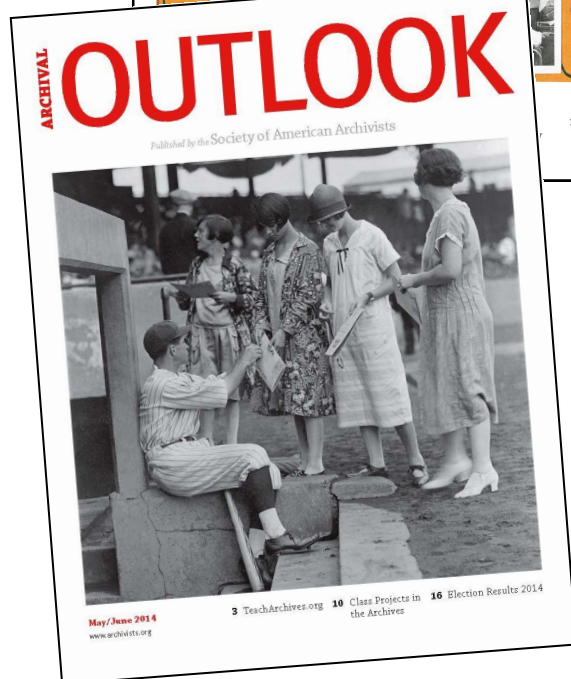


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Special Promotion on SAA's Latest Book

April 30, 2014
View this email in your browser

IN THE LOOP

[Deadlines](#) • [Jobs](#) • [Advocacy](#)

[Annual Meeting](#) • [Archives in the News](#) • [Around SAA](#)

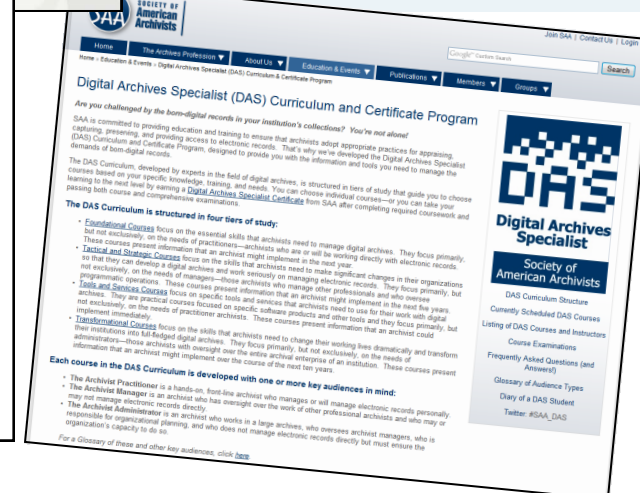
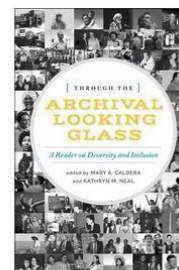
[Around the Profession](#) • [Continuing Education](#)

Special Promotion on SAA's Latest Book

Through the Archival Looking Glass: A Reader on Diversity and Inclusion

SAA is proud to debut our newest book, *Through the Archival Looking Glass: A Reader on Diversity and Inclusion*, edited by Mary A. Caldera and Kathryn M. Neal, which is now available to purchase in the SAA Bookstore. Until May 1, SAA members can receive \$10 off the member price of the [print copy](#) and free shipping.

Through ten powerful essays, *Through the Archival Looking Glass* explores the human need to leave one's mark on the world, and the deep desire in individuals to tell their stories, to be seen literally and figuratively in the archives. The essays explore prominent themes related to diversity, including creating a diverse record; recruiting diversity to the profession and retaining a diverse workforce; and questioning the archive itself, on representation, authority, neutrality, objectivity, and power.



Opportunities-at-a-Glance

Reach Your Target Audience

The Society of American Archivists (SAA) is North America's oldest and largest professional organization representing the interests of archives and archivists. SAA unites archivists who have a range of specialties and encourages collaboration. By providing the latest research and information, continuing education, advocacy, and networking opportunities, SAA strengthens the profession and helps archivists achieve their career goals.



