


AAM 2010 ADVERTISING CONTRACT

AMERICAN  ASSOCIATION OF MUSEUMS
1575 Eye Street NW, Suite 400, Washington, DC 20036

Yes, my organization is an AAM Industry Partner.

Please check: Advertiser Agency

ORGANIZATION NAME _____

AAM ID NO. _____

ORGANIZATION CONTACT _____

ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____

FAX _____

E-MAIL _____

WEBSITE _____

IF AGENCY, ADVERTISING ORGANIZATION IS: _____

ADVERTISER / AGENCY SIGNATURE _____ DATE _____

Payment Information

Cost for **Museum**® insertions: \$ _____

Agency Discount for **Museum**® insertions
(Please see Terms & Conditions): \$ _____

Total cost for **Museum**® insertions: \$ _____

Total cost for **Annual Meeting Program** insertions
(Agency discounts not applicable): \$ _____

Total cost for **Banner ads**: \$ _____

Total cost for all insertions: \$ _____

Check attached: (Payable to American Association of Museums)

Charge my credit card per issue:

VISA MasterCard AMEX

ACCOUNT# _____ EXP. DATE _____

NAME OF CARDHOLDER (PLEASE PRINT) _____

CREDIT CARD SIGNATURE _____

By signing above, you agree to follow all advertising conditions listed on the reverse of this contract.

ONLINE Banner Ads

Ad Term: 3 months 6 months 9 months 12 months

January–March 2010 \$ _____

April–June 2010 \$ _____

July–September 2010 \$ _____

October–December 2010 \$ _____

Total: \$ _____

Click-thru URL: http:// _____

MUSEUM

For Preferred Position add 15% per issue.

ISSUE	PREFERRED POSITION	COST
<input type="checkbox"/> Jan/Feb	_____	\$ _____
<input type="checkbox"/> Mar/Apr	_____	\$ _____
<input type="checkbox"/> May/June	_____	\$ _____
<input type="checkbox"/> July/Aug	_____	\$ _____
<input type="checkbox"/> Sept/Oct	_____	\$ _____
<input type="checkbox"/> Nov/Dec	_____	\$ _____

Frequency: 6X 3X 1X

Ad Size: Full Page 2/3 Vertical 1/2 Horizontal
 1/3 Square 1/3 Vertical

Covers: Cover 2 Cover 3 Cover 4

AAM Annual Meeting & Museum Expo™ 2010

Los Angeles Convention Center, Los Angeles, CA • May 23–26

Annual Meeting Programs

Please see reverse for rates. For Preferred Position add 15%.

	PREFERRED POSITION	COST
<input type="checkbox"/> Advance Program	_____	\$ _____

Ad Size: Full Page 1/2 Horizontal

Covers: Cover 2 Cover 3 Cover 4

	PREFERRED POSITION	COST
<input type="checkbox"/> Final Program*	_____	\$ _____

Ad Size: Full Page 2/3 Vertical 1/2 Horizontal

Covers: Cover 2 Cover 3 Cover 4

* Receive a 15% discount on ad in Final Program, if placing an ad in the Advance Program—please see reverse for rates, terms and conditions.

Please see reverse for rates, terms and conditions.

For more information, contact: Antoinette Dixon, 202-218-7708. Fax to: AAM Advertising Department 202-756-2890

Online Banner Ads

Rate: \$1,200 per each three month.

Insertion Order Deadlines: 20th of month preceding quarterly reservation.

QUARTERLY AD INSERTION PERIOD	SPACE RESERVATION AD DEADLINE
January 1st–March 30th	December 20th
April 1st–June 30th	March 20th
July 1st–September 30th	June 20th
October 1st–December 31st	September 20th

ONLINE BANNER AD SPECIFICATIONS

- The banner ad will be posted as 125 pixels wide by 125 pixels in height.
- File type must be: JPEG or GIF image (or animated GIF).
- HyperText Link: Advertisers should provide the web site address (URL) to which they want their ad banner linked. Only one URL will be accepted.

MUSEUM Magazine

Industry Partner members deduct 15% from below fees, for *Museum*® magazine only. Industry Partner membership status must be current at time of receipt of contract for all insertions. AAM does not adjust rates if membership status changes during contract.

MUSEUM® RATES

AD SIZE	6X	3X	1X
Full Page	\$3,373	\$3,670	\$4,030
2/3 Vertical	\$2,582	\$2,936	\$3,123
1/2 Horizontal	\$2,086	\$2,266	\$2,429
1/3 Square	\$1,411	\$1,506	\$1,649
1/3 Vertical	\$1,411	\$1,506	\$1,649
Cover 4	\$4,023	\$4,221	\$4,672
Cover 2 and 3	\$3,810	\$4,095	\$4,521

MUSEUM® DEADLINES

ISSUE	RESERVE DATE	ARTWORK DATE
Jan/Feb 2010	Nov. 5, 2009	Nov. 12, 2009
Mar/April 2010	Jan. 7, 2010	Jan. 14, 2010
May/June 2010	Mar. 4, 2010	Mar. 11, 2010
July/Aug 2010	May 6, 2010	May 13, 2010
Sept/Oct 2010	July 1, 2010	July 8, 2010
Nov/Dec 2010	Sept. 2, 2010	Sept. 9, 2010

