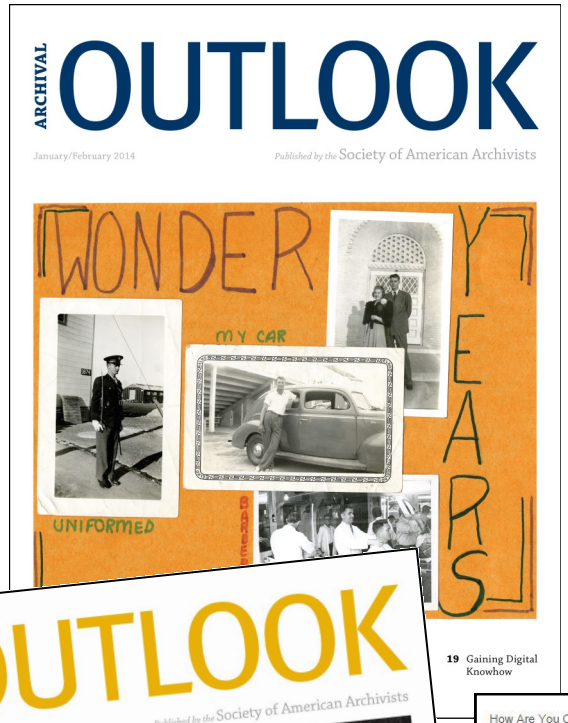
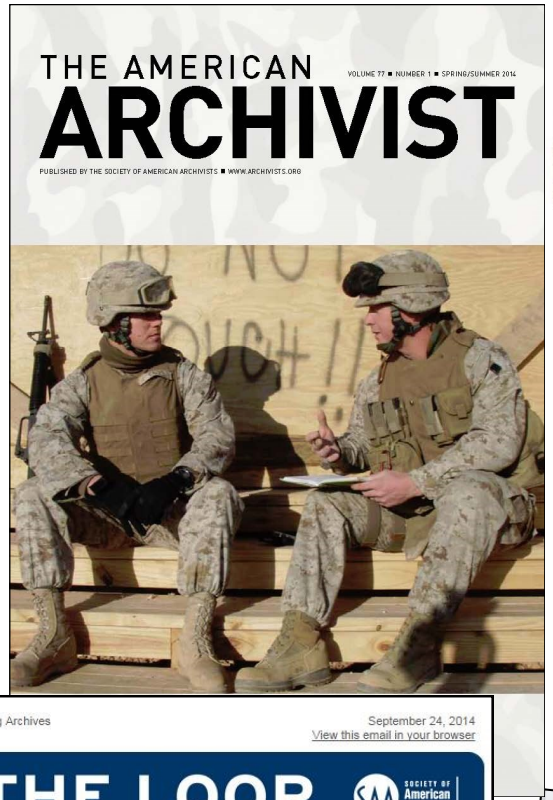
2015 Media Kit





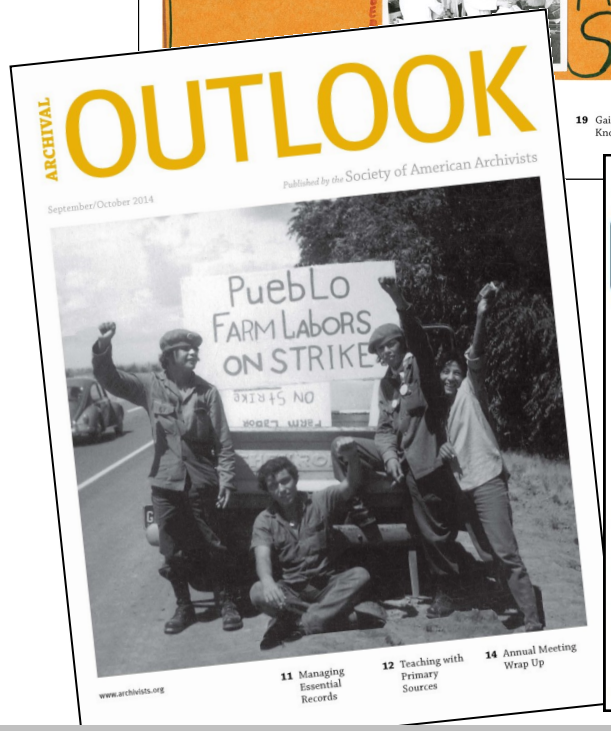


TABLE OF CONTENTS

Opportunities-at-a-Glance	2
In the Loop	4
Archival Outlook	6
The American Archivist	8
Archivists.org	9
Annual Meeting	10
Continuing Education Workbooks	15

