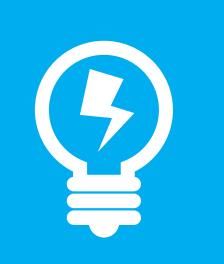
# PROMOTE YOUR BUSINESS

With the Museums Services Directory and online suppliers search









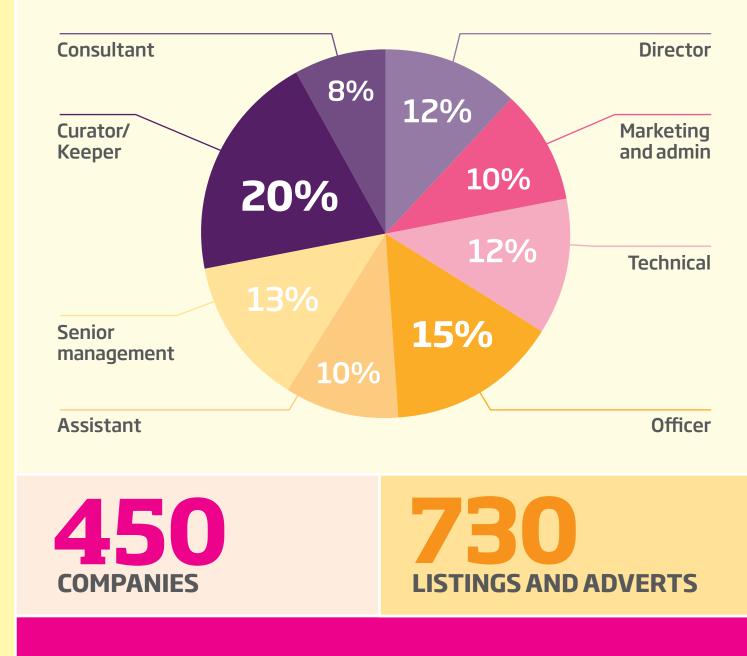
# Your business is their business

A print and online directory of suppliers covering all areas of museum work. A must have for all museums, it is the most comprehensive listing of companies, products and services. Make sure your details are listed and enhance your exposure in the sector today.

# Why should your company place listings?

- Low cost from only £100 for a year less than £9 per month
- In print and online profile listings or logo listings and display advertising
- **10,000 circulation** of print directory shared across museum departments making an estimated 40,000 users
- **40,000** unique visitors online per month, over 8,000 Find-a-supplier pageviews per month
- It is the **most comprehensive guide** to suppliers and consultants working in museums and galleries
- Published by the Museums Association it is used by the largest network of museum professionals in the UK and internationally
- The only directory of this size, reputation and diversity
- Targeted to buyers you know your business will be found by the right people
- Long shelf life it is used repeatedly throughout the year

## Breakdown of users by job type



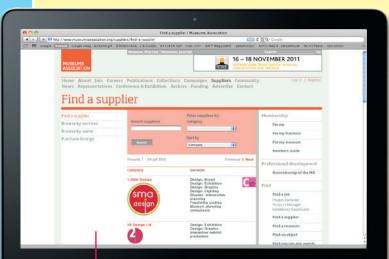
Don't give your competitors the edge...make sure you are one of them.

## **Promotional options**

# <page-header><page-header><section-header><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text>

### Order your listings on the MA website: www.museumsassociation. org/your-details/listings

Call **020 7566 7870** to discuss your advertising requirements.



## Listings

Profile listings are text-only entries. To increase your presence amongst other listings opt for logo listings. Listings are the starting point for any promotional campaign and starting from only £100 they are great value for money.

## Display advertising

An attractive full colour advert among the listings really sets your company apart. If your business is core to the market and you want to stand out as a high quality, known brand, then a display advert is essential.

## **Online listings**

More and more people use the internet to search for what they need, and museums are no exception. With over 40,000 unique visitors per month, your business needs to capture this growing audience. Online listings also have the advantage of linking people straight to your website and your promotions.

## **Price list**

#### Listings

	Standard price	Corporate member price
Profile listing in print (per category)	£105	1st entry free for corporate member
Profile listing online	£130	Free for corporate member
Logo listing in print (per category entry)	£210	1st entry free for corporate member plus
Logo listing online	£220	Free for corporate member plus

#### **Display adverts**

	Standard price	Corporate member price - 10% discount
Eighth page	£395	£355
Quarter page	£595	£535
Halfpage	£990	£890
Full page	£1650	£1485
Inside back/front cover	£1950	£1755
Back cover	£2050	£1845

Book your listings at www.museumsassociation.org/your-details/listings To book a display advert or discuss your options please call 020 7566 7870

Contact Zoe Spencer T: 020 7566 7870 E: zoe@museumsassociation.org

Museums Association, 42 Clerkenwell Close, London EC1R 0AZ

#### MUSEUMS ASSOCIATION

## Join us

Join as a corporate member and get listings free. It can be far more cost effective as listings and discounts on advertising are included in your membership package as well as many other benefits. Find out more from www.museumsassociation.org/join/ commercial-membership

### How to book your listings

To book into the Museum Services Directory and online suppliers search you need to fill in your details online. You will then be sent an invoice for any fees due:

**1.** Go to www.museumsassociation. org/your-details/listings

**2.** Enter your email and password or register if you haven't previously – if you cannot remember please email **zoe@museumsassociation.org** and 'your details' will be sent to you

**3.** On your MA listings page you can either renew or order new listings

**4.** Add or change details on the order form, select your online listings type and add categories for the Directory

**5.** Save your changes, and you will be sent an invoice for any fees due.

CORPORATE

MEMBER

#### **Production data**

All artwork needs to be supplied as a high resolution (300 dpi) PDFfile in CMYK colours with all fonts embedded, set to actual size (please refer to the specifications below).

## Logo artwork specifications

Print Height 26mm x width 40mm at 300dpi

Your uploaded logo will be adjusted automatically 120 points x 120 points

#### **Artwork specifications**

**Full page** Height 297mm x width 230mm

**Text area** Height 267mm x width 200mm

Bleed size Height 303mm x width 236mm

**Full page with border** Height 267mm x width 200mm

Half page landscape Height 132mm x width 200mm

Half page portrait Height 267mm x width 98mm

**Quarter page** Height 132mm x width 98mm

**Eighth page landscape** Height 64mm x width 98mm

**Eighth page portrait** Height 132mm x width 47mm