



Midwest Archives Conference Advertising

MAC offers advertisers easy and effective ways to market products, services, and announcements. These outlets include its newsletter, journal, annual meeting program, and Web site. The newsletter, journal, and annual meeting program reach more than 900 individual and institutional members in the Midwest and across the United States; more than 16,000 people visited MAC's Web site during the first six months of 2015.

MAC offers advertising in the quarterly *MAC Newsletter*, *Archival Issues*, and the Meeting Program.

All ads will be sent to the Vendor Coordinator and distributed to the editors of their respective publications. All invoices for advertising are handled by the Vendor Coordinator. Payment is due within 30 days of receipt of invoice.

For information concerning exhibits and sponsorships during the annual meeting, please contact MAC Vendor Coordinator Miriam Kahn c/o MBK Consulting 60 N Harding Road, Columbus, OH 43209-1524 phone: 614-239-8977 cell 614-579-9855 email mbkcons@gmail.com

MAC Advertising Packages

Publication and Frequency	Size of Ad	Cost Per Issue	Cost Per Year
<i>MAC Newsletter</i> (quarterly)	Full page	\$250	\$800 (20% discount)
	Half page	\$150	\$510 (15% discount)
	Quarter page	\$75	\$270 (10% discount)
	Eighth page	\$50	\$190 (5% discount)
	Business Card	\$50	\$190 (5% discount)
<i>Archival Issues</i> (single issue)	Full page	\$250	
	Half page	\$150	
	Quarter page	\$75	
	Eighth page	\$50	
	Business Card	\$50	
Annual Meeting Program (annually)	Full page	\$250	
	Half page	\$150	
	Quarter page	\$75	
	Eighth page	\$50	
	Business Card	\$50	

MAC Publications

MAC Newsletter

The *MAC Newsletter* is the association's quarterly publication. It keeps MAC's members informed about future conferences and educational opportunities. It presents regional, national, and international archival news, and publishes employment opportunities as well as news about repositories and archivists' professional activities. MAC members receive the *MAC Newsletter* upon payment of annual dues.

Display Advertising Rates (Black Ink)

Full page (7" wide x 9" tall): \$250; ½ page vertical (7" wide x 4¼" tall): \$150; ¼ page (3¼" wide x 4¼" tall): \$75; 1/8 page (1½" wide x 4½" tall): \$50; business card (3½" wide x 2" tall): \$50. See rate card for discounts for a one-year commitment.

Specifications

Newsletter trim size is 8½" wide x 11" tall. Ads supplied by E-mail are preferred; camera-ready black and white acceptable. No bleed pages.

Publication Deadlines

The *MAC Newsletter* is published quarterly, with July, October, January, and April cover dates. Deadlines for copy are May 1 (July issue), August 1 (October issue), November 1 (January issue), and February 1 (April issue).

Job Announcements

As a service to members, MAC publishes announcements of professional opportunities. Rates for one insertion of a job in one issue of the newsletter are: under 125 words: \$35; 125–199 words: \$70; 200–299 words: \$105; 300+ words: \$140. Institutional members may subtract \$35 from these rates. Please submit text of job announcements to *MAC Newsletter* Editor Paul Eisloeffel (2014–2017) Curator of Audiovisual Collections Nebraska State Historical Society email paul.eisloeffel@nebraska.gov

E-mail copies of text are greatly preferred. Numbers, abbreviations, etc., each count as one word. Ads will be edited to conform to style used. MAC reserves the right to decline or edit if discriminatory statements in the text are inconsistent with principles of intellectual freedom or the provisions of the Civil Rights Act of 1964 and its subsequent amendments. Compliance with Equal Opportunity/Affirmative Action regulations is assumed. Display ads for job announcements will be billed at display rates.

Ad Policies and Procedures

If needed, advertisers will be billed at cost for layout, typesetting, and extra camera work. If artwork is to be returned, supply name and address of the person to whom it should be sent.

Advertisements should be sent to the Vendor Coordinator Miriam Kahn (2013–2017) MBK Consulting, 60 N. Harding Road, Columbus, OH 43209 phone 614-239-8977 cell 614-579-9855 email mbkcons@gmail.com

Archival Issues

Archival Issues, a scholarly journal published by the Midwest Archives Conference, is concerned with the issues and problems confronting the contemporary archivist. Material in a wide range of formats—including articles, review essays, proceedings and seminars, and case studies of specific archival projects and functions—is considered for publication. MAC members receive *Archival Issues* upon payment of annual dues.

Display Advertising Rates (Black Ink)

Full page (5" wide x 7³/₄" tall): \$250; ½ page (5" wide x 4" tall): \$150; ¼ page (2¹/₄" wide x 4" tall): \$75; 1/8 page (1¹/₂" wide x 4" tall): \$50.

Specifications

Archival Issues trim size is 6" wide x 9" tall. Ads supplied by E-mail are preferred; camera-ready black and white acceptable. No bleed pages.

Publication

Archival Issues is published at least once per year; please contact the editor concerning deadlines. Chair: John Fleckner (2014-2016) National Museum of American History email flecknerj@si.edu

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Annual Meeting Exhibiting

Vendors are welcome to exhibit with the Midwest Archives Conference at our annual Spring Meeting. Current rates: For-profit: A table set up and staffed by your representative is \$400.00, which includes a six foot table, chairs, and electrical outlets. A non-staffed table set up and maintained by a MAC representative is \$500.00; non-profit: \$50 for staffed table; and \$75 for non-staffed table. Contact the Vendor Coordinator to reserve a table. Miriam Kahn (2013–2017) MBK Consulting, 60 N. Harding Road, Columbus, OH 43209 phone 614-239-8977 cell 614-579-9855 email mbkcons@gmail.com

Annual Meeting Program

MAC's annual meeting provides attendees at all levels of experience and from all types of institutions the opportunity to build or enhance their archival competence. Each year's annual meeting features two full days of lectures, panel discussions, tours, and workshops on a broad range of subjects germane to archival work. MAC strongly encourages all members to become program participants—a further stimulus to professional growth—as well as attendees. The annual meeting is hosted by different member institutions across the MAC region. MAC members and other attendees receive the annual meeting program upon payment of annual dues or the meeting registration fee.

Display Advertising Rates (Black Ink)

Full page (7" wide x 9" tall): \$250; ½ page vertical (7" wide x 4¹/₄" tall): \$150; ¼ page (3¹/₄" wide x 4¹/₄" tall): \$75; 1/8 page (1¹/₂" wide x 4¹/₂" tall): \$50; business card (3¹/₂" wide x 2" tall): \$50.

Specifications

The annual meeting program trim size is 8½" wide x 11" tall. Ads supplied by E-mail are preferred; camera-ready black and white acceptable. No bleed pages.

Publication

The annual meeting program is released two months in advance of the meeting, traditionally held in April of each year in cities around the MAC region. Please contact the vice president for publication deadlines: David McCartney (Term: 2014-2016) University Archivist, University of Iowa email david-mccartney@uiowa.edu

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