

MUSEUMS
ASSOCIATION

Online media pack

www.museumsassociation.org

Get connected

The Museums Association (MA) website is a vital resource for news and information for the sector, and as such attracts a large daily audience. It is the online hub for museum professionals looking for a variety of information, advice and up to date news.

Take advantage of this audience by promoting your company, services and products through a choice of channels.

What's on offer

There's something to suit every type and size of company starting with low cost online listings up to eye-catching banner adverts on the MA home page. Take a look at the website to see promotional options in action www.museumsassociation.org In this guide you will find information about:

- **Online directory listings**
entry-level advertising and year-round coverage
- **website advertising**
high-profile brand enforcing advertising
- **e-newsletter advertising**
promotion that goes directly into subscribers inboxes
- **Museum Practice online advertising**
highly-targeted, subject specific advertising

If you've got an idea not covered in these pages about online advertising then talk to [Abigail Lasisi](#) on [020 7566 7830](tel:02075667830) about it. We can accommodate different sizes, embedded adverts in articles other than Museum Practice and MPUs.

MA Home page



Our audience is your audience

The figures below are all monthly and an average of the first two months in 2012.

52,616	unique visitors
79,750	visits (1.8 visits per visitor)
228,807	pages (6.2 pages per visit)
40,522	recipients of e-newsletter

For the museums and heritage sector these figures are very high, representing a large proportion of the workforce. The MA website and e-newsletters offer a host of promotional opportunities for companies looking to keep up with the latest e-communications and reach a large targeted audience.

Your website is only a click away.

Online directory listings

Start your online media campaign with listings on the MA website. The listings include all company contact details, a profile describing your products and services, and hyperlinks to your website and email. Logos can be added to raise the profile of your entry above others in the search. Companies can be searched by their name, text search of their entry details or by the categories in which they appear.

MA Suppliers page

Find a supplier

Search by company name <input type="text"/> Go	Featured suppliers	Notifications
Search all <input type="text"/> Go	CASSONMANN Casson Mann Casson Mann are museum, exhibition and interior designers.	Weekly newsletter
Filter by Category <input type="text"/>	System Simulation System Simulation Easy-to-use collection management, content management, and image and digital asset management systems	MP newsletter
Sort by Company <input type="text"/>	Add your company	Join
Results 1 - 20 (of 405) Previous Next		Individual membership
Company	Services	Institutional membership
_artlog	Photographic services Digital imaging	Corporate membership
	High-end fine art photographic services provided along with consultancy	Sole trader membership
		Gift membership
		Members Free Entry

Prices:

	Without company logo	With company logo
Up to 6 category entries	£125	£210

For these great prices your company details will be on the MA website supplier search for 12 full months. All prices exclude VAT.

To book your listings please go to www.museumsassociation.org/about/listings or call 020 7566 7830

Website advertising

A banner or button advert on the MA website will give your company very high exposure. We have banner slots available at the top and bottom of the web pages, and varying sizes of button slots on the right-hand side. These are displayed across the main pages of the site (all pages excluding Museum Practice (MP) and Conference & Exhibition pages).

Contact [Abigail Lasisi](mailto:Abigail.Lasisi@museumsassociation.org) to discuss your requirements on 020 7566 7830, adverts@museumsassociation.org

Banners

Up to four large banners rotate in the central position at the top right-hand side of the web page and being above the fold this is one of the first things that every user sees when they come to the website.

Prices:

	Whole site*	Home page only	
Top banner:	£750	£550	per month
Bottom banner**:	£550	£350	per month

*Whole site excludes Museum Practice online and Conference pages.

**Bottom banner will not appear on mobile site

Artwork:

W 468 x H 60 pixels or W 728 x H 90 pixels
72dpi, in jpeg or gif format

web banner

MA banner example



Right hand side buttons

Small, medium and large buttons are available on the right hand side of the MA web pages across the site or specifically on MP or Conference pages*.

*To display right hand side buttons on mobile site additional artwork will need to be supplied W 468 x H 60 pixels 72dpi, in jpeg or gif format.

