MSAProductShop.com

**MSAProductShop.com** is an online product and service sourcing website. Museum store buyers can view product images, search categories and find new vendors. This is a portal to your website and email and not a shopping cart site. MSA buyers return to MSAProductShop repeatedly throughout the year to find new vendors & products to complement their upcoming exhibits.

**MSAProductShop.com** is a separate website URL that is linked to the MSA website, museumstoreassociation.org. This website is open with no password needed to access information to reach museum store buyers and beyond.

Each image includes:
- 300 word description
- 10 keywords
- Listing into 3 categories and 5 sub-categories
- Embedded video
- Social media sharing
- Website and email links

Vendor Profile includes:
- Logo image
- 300 word company paragraph
- Website and email links
- Address & phone
- Embedded Video

**MSAProductShop Rates:** images display for 12 months

<table>
<thead>
<tr>
<th>Images Range</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-5 images</td>
<td>$350</td>
</tr>
<tr>
<td>6-10 images</td>
<td>$650</td>
</tr>
<tr>
<td>11-15 images</td>
<td>$950</td>
</tr>
</tbody>
</table>

- Larger image packages are available

**Additional Options:**
- Mini Gallery of thumbnail images can show alternate product colors, fabrics, etc. Images must be of the same product.
  - $25 for 1-3 thumbnail images;
  - $40 for 4-6 thumbnail images (maximum 6 thumbnail images.)
- RESUBMISSION/UPDATES $25 each (after final approval).
- Upgrade Option: Allows 1 time change to all images in your package during the year contract.
  - +$100 for 5 images = $450 total image package
  - $200 for 10 images = $850 total image package

**NOTE:** Images can only showcase one item per image, unless the items are sold as a set under one SKU. Images describing services are not regulated.
Your Featured Product/Service displays at the top of the home page and ProductCatalog opening page. Total of 16 Featured Products available.

$2,000/annual $1,000/6 months

Banner Advertising (Maximum three rotations per position)
- Rotating banner (displays for five seconds before rotation—20 seconds of display per minute).
- Rotates with up to two additional advertiser banners.

Showcase Leaderboard:
$5,000/annual $2,500/6 months

Corner Banners: Two Available
$2,500/annual $1,250/6 months

Category Banners:
Two banners available per category
$1,000/annual $650/6 months

Sub-Category Banners:
Two banners available per category
$500/annual $300/6 months

Sections Only

Vertical Sidebar Banners: one available
$3,500/annual $1,750/6 months

Square Sidebar Banners: two available
$2,000/annual $1,000/6 months

Mechanical Specs
Leaderboard:
Showcase Leaderboard Banner 1200 x 110 pixels

ProductCatalog Banners:
Vertical Sidebar Banner 300 x 600 pixels
Square Sidebar Banner 300 x 255 pixels
Category and Sub-Category Banners 400 x 175 pixels
• MSA museum store buyers rate Museum Store magazine a primary benefit of MSA membership
• Our readers make product buying decisions.
• Buyers keep the magazine for future reference after reading.
• Digital issues are archived with active links in ads, providing greatly extended shelf-life to your ad purchase.

83% will likely purchase products/services from magazine advertisers.

99% of our readers make or influence product-buying decisions.

Museum store buyers come from all types of institutions.

- Art/Decorative: 34%
- Botanical Garden: 5%
- General Purpose/Other: 11%
- Historical House/Outdoor Site: 12%
- History: 28%
- Natural History/Anthropology: 5%
- Science: 4%
- Zoo & Aquarium: 1%
Museum Store Magazine

Remind current and new museum store accounts of the importance of your products and services. Keep your marketing message top-of-mind with an ad in Museum Store magazine, the MSA buyer’s first choice in industry magazines. Be remembered at order time!

NEW! Edutorial ad -
1/2-page horizontal ad space, $1025 each
- Edutorial advertisement offers educational content presented in an article format.
- Topics must be pre-approved and MSA reserves the right for final edit changes of copy and images.
- Edutorial articles cannot promote specific vendor products or services but the edutorial ad/article will include a bar with vendor contact info and vendor logo along the bottom.