When you advertise with SAA, you'll **connect with a network of more than 6,200 individual and institutional members** who are the decision makers within their organizations. Through SAA's range of advertising and sponsorship opportunities, you can **send timely messages** alongside our trusted content, **increase brand awareness for your company**, and **establish and solidify relationships with customers**.

What Matters to Our Members

By taking advantage of our advertising or sponsorship opportunities, you'll be reaching archivists who are personally and professionally invested in the media outlet you choose. In our most recent member survey, individual and institutional members indicated that three of the top reasons they joined and remain members of SAA were:

- ◆ To receive SAA's journal, *The American Archivist*, and the bimonthly magazine, *Archival Outlook*
- ◆ To stay current on information about the profession
- ◆ To network and build relationships at events like the Annual Meeting

In addition, 94 percent of Annual Meeting attendees indicated that they regularly visit the Exhibit Hall to meet with exhibitors and sponsors during the event.

Opportunities-at-a-Glance

PUBLICATIONS

Advertise in three trusted publications:

- ♦ *In the Loop* (biweekly e-newsletter)
- ♦ *Archival Outlook* (bimonthly, two-color magazine)
- ♦ *The American Archivist* (semiannual professional journal)

ANNUAL MEETING

- ♦ Exhibit in the Expo Hall.
- ♦ Become a sponsor.
- ♦ Advertise in SAA's Preliminary and Onsite Programs, on the Annual Meeting website, or on the mobile app.



CONTACT US

Have questions? Want to place an ad?
Contact Editorial & Production
Coordinator Anne Hartman at
ahartman@archivists.org or call
866-722-7858.



ONLINE

- ♦ Place a banner ad on an archivists.org page of your choice.
(Excluding homepage.)

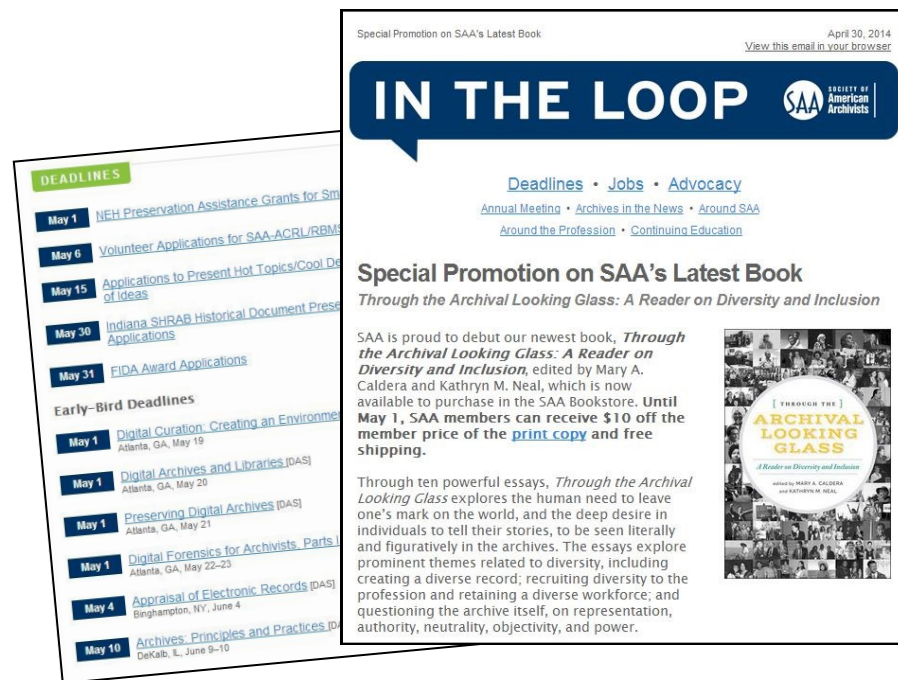


IN THE LOOP



In the Loop

**Send timely messages directly
to your target audience via
In the Loop, SAA's biweekly
e-newsletter sent to more than
6,200 members.**



Content Archivists Rely On

In the Loop delivers news from around the profession that members rely on to stay up to date. Each issue features:

- ◆ Reminders about deadlines
- ◆ Upcoming continuing education courses and workshops
- ◆ Job opportunities
- ◆ Information about scholarships, grants, and fellowships
- ◆ Annual Meeting updates and information

Benefits for Advertisers

- ◆ **Get noticed.** Each issue has a limited number of advertising spaces, ensuring higher visibility for your ad. Our newly redesigned newsletter uses responsive design to optimize the appearance of your ad across all devices and screen sizes.
- ◆ **Send frequent messages.** Your ad will be seen on a biweekly basis, building greater awareness for your brand.
- ◆ **Get an immediate response.** By including a link with your ad, your company or product will be a click away for readers.
- ◆ **Reach new audiences.** Members can share our newsletter via social media or email. Our newsletters are archived on SAA's website for readers to refer to continuously.

