Online media pack
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](http://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 about it. We can accommodate different sizes, embedded adverts in articles other than Museum Practice and MPUs.
Our audience is your audience

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

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>52,616</td>
<td>unique visitors</td>
</tr>
<tr>
<td>79,750</td>
<td>visits (1.8 visits per visitor)</td>
</tr>
<tr>
<td>228,807</td>
<td>pages (6.2 pages per visit)</td>
</tr>
<tr>
<td>40,522</td>
<td>recipients of e-newsletter</td>
</tr>
</tbody>
</table>

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

Prices:

<table>
<thead>
<tr>
<th></th>
<th>Without company logo</th>
<th>With company logo</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 6 category entries</td>
<td>£125</td>
<td>£210</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Prices:</th>
<th>Whole site*</th>
<th>Home page only</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top banner:</td>
<td>£750</td>
<td>£550 per month</td>
</tr>
<tr>
<td>Bottom banner**:</td>
<td>£550</td>
<td>£350 per month</td>
</tr>
</tbody>
</table>

*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

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

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 jpeg or gif format.

Prices:

<table>
<thead>
<tr>
<th></th>
<th>Whole site**</th>
<th>Home page only</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small</td>
<td>£250</td>
<td>£150 per month</td>
</tr>
<tr>
<td>Medium</td>
<td>£450</td>
<td>£250 per month</td>
</tr>
<tr>
<td>Large</td>
<td>£550</td>
<td>£350 per month</td>
</tr>
</tbody>
</table>

**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

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

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E-newsletter example

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.

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**Prices:**

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skyscraper banner</td>
<td>£850 per entry</td>
</tr>
<tr>
<td>Top banner</td>
<td>£750 per entry</td>
</tr>
<tr>
<td>Vertical banner</td>
<td>£650 per entry</td>
</tr>
<tr>
<td>Button</td>
<td>£450 per entry</td>
</tr>
</tbody>
</table>

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**Artwork:** 72 dpi, jpeg or gif format.

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**E-newsletter banner**

- Top banner: W 728 x H 90 pixels
- Skyscraper banner: W 120 x H 600 pixels
- Vertical banner: W 120 x H 240 pixels
- Button: W 120 x H 90 pixels

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**E-newsletter example**

![E-newsletter example](image)
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

**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

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**Prices:**

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

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*Bottom banner will not appear on mobile site
**Within article, to stay in article for a minimum of one year
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