Buyer’s Guide
- Free editorial opportunity with a purchase of a 1/3 page ad or larger.
- One product image, 60-word description, telephone number and website link.

Display Advertising Rates

<table>
<thead>
<tr>
<th>Display Size</th>
<th>1x</th>
<th>3x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/6-Page Horizontal</td>
<td>$460</td>
<td>$415</td>
</tr>
<tr>
<td>1/3-Page Square or Vertical</td>
<td>$675</td>
<td>$600</td>
</tr>
<tr>
<td>1/2-Page Horizontal</td>
<td>$925</td>
<td>$830</td>
</tr>
<tr>
<td>1/2-Page Island</td>
<td>$1,025</td>
<td>$925</td>
</tr>
<tr>
<td>2/3-Page Vertical</td>
<td>$1,130</td>
<td>$1,015</td>
</tr>
<tr>
<td>Full-Page</td>
<td>$1,275</td>
<td>$1,125</td>
</tr>
<tr>
<td>Inside Front/Back Cover</td>
<td>$1,755</td>
<td>$1,575</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$1,925</td>
<td>$1,725</td>
</tr>
<tr>
<td>Vendor Focus (Advertorial)</td>
<td>$4,950</td>
<td>NA</td>
</tr>
</tbody>
</table>

($395 if also purchasing another ad in the same issue)

Edutorial ad .......................................................... $1,025 NA

Deadlines

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Space</th>
<th>Artwork Due</th>
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</thead>
<tbody>
<tr>
<td>Spring 2016</td>
<td>1/29/16</td>
<td>2/2/16</td>
</tr>
<tr>
<td>Spring Buyer’s Guide—Custom &amp; Souvenir</td>
<td>1/26/16</td>
<td></td>
</tr>
<tr>
<td>Summer 2016</td>
<td>6/13/16</td>
<td>6/15/16</td>
</tr>
<tr>
<td>Summer Buyer’s Guide—Holiday</td>
<td>6/8/16</td>
<td></td>
</tr>
<tr>
<td>Fall/Winter 2016</td>
<td>9/8/16</td>
<td>9/12/16</td>
</tr>
<tr>
<td>Fall/Winter Buyer’s Guide—Children’s Products &amp; Eco-Friendly Fair Trade</td>
<td>9/2/16</td>
<td></td>
</tr>
</tbody>
</table>

Buyer’s Guide Descriptions

SPRING- CUSTOM & SOUVENIR PRODUCTS
Items customized with museum logos enhance their museum brand. Product development of items complement museum permanent collections. Souvenirs are another very important way for museum store visitors to bring a memory home. Give museum store customers a unique product at any price point.

SUMMER- HOLIDAY GIFTS
Product ideas and tips for planning holiday gift assortment in museum retail stores. Seasonal merchandise so unique they will need to restock before the holidays arrive.

FALL/WINTER DUAL THEMES-
1) CHILDREN’S PRODUCTS
Children are a valuable visitor group and gift group to museum stores. Products for children have the power to influence our next generation. Many categories are included in this broad theme—apparel, accessories, books, games/toys, educational, jewelry, multimedia and more.

2) ECO-FRIENDLY & FAIR TRADE PRODUCTS
Museum stores are conscious of the needs of the world and retail eco-friendly products from vendors with environmentally friendly business practices. Fair Trade certified products reflect a cultural diversity that museum stores embrace. Many Fair Trade products are also made from eco-friendly and recycled materials.

CONTACT: Diana Grossarth, (503) 726-4986, dgrossarth@museumstoreassociation.org
Connect with MSA buyers in person. Get your products into their hands. Be in the right place at the right time. Strengthen your current museum store accounts and introduce new merchandise. The MSA Conference & Expo is about networking and sourcing. Drive traffic to your MSA Expo booth!

