

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
- <u>e-newsletter advertising</u> 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 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.

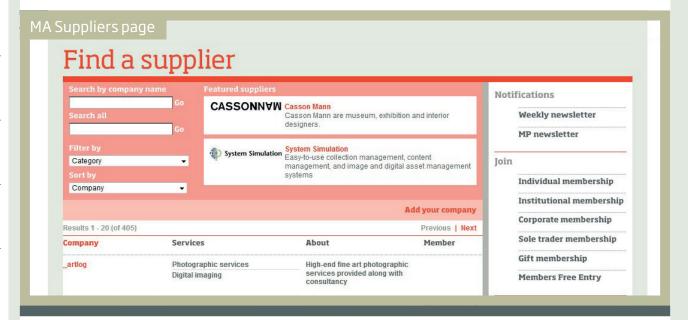
52,616 unique visitors
79,750 visits (1.8 visits per visitor)
228,807 pages (6.2 pages per visit)
40,522 recipients of e-newsletter

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.



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	Without company logo	With company logo
Jp 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).

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

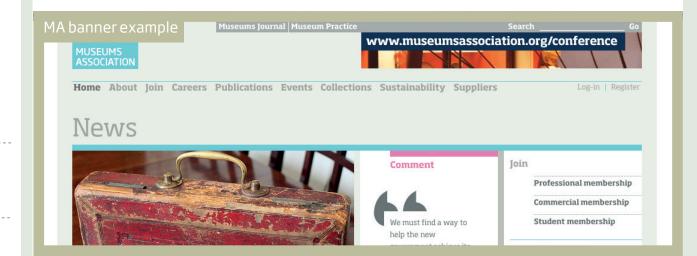
Bottom banner**: £550 £350 per month

- *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



Contact Abigail Lasisi to discuss your requirements on 020 7566 7830, adverts@museumsassociation.org

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 jpeq 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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MA button examples

ge London to run scheme

shakeup at Scotland

ielay to Catalyst



Rooms on Tour



ncil England to cut

gainst loss of museum

of economic rebalancing

ACE funding bias towards London and big organisations

What next?

Focus on impact, not collections or buildings

Museum Practice



Mobile projects

How mobile can enhance the visitor experience and reach new audiences

Apps versus mobile-friendly sites Do museums really need apps?

Museums Journal



Artistic merit
Using art to unlock the
potential of collections

What's in store? After Effective Collections, what's next for objects?

Reviews



Find a supplier

RSS feeds 🔝

Opportunity to tender for the West Yorkshire Textile Heritage Project

For a copy of this collections focussed brief please go to www.calderdale.gov. /leisure/museums -galleries/tenders/

now for ages 7 plus



Flexible Software for Archives, Libraries and Museums www.adlibsoft.com

facebook

hwitter

Linked in

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.

Contact Abigail Lasisi to discuss your requirements on 020 7566 7830, adverts@museumsassociation.org

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

<u>Skyscraper</u> banner: W120xH600 pixels







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How are museums using mobile?

Using the MA's mobile survey, MP looks at how QR codes and apps are being used to enhance the

More practice

How secure is your museum?

The future of museums' school programmes

How to develop a social media

Make more of front-of-house staff and volunteers

Search the MP archive

An app has to add intrinsic value to organisations and users. I'm not saying don't do apps, but museums need to have a strategy in place."

Gary Hoff, creative director at Cogapp 15/05/2012

Apps versus mobile-friendly



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.

Button: W120xH90 pixels

pixels

Artwork: 72 dpi, ipeg or gif format.

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.

Contact Abigail Lasisi to discuss your requirements on 020 7566 7830, adverts@museumsassociation.org

*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

72 dpi, jpeg or gif format.

Artwork:

MP online

Museum Practice

Mobile phone apps

Building an app
Case study: Love Art
Case study: the Hunterian
Case study: Streetmuseum
Case study: Tate Trumps
Further resources: apps
Have your say on apps

The growth of mobile 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 iPod touch users worldwide in the two years since the launch of the

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 <u>click here</u> or call 020 7566 7830.

Other promotional opportunities with the MA:

- Museums Journal display
- <u>Museums Journal recruitment</u>
- Online recruitment
- Museum Services Directory listings and display
- Event promotions
- Exhibiting

MA join page