ADVERTISING SPECIFICATIONS

- ◆ Link to your website or a URL of your choice
- ◆ File type: JPEG or TIFF
- ◆ File size: 25K maximum
- ◆ Rolling deadlines

In the Loop

37.4%

Open rate (average open rate for nonprofits is 25.12%)

11.4%

Click rate (average click rate for non-profits is 3.25%)

Redesigned in 2014 for a fresh new look!



1

Premium Top In-Text Banner

(300 pixels x 200 pixels)

Max. ads per issue: One

2

Standard In-Text Banner

(300 pixels x 200 pixels)

Max. ads per issue: Five

3

Bottom Banner

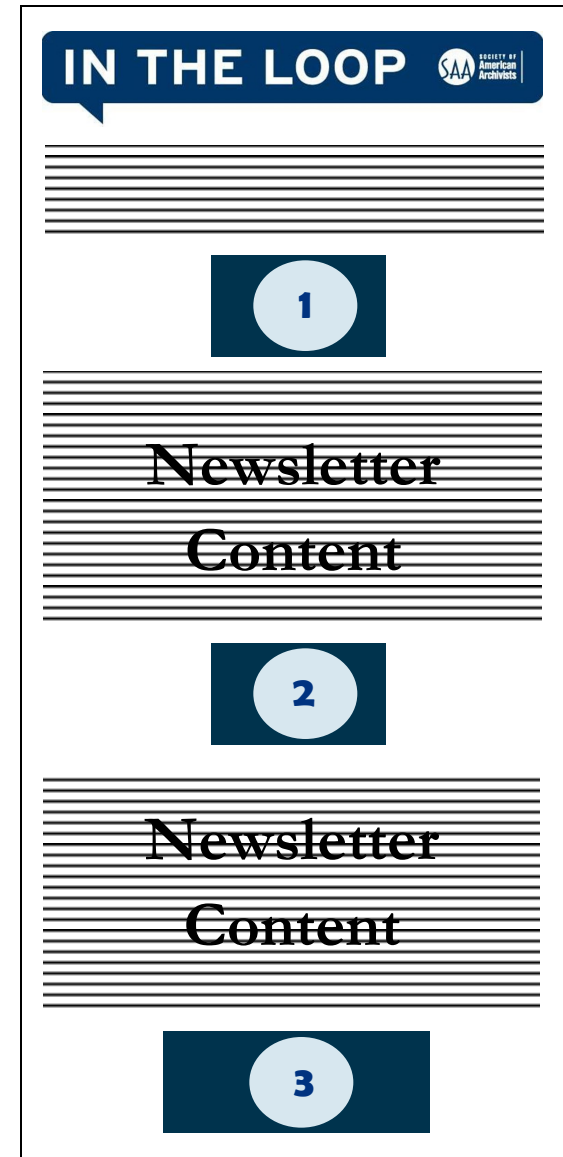
(500 pixels x 215 pixels)

Max. ads per issue: One

2014 RATES

Ad Type	1x	3x	6x	12x	24x
Premium Top In-Text Banner	\$239	\$219	\$199	\$169	\$129
Standard In-Text Banner	\$199	\$179	\$159	\$139	\$109
Bottom Banner	\$259	\$239	\$219	\$189	\$149

Rates are per insertion.



Archival Outlook

Winner of the 2013 Apex Award for Publication Excellence, Magazines Category!



Gain exposure and greater brand recognition in SAA's award-winning bimonthly magazine, available in print and a convenient digital edition format.

