Museums and the Web 2012
the international conference for
culture and heritage on-line

April 11-14, 2012
San Diego, California, USA
http://museumsandtheweb.com/mw2012

Sheraton San Diego
Hotel & Marina
San Diego, California

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.

Placement	Price	Maximum Dimensions (width x height)
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 MW2012.indd).

File Submission

DEADLINE: February 28, 2012

Submit files using the on-line form linked from
https://www.yousendit.com/dropbox?dropbox=museumsandtheweb
You will receive an emailed confirmation, listing the files submitted.
Fax a proof to +1 (240) 986-9546

Files received without proofs may not be reproduced as expected.

(over)

Exhibit Hall Schedule
Set up
April 12, 2011
10:00 am – 4:00 pm

Hall Opening
April 12, 2011
5:30 pm

Exhibitors' Reception
April 12, 2011
5:30 pm – 8:00 pm

Hall Open
April 13, 2011
9:00 am – 5:00 pm
April 14, 2011

Co-Chairs
Nancy Proctor
Rich Cherry

Produced by
Museums and the Web
703 Dale Drive,
Silver Spring, MD 20910 USA

Phone: (240) 839-1114
Fax: (240) 986-9546

info@museumsandtheweb.com
www.musuemsandtheweb.com

II. Your Logo on MW2012 Conference Web Site

Include your logo or other image file on your Exhibitor Page of the MW2012 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 11, 2012 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:

Sheraton San Diego Hotel & Marina
1380 Harbor Island Drive
San Diego, California 92101
Tel: +1 619 291 2900

Attention:
Museums and the Web 2012 (MW2012) Convention Manager: Hiroko Kusano

IV. Other Promotional Opportunities