Program Book & Expo Guide

- This essential publication is placed directly into their hands at registration. The attendees carry the book with them throughout the conference and expo, then keep it for future reference.
- 80% of MSA buyers say they intend to place orders before year-end. Be remembered at order time.
- A digital edition of the Program Book & Expo Guide is posted Online from April to October for all MSA buyers to utilize and notice your advertising.
- Attendees rank shopping as the main reason they come to the MSA Conference and Expo.

Program Book & Expo Guide Advertising Rates

<table>
<thead>
<tr>
<th></th>
<th>Affiliate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2-Page Horizontal</td>
<td>$830</td>
</tr>
<tr>
<td>Full-Page</td>
<td>$1,150</td>
</tr>
<tr>
<td>Inside Front/Back Cover</td>
<td>$1,600</td>
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<tr>
<td>Outside Back Cover</td>
<td>$1,700</td>
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<tr>
<td>Vendor Focus (1/3-page advertorial)</td>
<td>$495</td>
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<tr>
<td>($250 if also purchasing a display ad)</td>
<td></td>
</tr>
<tr>
<td>Product Category Index</td>
<td>$315</td>
</tr>
</tbody>
</table>

2016 Complete Expo Marketing Package. Reach beyond the attendees at the Conference and Expo.

- Full-color ad in Spring or Summer 2016 magazine
- Full-color ad in Program Book & Expo Guide
- Product Category Ad in Program Book & Expo Guide
- MSA website (.org) banner—3 months
- 20% discount off future 2016 magazine ad

Package Pricing

- Full-Page Package: $2,472
- 1/2-Page Package: $2,056
- 1/3-Page Package: $1,528

Deadlines

<table>
<thead>
<tr>
<th>Ad Space</th>
<th>Artwork Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>3/11/16</td>
<td>3/15/16</td>
</tr>
</tbody>
</table>
MSA News Brief Banners

Promote your products and services with a frequency that gets your products noticed in our MSA News Brief banner. The MSA News Brief is a compilation of targeted media articles and reports that are important to the Museum Store community. It is delivered every other week into the email inboxes of over 1,000 museum store professionals. Banners can link to vendor website, online catalog or landing page.

Banner Advertising Rate
- $500 for four banners
- 4 banners per News Brief email maximum
- Banners run consecutively during 2 month period

Vertical Banner 120 x 240 pixels
- Static Format, no flash or animation.
- JPG format with URL link
MSA Website Banner Advertising

Establish a favorable position for your business over other competitors. Gifts and products purchased from museum stores are valued for their uniqueness and quality—promote your competitive advantage with banners. **Be successful!**

**Banner Advertising on www.MuseumStoreAssociation.org:**
- Your banner ad is seen daily by museum stores as they visit the website (three-month cycle).
- Banners introduce new products or reinforce company brands.
- Banners provide instant access to product purchasing, catalogs and company website for further information.
- Banners offer opportunities for tracking and website landing page lead generation opportunities.

**How MSA website banners work (static, no flash or animation):**
- Free banner-build on your first banner with our in-house design department.
- Home page — horizontal layout, 600 x 175 pixels, jpeg format.
- Home page — rotates with additional advertiser banners.
- Banners run in three-month cycles. You may change your banner artwork each month.
- Banners may start any month, depending on availability.

**Advertising Rates**

**Ad Type:**
- Quarterly rate

**Home Page Banner (Ad rotation):**
- $500 — 3-month cycle, quarterly rate

www.MuseumStoreAssociation.org
MSA Webinar Sponsorship

New Advertising option
$650 per webinar sponsored.

Seven branding opportunities for this webinar sponsorship.
1. Logo/link to AHC website on MSA webinar webpage next to the webinar being sponsored.
   https://museumstoreassociation.org/events/webinars/

2. Logo/link to website on all communications regarding the sponsored webinar (each webinar gets at least 1 dedicated email message sent to the entire MSA membership).