Benefits for Advertisers

- ♦ **Reach your target audience.** Advertising in *Archival Outlook* allows your company to specifically reach individuals in the archival profession. Your message will be sent to decision makers in the field who are looking to buy products or services like yours.
- ♦ **Expand your exposure.** *Archival Outlook* is available in print and a new digital edition format. With this new format, our readers share articles and issues via email, social media, blogs, and websites.
- ♦ **Get noticed.** The digital edition includes a convenient dropdown menu featuring advertisers in each issue. Readers also can click links in advertisements to easily access your website or a link of your choice.
- ♦ **Content will be referenced for years to come.** SAA's website features back issues of *Archival Outlook*, dating back to 2004.
- ♦ **Advertise alongside relevant, trusted content.** Articles in *Archival Outlook* are largely written by archivists who understand the issues their colleagues face in the workplace.



Archival Outlook

2014 RATES

Ad Type	Size	1x	3x	6x
Premium Inside Front or Back Cover or Center Page	7.25" x 9.75"	\$799	\$699	\$619
Full Page	7.25" x 9.75"	\$649	\$549	\$469
Half Page (horizontal or vertical orientation)	7.25" x 4.5" (horizontal) 3.556" x 9.75" (vertical)	\$389	\$329	\$289
Quarter Page	3.556" x 4.5"	\$229	\$199	\$179

Rates are per insertion.

Add a Splash of Color!



Jan./Feb. Mar./Apr. May/June July/Aug. Sept./Oct. Nov./Dec.

2014 DEADLINES

Issue	Deadline	Issue	Deadline
January/February	December 1	July/August	June 1
March/April	February 1	September/October	August 1
May/June	April 1	November/December	October 1

Tackling Relevant Issues in the Profession

With content covering challenges and current events in the profession, it's easy to see why archivists rely on *Archival Outlook*. The magazine features:

- ♦ Best-practice and how-to articles written by SAA members
- ♦ Pieces highlighting the diversity of collections and the latest archival acquisitions
- ♦ Member profiles and accomplishments
- ♦ Columns by the Archivist of the United States and the SAA President and Executive Director
- ♦ Striking photographic images from archival collections



The American Archivist

**Now in its 77th year,
SAA's flagship publication
is one of the most trusted
resources among archivists.**

Probing Content from Thought Leaders

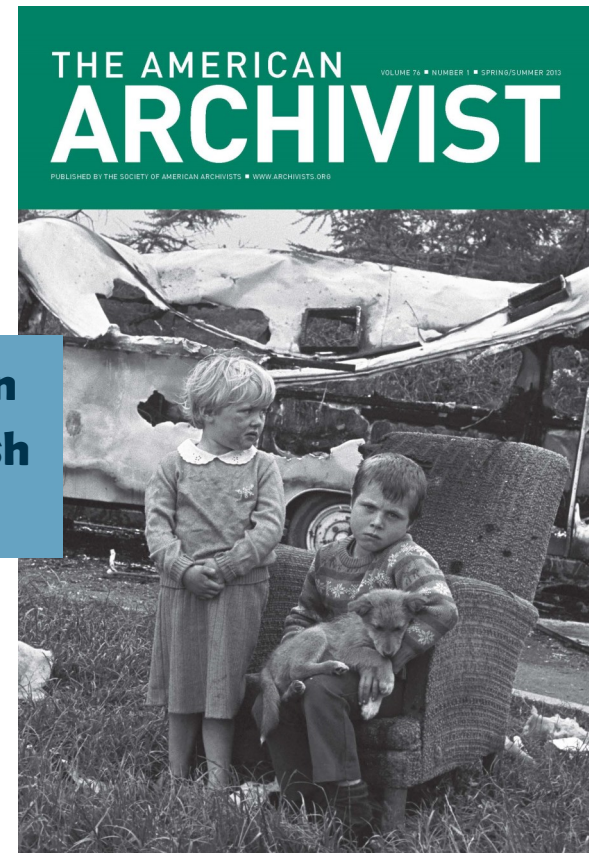
The American Archivist features:

- ◆ Research reflecting theoretical and practical advancements in the profession
- ◆ Informative case studies on how to use the latest technologies
- ◆ Perspectives on how archives are affected by cultural and social changes
- ◆ Articles on international archival developments
- ◆ Book and resource reviews

As an advertiser, you'll:

- ◆ Position your ad with trusted content that readers will refer to continuously.
- ◆ Get double the exposure when you place a print ad—the digital edition features the same content in a convenient electronic format.

