

ONLINE MEDIA KIT

THE OFFICIAL MUSEUM DIRECTORY®

www.OfficialMuseumDirectory.com



ENTER THE MUSEUMS OF THE UNITED STATES OF AMERICA

OfficialMuseumDirectory.com is Your Definitive Guide

- A powerful, extensive database of 15,300 Museums, Zoos, Historic Sites, Aquariums, Science Centers, and many other Cultural/Historical Learning Centers
- Produced in partnership with the American Alliance of Museums for over 30 years
- Designed for the professional user and researcher
- Searchable by location, museum type, collections, personnel, attendance figures, and more
- Gathered by data analysis

Featuring the comprehensive Products & Services Guide – searchable by location, category or keyword – enabling museum personnel to quickly and easily locate your company's offerings.

OfficialMuseumDirectory.com Helps Connect Professionals with Each Other and with Your Business!



Reach influential professionals with buying power –

- Directors
- Curators
- Business Officers
- Facilities Managers
- and other Museum Decision Makers

Advertising online places your information at their fingertips every day!

A Powerful Sales Tool:

- A trusted, reliable source of information for 45 years
- One convenient source for your products/services
- Attention getting banners and listings reach out to decision makers
- Targeted sections offer multiple opportunities to reach the right buyer
- Direct Links bring visitors directly to your site

The screenshot shows the website's header with navigation links: Home, Search Museums, Products & Services Guide, About the Directory, Subscribe, About the AAM, Features, Advertising. Below the header is a search bar with fields for Keywords, State (dropdown), City or ZIP Code, and Radius (dropdown). The search results are filtered by 'Building & Facilities' and 'Architectural Design Firms'. The main listing is for 'EWINGCOLE CULTURAL DESIGN GROUP' with contact information: 100 N. 5th St, Philadelphia, PA 19106, Tel: 215-923-2020, Fax: 215-924-9163, E-mail: wcdm@ewingcole.com, Web Site: www.ewingcole.com/cultural. A 'Type of Business' section describes the firm as a multi-discipline architecture and engineering firm specializing in design for cultural institutions. A 'Personnel' section lists Walter Orsm as Vice President. A 'Map' section indicates the firm also appears in 'Engineering Design & Consultation' and 'Museum Planners'.

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Connect with Museum Professionals Online!

Online Rates

Leaderboard - 728 x 90

Wide Skyscraper 160 x 600

Square Button 125 x 125

No UV, No IR Pure-white, stone-cold, fiber optic lighting! **MAIWA Design**

Willis INSURANCE FOR FINE ART & COLLECTIONS FINE ART, JEWELRY & SPECIE

Split Rock Studios *Revel in Design*

SPLIT ROCK STUDIOS
2071 Gateway Blvd.
Arden Hills, MN 55112
Tel: 651-431-2211; 800-433-9599
FAX: 651-431-0707
E-mail: info@splitrockstudios.com
Web Site: www.splitrockstudios.com

Web Ads

Leaderboard	\$3,500
Wide Skyscraper	\$3,000
Square Button	\$1,750

Sales Contact:

Gina Marie Delia, Account Manager
908-673-1029

ginamarie.delia@officialmuseumdirectory.com

www.officialmuseumdirectory.com

PRODUCTS & SERVICES GUIDE

LISTING

Listing w/ Logo	\$350
Additional Category	\$75
Premium - 1 st Position	\$1,200
Premium - 2 nd Position	\$1,000
Premium - 3 rd Position	\$900

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Online Specs

Leaderboard	728 x 90
Wide Skyscraper	160 x 600
Square Button	125 x 125

All web ads should be:

- 72 DPI
- RGB
- JPG or SWF (Flash)
- under 40k

Listing Requirements:

- Logo: JPG file which we will resize to suit our specifications. Please send as an attachment, not embedded in your email.
- Contact information: 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.

Submissions

Listing and Logos:

ginamarie.delia@officialmuseumdirectory.com

Art Files:

kathleen.stein@officialmuseumdirectory.com

www.officialmuseumdirectory.com

Service Directory

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 Orłowska, Mailing Lists Manager
908-673-1206
agnes.orłowska@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.