3., 4., 5. Sponsored by message on 3 communications to those registered for the webinar:
   1. (1) email reminder that the person is signed up
   2. (1) link to the webinar on the day of the webinar
   3. (1) post webinar email with link to the webinar.

6. MSA provides the home slide for each webinar. This slide will include the logo / contact information for the sponsor.

7. Logo / link to AHC website on MSA webinar recordings order form (webpage) next to the webinar being sponsored. The recordings order form shows the previous year’s webinars still for sale—longer shelf-life of your AHC logo displayed on this order form.
MSA Integrated Marketing Packages

Now MSA makes it easier for you to reach museum store buyers through an integrated marketing program. What is the MSA Integrated Marketing program? It is a cross-channel package program that presents a unified message to buyers through advertising, promotion, branding, direct marketing, events and high-tech tools that effectively communicate to your target audience.

MSA packages MSA marketing opportunities. Mix and match these options to maximize the purchasing power of your budget:

- MSAProductShop Image Packages
- *Museum Store* magazine
- *MSA Program Book & Expo Guide*
- MuseumStoreAssociation.org banner advertising
- MSAWeekly News Brief banners

**With one call, we make it happen.** We work with you to create a package that works for you and fits your budget and your marketing goals. Based on insights from you, we help you **strategically select communication channels that interact with buyers to achieve your goals.** We know that successful campaigns result in long-term relationships with customers and demonstrate the value of your integrated marketing investment. We have exciting new programs and extras that we add to the package to increase the impact and value of your investment.

### Sample Package A

**$6,000 Budget max**

- $1,750 6-month Vertical Sidebar Banner
- $650 Featured product on MSAProductShop
- $2,490 *Museum Store* 1/2-Page Ads
- $830 1/2-page ad in *Program Book & Expo Guide*

**BONUS**
- $5,013 Package
- $6,070 Value

### Sample Package B

**$2,700 Budget max**

- $350 MSAProductShop.com
- $1,800 *3 Museum Store* 1/3-Page Ads
- $830 1/2-page ad in *Program Book & Expo Guide*

**BONUS**
- $1 MSA News Brief Banner
- $2,385 Package
- $3,150 Value

**CONTACT:** Diana Grossarth, (503) 726-4986, dgrossarth@museumstoreassociation.org
# Mechanical Specifications

## Museum Store Magazine

<table>
<thead>
<tr>
<th>Spec</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Readership: 2,500</td>
<td></td>
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<tr>
<td>Frequency: Quarterly</td>
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<tr>
<td>2-page Spread, bleed</td>
<td>17 x 11.125”</td>
</tr>
<tr>
<td>2-page Spread, no bleed</td>
<td>15.125 x 9.55”</td>
</tr>
<tr>
<td>Full-Page, bleed</td>
<td>8.625 x 11.125”</td>
</tr>
<tr>
<td>Full-Page, no bleed</td>
<td>6.75 x 9.55”</td>
</tr>
<tr>
<td>2/3-Page Vertical</td>
<td>4.42 x 9.55”</td>
</tr>
<tr>
<td>1/2-Page Horizontal</td>
<td>6.75 x 4.65”</td>
</tr>
<tr>
<td>1/2-Page Island</td>
<td>4.42 x 7.1”</td>
</tr>
<tr>
<td>1/3-Page Square</td>
<td>4.42 x 4.65”</td>
</tr>
<tr>
<td>1/3-Page Vertical</td>
<td>2.08 x 9.55”</td>
</tr>
<tr>
<td>1/6-Page Vertical</td>
<td>2.08 x 4.65”</td>
</tr>
<tr>
<td>1/6-Page Horizontal</td>
<td>4.42 x 2.2”</td>
</tr>
<tr>
<td>Trim Size</td>
<td>8.375 x 10.875”</td>
</tr>
</tbody>
</table>