**Redesigned in
2013 for a fresh
new look!**



2014 RATES

Ad Type	Size	1x	2x	Issue	Deadline
Full Page	5" x 8"	\$599	\$469	Spring/Summer	February 15
Half Page	5" x 4"	\$419	\$329	Fall/Winter	July 15

Rates are per insertion.

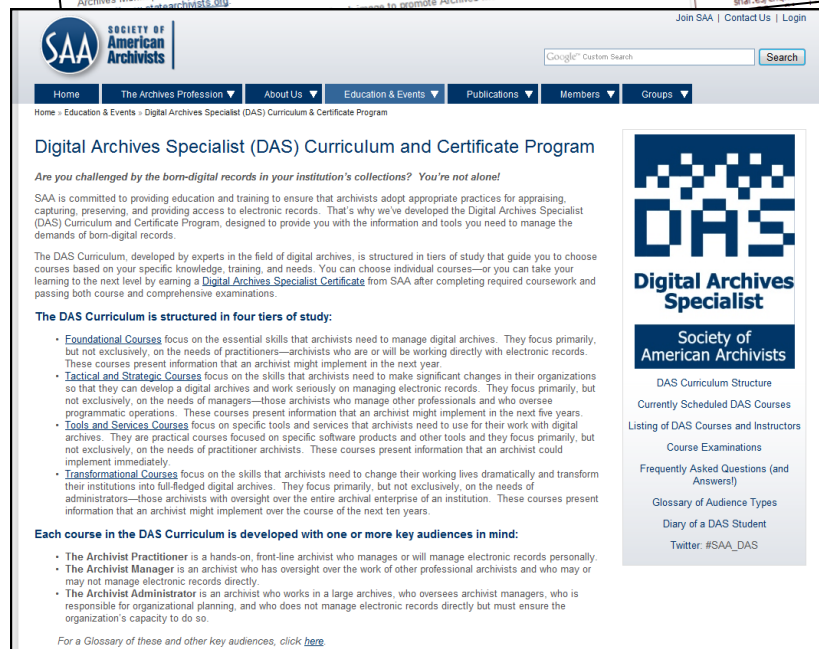
Archivists.org



Extend your reach with a targeted web ad on SAA's site.

Features

- ♦ The go-to source for SAA's 6,200 members to get the most up-to-date information about the Society
- ♦ The prime source for allied professionals and the public to discover SAA
- ♦ Choose the page that best fits your advertising needs (excluding homepage)



Get a Lower Rate!
Ask about discounts for advertisers who place ads in multiple SAA media outlets.

2014 RATES

700 pixels x 129 pixels	One Month	\$239
	Three Months	\$219
	Six Months	\$199
	Twelve Months	\$169

Rates are per month.

ARCHIVES * RECORDS: Ensuring Access

August 10–16, 2014 | Washington, DC

Showcase your services and connect with your target audience at the *CAPITAL IDEA!* Expo, the premier archives and information technology expo held at the Joint Annual Meeting of CoSA, NAGARA, and SAA.

“The SAA meeting is our best and most important conference of the year. It has the largest concentration of our customers and provides the best opportunity to meet new ones. We have made so many friends through the years, and this conference always serves as a grand reunion!”

Bob Henderson, Hollinger Metal Edge Inc.

Benefits for Exhibitors

- ♦ Increase your exposure. This year’s conference is a joint meeting of the Council of State Archivists, the National Association of Government Archives and Records Administrators, and SAA.
- ♦ Find your target audience among more than 2,000 archives, records, and IT professionals.
- ♦ Develop relationships with archives, records, and information professionals.
- ♦ Continue connections with current customers.
- ♦ Hear what archives, records, and information professionals have to say about your products—and their **future product needs**.
- ♦ Increase your knowledge and understanding of the archives, records, and information professions.
- ♦ Sell your products on the show floor.
- ♦ Qualify for advertising and sponsorship opportunities (pages 12–13).