Annual Meeting Programs

ADVANCE AND FINAL PROGRAM RATES

AD SIZE	RATES
Full Page	\$3,179
1/2 Horizontal	\$1,887
Covers 2 and 3	\$3,520
Cover 4	\$3,685

PROGRAMS DEADLINES

ISSUE	RESERVE DATE	ARTWORK DATE
Advance Program	Nov. 5, 2009	Nov. 12, 2009
Final Program	March 18, 2010	March 25, 2010

AD SPECIFICATIONS

Same ad specifications for *Museum*® and *Annual Meeting Programs*

AD SIZE	WIDTH	HEIGHT
Full Page (and Covers), no bleed	7.125"	9.875"
Full Page (and Covers), with bleed	8.625"	11.125"
1/2 Page Horizontal	7.125"	4.75"

The following sizes are also available for *Museum*® but not for the Programs.

2/3 Page Vertical	4.75"	9.875"
1/3 Page Vertical	2.25"	9.875"
1/3 Page Square	4.75"	4.75"

Terms and Conditions

AAM publications are published for and on behalf of the association's membership and to advance the museum profession. AAM therefore reserves the right to reject, omit or cancel advertising that 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 for 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 AAM; 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.
- Artwork should be high resolution (300 dpi) PDF.
- Artwork must be submitted to our FTP site at <ftp://aamftp.aam-us.org>, login: aamftp, password: museums. Please place the artwork in the folder relevant to the month you want the ad to run. Or a CD can be mailed. Please note that all ads received by mail will also be uploaded to our FTP site before issue is published.

- AAM cannot guarantee accurate color reproduction if a SWOP standard proof is not supplied.
- AAM, or their contracted printers, will not edit, design or alter any advertiser-submitted ad. Ads must be resubmitted if advertisers wish to have an ad altered in any manner.
- The word "advertisement" will be placed with copy which, in the publisher's opinion, resembles editorial manner. Publisher reserves the right to determine ad placement, although every effort will be made to fulfill ad placement requests. Those advertisers who prefer specific positions will be charged an additional 15% for preferred placement.
- 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 agencies assume liability for content of advertisements and assume responsibility for any claims therefore made against the publisher.
- Artwork will be destroyed 12 months after the advertiser's last insertion of a specific ad.

Banner Ads

- American Association of Museums (hereinafter called AAM) does not guarantee number of clicks, hits or readership of an advertisement.
- Contracts run in three-month increments. Refunds will not be made if the advertiser breaks a contract before the insertion time period is through. A signed insertion order and payment must be received before the advertisement is run.

PAYMENT/BILLING

- Rates quoted are per insertion. Rates are net.
- Advertisers under contract will be rate-protected as per the terms of the contract and rate card.
- AAM requests advertisers to prepay with insertion order, and confirmations with copy of issue will be sent to advertising agency or advertiser immediately after publication.

- An invoice will be sent for insertions submitted without payment. Invoices will then be generated for each ad per contract frequency.
- Payment must be received 30 days after the invoice date.
- The publisher reserves the right to require full payment in advance for organizations with a poor credit history.
- First-time advertisers are required to prepay the first advertisement insertion order. An invoice will be sent upon receipt of this contract. Subsequent advertising insertion orders can be invoiced.
- AAM provides one issue per each insertion to contract contact. AAM does not provide tearsheets.
- A 15% agency discount, per ad and per advertising organization, is applicable only when given agency submits two (2) or more insertion contracts from nonaffiliated advertising organizations, per rate card.
- Agency discounts are not applicable to agencies representing a single organization, or to in-house agencies.
- Agencies do not qualify for a double discount on final programs, or with other advertising promotions in other AAM publications. Thus, when agency discount is applied, no other discount will be applicable above and beyond initial agency discount.
- MUSEUM*® and Annual Meeting Program ad contract and rates will be published by August 1, 2010 for the 2011 calendar and rate year. Barring special promotions, all ad contracts submitted reserving ad space are subject to new calendar year rates. Overlapping ad reservation between two calendar years will be billed at given year's ad rates with frequency discounts honored.

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 shorter rate and adjusted invoice generated for previous ads when relevant.
- Advertisers receiving discounted rate for ad placement in both advance and final programs and who cancel their final program ad after the advance program has gone to print will be responsible for full fee for advance program ad and adjusted invoice generated when relevant.
- Advertisers represented by agencies who receive agency discount will be responsible for nondiscount rate if agency representation is less than two (2) per rate card. When relevant an adjusted invoice will be generated for previous ads when one, or more, agency represented advertising organization cancels resulting in agency representation being less than two (2) non-affiliated organizations.

DELINQUENT ACCOUNTS

- Those accounts that are outstanding for 60 days or more by the closing date of the current issue will be restricted from advertising until full payment is received. Accounts more than 90 days past-due will be referred to our collection agency.

For more information, contact:

Antoinette Dixon, 202-218-7708, mnsales@aam-us.org

Fax to: AAM Advertising Department 202-756-2890

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