



# Museums and the Web 2011

the international conference for culture and heritage online

April 6-9, 2011  
Philadelphia, Pennsylvania, USA  
<http://www.archimuse.com/mw2011/>

Loews Philadelphia  
Philadelphia, PA, USA

## Guidelines for Advertisers

### I. Conference Program Ads

Space is available in the Conference Program distributed to all registrants.  
Page Size is 8 3/8" x 10 7/8" (Cover bleeds / Text no bleed), vertical orientation.  
NOTE MAXIMUM SIZES BELOW.

#### Exhibit Hall Schedule

Set up  
April 7, 2011  
10:00 am – 4:00 pm

Hall Opening  
April 7, 2011  
5:30 pm

Exhibitors' Reception  
April 7, 2011  
5:30 pm – 8:00 pm

Hall Open  
April 8, 2011  
9:00 am – 5:00 pm  
April 9, 2011  
8:00 am – noon

Co-Chairs

**David Bearman**  
**Jennifer Trant**

Produced by  
**Archives & Museum  
Informatics**

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M4E 2P3 Canada

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[mw2011@archimuse.com](mailto:mw2011@archimuse.com)  
[www.archimuse.com](http://www.archimuse.com)

Placement	Price	Maximum Dimensions (width x height)
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Cover Pages (full digital colour: BLEED OK)

Back Cover	\$1200	8 3/8 x 10 7/8 inches
Inside Cover	\$1000	8 3/8 x 10 7/8 inches

Inside Pages (black and white; +1 colour optional; NO BLEEDS)

Full Page	\$800	8.0 x 10.5 inches
Half Page	\$500	8.0 x 5.175 inches
Quarter Page	\$300	3.875 x 5.175 inches

inside pages add MW2011 colour

+ \$200 add the MW2011 Pantone colour (295C)  
to any size interior advertisement  
(pages are printed in black + PT 295C)

#### File Format

**Digital copy is preferred in one of the following formats:**

1. Press quality grayscale PDF (.pdf).
2. Encapsulated PostScript (.eps) including all fonts and images.
4. InDesign format, with **all** linked text and image files and fonts.

**Name your file after your company, not the meeting**  
**i.e. WebSpin.indd (NOT MW2011.indd).**

#### File Submission

**DEADLINE: February 28, 2011**

Submit files using the on-line form linked from  
<http://conference.archimuse.com/mw2011/exhibit/>

You will receive an emailed confirmation, listing the files submitted.

Fax a proof to +1 416 352 6025

Files received without proofs may not be reproduced as expected.

(over)



## Museums and the Web 2011

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## II. Your Logo on MW2011 Conference Web Site

*Include your logo or other image file on your Exhibitor Page of the MW2011 Web site and on the list of Exhibitors.*

Per logo: \$150

### File Format

Logos must be submitted as a Web-ready digital file.  
Image dimensions must be a max of 500px in each direction.  
Maximum file size 1MB.  
Logo should be placed on a white or transparent background.  
Format: GIF (.gif), JPEG (.jpg), or PNG (.png)

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## III. Conference Bag Inserts

*A. Include your preprinted literature in the Conference Registrants' Bags.*

Per piece (maximum 8.5 x 11 inches and 2 oz.): \$200

*B. Include your promotional items (pens, waterbottles, etc.) in the Conference Registrants' Bags.*

Per piece (up to 2 oz.): \$200

### Submission

**DEADLINE: April 5, 2011 by 10:00 am**

**Materials not received by the deadline cannot be included.**

**NO REFUNDS ARE AVAILABLE FOR LATE MATERIALS.**

Send 700 copies of each insert directly to:

Loews Philadelphia Hotel  
1200 Market Street  
Philadelphia, PA USA  
Tel: +1 215 627 1200

**Attention:**

**Museums and the Web 2011 (MW2011) Convention Manager: Michael Sofia**

## IV. Other Promotional Opportunities

*Contact MW2011@archimuse.com with your idea for other promotional possibilities.*