ARCHIVES * RECORDS: Ensuring Access

August 10–16, 2014 | Washington, DC

As an Exhibitor, You'll Receive:

- ◆ Two free conference registrations with each 8' x 10' booth (a \$1,000 value!)
- ◆ A company profile with contact information displayed on the online Virtual Expo
- ◆ Your company listing on the conference website
- ◆ Exposure to all registered attendees in monthly promotional email messages
- ◆ A company profile in the Online Program
- ◆ One-time use of the preregistrants list, with contact information
- ◆ One fully piped and draped exhibit space (8-foot back wall drape and 3-foot side rail drape), one skirted 6-foot table, two side chairs, one wastebasket, and a 7" x 44" identification sign

**Sign up by January 31, 2014,
and SAVE up to \$400!**

CAPITAL IDEA! EXHIBIT HALL SCHEDULE

Exhibitor Registration	Thursday, August 14, 11:00 a.m.– 4:00 p.m.
Exhibitor Move-in	Thursday, August 14, 1:00 p.m.– 4:00 p.m.
Show Hours*	Thursday, August 14, 5:30 p.m.– 7:30 p.m. Friday, August 15, 7:30 a.m.– 4:30 p.m.
Tear Down	Friday, August 15, 4:30 p.m.–7:00 pm.

**The conference organizers reserve the right to alter the meeting schedule.*

Make connections. Break new ground.

Become an exhibitor. Here's how:

- ◆ Visit the Virtual Expo website, where you can select and reserve your booth location (**website will be accessible starting November 30**). Space will be assigned on a first-come, first-served basis (excluding those booths reserved for corporate sponsors) **upon receipt of full payment**. Note that certain fees from the Washington Marriott Wardman Park will apply.
- ◆ **Application deadline (for inclusion in the Onsite Program):** May 31, 2014
- ◆ **Hotel reservation deadline:** July 19, 2014
- ◆ **Visit** <http://www2.archivists.org/conference/2014/washington/expo> for the latest information.

2014 RATES

	Payment Received by 1/31/2014	Payment Received after 1/31/2014
Nonprofit Exhibitors	\$1,100	\$1,300
Nonprofit Exhibitors/ corner or prime space	\$1,300	\$1,500
Other Exhibitors	\$1,400	\$1,600
Other Exhibitors/corner or prime space	\$1,600	\$1,800

ARCHIVES * RECORDS: Sponsorship

August 10–16, 2014 | Washington, DC

GOLD Sponsor—\$25,000

As a Gold Sponsor, you'll receive:

- ◆ Ten conference registrations
- ◆ Two 8' x 10' premium location Expo Hall spaces
- ◆ Primary sponsor of conference mobile app
- ◆ Your company name on a sign displayed at Registration and outside the Expo Hall
- ◆ Corporate Gold Sponsor listing in Preliminary and Onsite programs
- ◆ Full-page ads in Preliminary and Onsite programs
- ◆ Full-page ad in premeeting issue of *Archival Outlook*
- ◆ In-Text Horizontal Banner ad in three premeeting issues of *In the Loop*
- ◆ Online ad on all conference-related pages, with a direct link to your home page.
- ◆ Listing on the conference website, with a direct link to your site
- ◆ Multimedia recognition at Plenary session(s)
- ◆ Five invitations to the private Presidents' Reception

SILVER Sponsor—\$20,000

As a Silver Sponsor, you'll receive:

- ◆ Five conference registrations
- ◆ One 8' x 10' premium location Expo Hall space
- ◆ Corporate Silver Sponsor listing in Preliminary and Onsite programs
- ◆ Full-page ads in Preliminary and Onsite programs
- ◆ Full-page ad in premeeting issue of *Archival Outlook*
- ◆ Standard Right Vertical ad in two premeeting issues of *In the Loop*
- ◆ Online ad on all conference-related pages, with a direct link to your homepage
- ◆ Listing on the conference website, with a direct link to your site
- ◆ Three invitations to the private Presidents' Reception

**Want more options? Ask about
our customized sponsorship
packages!**

BRONZE Sponsor—\$15,000

As a Bronze Sponsor, you'll receive:

- ◆ Two conference registrations
- ◆ One 8' x 10' premium location Expo Hall space
- ◆ Half-page ads in Preliminary and Onsite programs
- ◆ Corporate Bronze Sponsor listing in Preliminary and Onsite programs
- ◆ Online ad on all conference-related pages, with a direct link to your homepage
- ◆ Listing on the conference website, with a direct link to your site
- ◆ Two invitations to the private Presidents' Reception

Mobile App/Online Schedule Sponsor—\$10,000

- ◆ Splash screen ad, which displays full-screen for several seconds each time the mobile app is opened.
- ◆ Banner ad on each page of the mobile app.