## Program Book & Expo Guide—New Size

<table>
<thead>
<tr>
<th>Spec</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Readership: 1,000</td>
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<tr>
<td>2-page Spread, bleed</td>
<td>12.25 x 9.25”</td>
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<td>2-page Spread, no bleed</td>
<td>11 x 8”</td>
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<tr>
<td>Full-Page, bleed</td>
<td>6.25 x 9.25”</td>
</tr>
<tr>
<td>Full-Page, no bleed</td>
<td>5 x 8”</td>
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<tr>
<td>1/2-Page Horizontal, no bleed</td>
<td>5 x 3.875”</td>
</tr>
<tr>
<td>1/2-Page Horizontal, bleed</td>
<td>6.25 x 4.5”</td>
</tr>
<tr>
<td>1/4-Page, no bleed</td>
<td>2.375” x 3.875”</td>
</tr>
<tr>
<td>Trim Size</td>
<td>6 x 9”</td>
</tr>
</tbody>
</table>

## MSAProductShop Banners

**Leaderboard:**
Showcase Banner 1200 x 110 pixels

**ProductCatalog Banners:**
Vertical Sidebar Banner 300 x 600 pixels
Square Sidebar Banner 300 x 255 pixels
Corner Banner (only on ProductCatalog) 400 x 175 pixels
Category Banner 400 x 175 pixels
Sub-Category Banner 400 x 175 pixels

## MSA Website Banners

**Home Page:**
Horizontal 600 x 175 pixels

**Interior Banners:**
Vertical 250 x 300 pixels

**MSA Weekly News Brief**

Weekly News Brief. 120 x 240 pixels
Static image, no flash or animation.

**Digital File Requirements for Display Ads**
Acceptable files include: High-resolution (300 dpi or higher) PDF files, flattened Photoshop files, Illustrator EPS or InDesign files packaged with all linked fonts and graphics. All images/graphics must be 300 dpi or greater. All advertising is printed web-offset. Follow SWOP specifications for all materials. Changes to submitted ads are subject to additional cost to be incurred by the advertiser.

**Digital File Requirements for Vendor Focus Section**
Image size must be a 300 dpi, 4-color image at 2.2” x 1.5”. Image must be of product only—no company logo, promotional text or contact information may be in the image.

**Cancellations**
Written notice of cancellation must be received by the reservation deadline for that issue. Multiple insertion contract cancellations will be charged the difference of the one-time rate for ads already printed. If written notice is not given, or it is received after the due date, a 25% cancellation fee will be applied for the canceled ad. For multiple insertion contracts, this fee will be calculated at the one-time rate. See contract for additional contract terms.

**ADVERTISING SALES**
Diana Grossarth, Account Executive
Phone: (503) 726-4986
dgrossarth@museumstoreassociation.org

Skies America Publishing Company
9735 SW Sunshine Ct, Ste 800,
Beaverton, OR 97005
Fax: (503) 520-1275

**SEND MATERIALS TO:**
Cindy Pike, Production Coordinator
Phone: (503) 726-4960
Email: cindyp@skies.com

FTP Address*
Server/Host: ftp.skies.com
Password: skiesads
Connect using FTP with TSL/SSL
Path/Directory: MuseumStore

*Do not include spaces or symbols except underscores (_ ) in file names. Search Internet for free file transfer or FTP software. Our FTP site cannot be accessed via the Internet.

**MSA ProductShop Banners**

- **Leaderboard:**
  - Showcase Banner 1200 x 110 pixels

- **ProductCatalog Banners:**
  - Vertical Sidebar Banner 300 x 600 pixels
  - Square Sidebar Banner 300 x 255 pixels
  - Corner Banner (only on ProductCatalog) 400 x 175 pixels
  - Category Banner 400 x 175 pixels
  - Sub-Category Banner 400 x 175 pixels

**MSA Website Banners**

- **Home Page:**
  - Horizontal 600 x 175 pixels

- **Interior Banners:**
  - Vertical 250 x 300 pixels

**MSA Weekly News Brief**

Weekly News Brief. 120 x 240 pixels
Static image, no flash or animation.