	\$ 540	Included with Corporate Partner
Full Page	\$1,000	\$ 900	
Full Page Cover*	\$1,200	\$1,180	

* Annual Meeting Program only

Corporate Members may upgrade their ad. Cost is the Member Price difference between the ad you receive with your membership and the size ad you are upgrading to.

Prices include ad in the Annual Meeting Program.

Ad Sizes

Quarter Page: 3.5625" wide x 3.75" high, non-bleed

Half Page: 7.5" wide x 5.125" high, non-bleed

Full Page: 7.5" wide x 10.25" high, non-bleed

File Specifications

300 dpi or higher

Preferred format: Press Quality PDF

Acceptable formats: PDF, JPEG, TIFF

Materials accepted with RGB or CMYK

Publication Schedule/Material Deadlines

Issue Date	Materials Due
February 10, 2018	December 28, 2016
June 7, 2018	April 26, 2018
November 15, 2018	October 15, 2018

Annual Meeting Program

One Color Printed Publication

Printed on an offset press on matte or silk white paper

Distributed to 500-600 SEMC Annual Meeting attendees

Posted on SEMC website

Color changes from year to year and reflects the meeting's theme.

Published	Materials Due
September 10, 2018	July 10, 2018

Ad Sizes, Prices and Specifications are the same as for *Inside SEMC* quarterly online newsletter.