ARCHIVES * RECORDS: Advertising

August 10–16, 2014 | Washington, DC

Increase Your Visibility in the **ARCHIVES * RECORDS** Preliminary Program, Onsite Program, or Conference Website

- ◆ The **Preliminary Program** is sent to more than 7,000 current CoSA, NAGARA, and SAA members, as well as past meeting attendees and archives, records, and IT professionals who live and work within 500 miles of the conference site. It includes complete information about the meeting content and is the major tool that prospective attendees use to determine if and when they will attend the meeting. (The conference organizers reserve the right to publish the Preliminary Program only online.)
- ◆ The **Onsite Program** will be referred to again and again during the conference and then will remain on the shelves of more than 2,000 conference attendees as a reference throughout the years.
- ◆ The **ARCHIVES * RECORDS** conference website will be seen by presenters, conference registrants, and those who are deciding whether to attend. Your button ad will run on each page of the conference website and will link to your company website or to your 2014 Virtual Expo listing (including your contact information and product description).

2014 RATES

	Preliminary Program	Onsite Program
Deadline	March 3, 2014	May 30, 2014
Trim Size	8.5" x 11"	8.5" x 11"
Inside Front Cover (4 color; full bleed only)	\$850 / 8.625" x 11.25"	\$850 / 8.625" x 11.25"
Inside Back Cover (4 color; full bleed only)	\$850 / 8.625" x 11.25"	\$850 / 8.625" x 11.25"
Back Cover (4 color; full bleed only)	\$1,000 / 8.625" x 11.25"	\$1,000 / 8.625" x 11.25"
Full Page/Bleed (b/w only)	\$700 / 8.625" x 11.25"	\$700 / 8.625" x 11.25"
Full Page/No Bleed (b/w only)	\$700 / 7.5" x 10"	\$700 / 7.5" x 10"
Half Page (b/w only)	\$450 / 7.5" x 4.5" (horizontal) \$450 / 3.75" x 10" (vertical)	\$450 / 7.5" x 4.5" (horizontal) \$450 / 3.75" x 10" (vertical)
Quarter Page (b/w only)	\$300 / 3.75" x 4.5"	\$300 / 3.75" x 4.5"

Have questions about our Annual Meeting opportunities? Visit our website or contact Carlos Salgado at csalgado@archivists.org or 866-722-7858.

ONLINE ADS

Ad Size	215 pixels (w) x 120 pixels (h)
Rate	\$500

CONTACT Carlos Salgado at csalgado@archivists.org or 866-722-7858.

Continuing Education Workbooks

Leaders across all disciplines take advantage of SAA's diverse continuing education opportunities. Reach a highly targeted audience via advertisements in our content-rich course workbooks.

Education That Archivists Rely On to Grow Professionally

- ◆ Choose from a variety of SAA courses to find the option that best suits your needs. Your ad will appear each time the course is offered for a year. Find a complete list of course options at <http://www2.archivists.org/prof-education/course-catalog>.
- ◆ With extensive information, SAA's continuing education workbooks are a trusted source for archivists long after the course is held.
- ◆ Approximately 80 percent of individual members and 85 percent of institutional members have taken advantage of SAA's face-to-face courses.
- ◆ Course options include those within the **Digital Archives Specialist (DAS) Curriculum and Certificate Program**, SAA's innovative new offering designed to provide archivists with the information and tools they need to manage the demands of born-digital records.
- ◆ Advertisements in DAS workbooks will reach approximately 1,200 archivists.



VISIT our continuing education calendar to see when and where courses are held:
<http://www2.archivists.org/calendar>

2014 RATES

Back Cover	\$799
Final Page in Workbook	\$649

