



# Midwest Archives Conference Advertising

## Introduction

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 2009.

MAC offers advertising in four outlets or in a single outlet, such as the newsletter or the Web site.

All ads will be sent 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 Carrie Daniels, University of Louisville Archives & Records Center, 400 Ekstrom Library, Louisville, KY 40292, Phone: (502) 852-6674, Email: [carrie.daniels@louisville.edu](mailto:carrie.daniels@louisville.edu)



## MAC Advertising Packages

Publication and Frequency	Size of Ad	Cost Per Issue	Cost Per Year
MAC <i>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
<i>Archival Issues</i> (single issue)	Full page	\$250	\$250
	Half page	\$150	\$150
	Quarter page	\$75	\$75
	Eighth page	\$50	\$50
Annual Meeting Program (annually)	Full page	\$250	\$250
	Half page	\$150	\$150
	Quarter page	\$75	\$75
	Eighth page	\$50	\$50
	Business Card	\$50	\$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; ⅛ 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 or on disk are preferred; camera-ready black and white acceptable. No bleed pages.

#### Publication

The *MAC Newsletter* is published quarterly, with July, October, January, and April cover dates. Deadlines for copy are May 10 (July issue), August 10 (October issue), November 10 (January issue), and February 10 (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 Kathy Koch, Archivist-Librarian, American Association of Nurse Anesthetists, 222 South Prospect Avenue, Park Ridge, IL 60068-4037, Phone: 847-655-1106 847-655-1106, Fax: 847-692-6968, Email: [kkoch@aana.com](mailto:kkoch@aana.com). E-mail and disk 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. Send newsletter advertisements and job announcements to *MAC Newsletter* Editor Kathy Koch, Archivist-Librarian, American Association of Nurse Anesthetists, 222 South Prospect Avenue, Park Ridge, IL 60068-4037, Phone: 847-655-1106 847-655-1106, Fax: 847-692-6968, Email: [kkoch@aana.com](mailto:kkoch@aana.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 7¾" tall): \$250; ½ page (5" wide x 4" tall): \$150; ¼ page (2¼" wide x 4" tall): \$75; ⅛ page (1½" wide x 4" tall): \$50.

#### Specifications

*Archival Issues* trim size is 6" wide x 9" tall. Ads supplied by E-mail or on disk 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.

### 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. Send *Archival Issues* advertisements to Chair: William J. Maher, University Archivist, University of Illinois Archives, 19 Main Library, 1408 W. Gregory Drive, Urbana, IL 61801, Phone: 217-333-0798; 217-333-0798, Fax: 217-333-2868, Email: [w-maher@illinois.edu](mailto:w-maher@illinois.edu).

## 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 4¼" tall): \$150; ¼ page (3¼" wide x 4¼" tall): \$75; ⅛ page (1½" wide x 4½" tall): \$50; business card (3½" wide x 2" tall): \$50.

### Specifications

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

### Publication

The annual meeting program is printed 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: Mark Shelstad, Head of Special Collections, University of Texas at San Antonio Libraries, UTSA HemisFair Park Campus, 801 E. Durango Boulevard, San Antonio, TX 78205, Phone: (210) 458-2385, E-mail: mark.shelstad@utsa.edu.

### 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. Send advertisements and submission inquiries to Vice President Mark Shelstad, Head of Special Collections, University of Texas at San Antonio Libraries, UTSA HemisFair Park Campus, 801 E. Durango Boulevard, San Antonio, TX 78205, Phone: (210) 458-2385, E-mail: mark.shelstad@utsa.edu.

## Annual Meeting Exhibiting

Vendors are welcome to exhibit with the Midwest Archives Conference at our annual Spring Meeting. Current rates: For-profit: A booth set up and staffed by your representative is \$400.00, which includes a six-foot table, chairs, and electrical outlets. A non-staffed booth set up and maintained by a MAC representative is \$500.00. Non-profit: \$50 for staffed booth, \$75 for non-staffed booth. Please contact the Vendor Coordinator for more information and to reserve your space: Carrie Daniels, University of Louisville Archives & Records Center, 400 Ekstrom Library, Louisville, KY 40292, Phone: (502) 852-6674, Email: carrie.daniels@louisville.edu