Prices:

	Whole site**	Home page only	
Small:	£250	£150	per month
Medium:	£450	£250	per month
Large:	£550	£350	per month

**Whole site excludes Museum Practice online and Conference pages.

Artwork:
72dpi, in jpeg
or gif format

Small:
W 120
x H 60 pixels

Medium:
W 120
x H 90 pixels

Large:
W 120
x H 240 pixels

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020 7566 7830, advert@museumsassociation.org

MA button examples

The collage displays a variety of button designs used on the MA website. Examples include:

- Text-based buttons:** "Council and the art of economic rebalancing", "What next?", "Museum Practice", "Mobile projects", "Apps versus mobile-friendly sites", "Museums Journal", "Artistic merit", "What's in store?", "Reviews", "Find a supplier", "RSS feeds", "Opportunity to tender for the West Yorkshire Textile Heritage Project", "with Arts Award now for ages 7 plus", "adlib", "facebook", "twitter", "LinkedIn".
- Image-based buttons:** "Shakeup at Scotland", "Delay to Catalyst", "Rooms on Tour", "Artistic merit" (with an image of a person using a tablet).
- Complex buttons:** "Mobile projects" (with an image of a hand holding a smartphone), "Artistic merit" (with an image of a museum interior).

E-newsletter advertising

Each week the Museums Association sends out an e-newsletter to over 40,000 museum professionals. Delivered directly to subscribers' inboxes, the newsletter is a great way to get immediate attention by including an advert.

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E-newsletter example



Top banner:
W 728 x H 90 pixels

Prices:

Skyscraper banner:	£850 per entry
Top banner:	£750 per entry
Vertical banner:	£650 per entry
Button:	£450 per entry

Vertical banner:
W 120 x H 240
pixels

Skyscraper
banner:
W 120 x H 600
pixels

Button:
W 120 x H 90
pixels

Artwork: 72 dpi,
jpeg or gif format.

E-newsletter banner

40,000

museum professionals receive our e-newsletter. This is 77% of the UK museum and built heritage workforce: 46,680 (source Creative and Cultural Skills Workforce data)

We also send out a monthly MP Newsletter to all MP subscribers, which includes all members of the MA and all individuals working at member organisations. This newsletter offers a more targeted option for companies looking to associate their brand with the topical and practical content of Museum Practice.

Museum Practice online advertising

Museum Practice is a monthly online publication, which gives subscribers access to a wealth of practical guidance and information based on a different theme each month. This popular publication gives you the opportunity to target a particular audience interested in a specific topic, for example the theme may be in the area of conservation, making this an ideal opportunity for a conservation company to place an advert within the body of the article.

Museum Practice online is available to members and subscribers and all staff in member museums, this is over 11,000 subscribers. The full archive of MP is also available for subscribers and members, making this the area of the site to come to for practical advice at the touch of a button.

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*Bottom banner will not appear on mobile site

**Within article, to stay in article for a minimum of one year

Top & bottom banner artwork:
W 728 x H 90 pixels

Embedded advert (within article) artwork:
W 468 x H 60 pixels

or W 300 x H 250 pixels

Prices:

Top banner:	£450	per month
Bottom banner*:	£275	per month
Embedded advert**:	£450	min 1 year

Artwork:
72 dpi, jpeg
or gif format.

MP online

Museum Practice

Mobile phone apps

[The growth of mobile apps](#)

Building an app

Case study: Love Art

Case study: the Hunterian

Case study: Streetmuseum

Case study: Tate Tramps

Further resources: apps

Have your say on apps



The growth of mobile apps

Simon Stephens, 15.06.2010

Mobile phone technology promises to revolutionise the way visitors engage with museums and their collections. Simon Stephens looks at the rise of mobile phone apps and asks whether museums should jump on the bandwagon

CHANGING WORLDS

You can come face to face with dinosaurs from the American Museum of Natural History, zoom in on one of the National Gallery's Leonardo da Vinci paintings and even take a trip round London comparing street scenes from the past with what the city looks like today.

These are just a few of the software applications - commonly known as apps - that museums have developed for users of so-called smartphones - basically mobile phones that allow you to make calls and send texts but also include features similar to those on a computer.

Apps have been created for a variety of different smartphone operating systems, such as Android and BlackBerry, but most of the attention has been devoted to those created for iPhones, iPod touches and the new iPad from Apple, which has stolen a march on its competitors despite only accounting for 20 per cent of the smartphone market.

More than five billion apps had been downloaded by iPhone and iPad touch users worldwide in the two years since the launch of the

to grow.

Corporate membership

Considering advertising?

Then maybe you should also consider joining us as a member to really mark your relationship with the sector, and start your promotional campaign with free online listings among many other great benefits.

For more information [click here](#) or call 020 7566 7830.

Other promotional opportunities with the MA:

- [Museums Journal display](#)
- [Museums Journal recruitment](#)
- [Online recruitment](#)
- [Museum Services Directory listings and display](#)
- [Event promotions](#)
- [Exhibiting](#)

MA join page

