

## 2017 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

<b>Prices</b>	<b>Full Price/Year</b>	<b>Member</b>	<b>Corporate Membership</b>
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***

February 10, 2017

June 7, 2017

November 15, 2017

#### ***Materials Due***

December 28, 2016

April 26, 2017

October 15, 2017

### **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***

September 10, 2017

#### ***Materials Due***

July 10, 2017

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