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

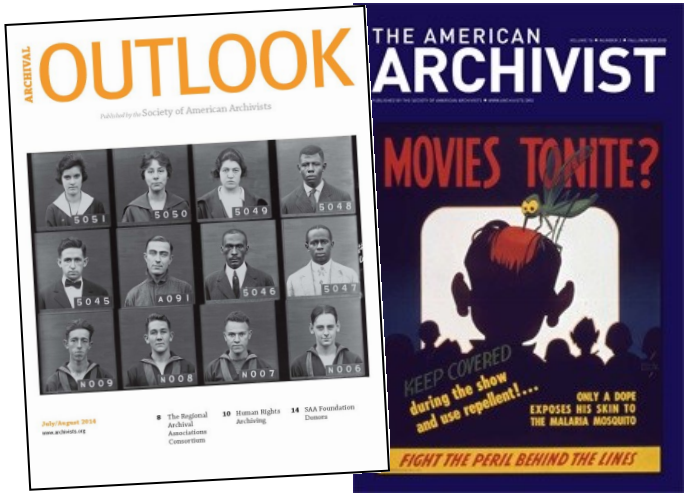
In addition, 94 percent of Annual Meeting attendees indicated that they regularly visit the Exhibit Hall to meet with exhibitors and sponsors during the event.

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)



IN THE LOOP

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.

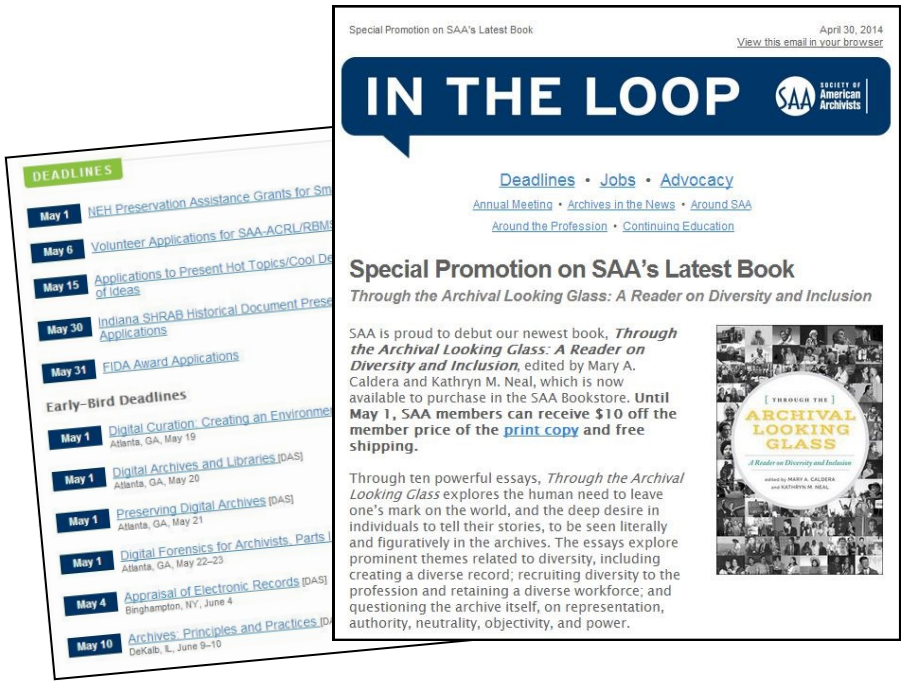
ONLINE

- Place a banner ad on an archivists.org page of your choice.

(Excluding homepage. See page 13 for information on advertising on the Annual Meeting website.)

In the Loop

Send timely messages directly to your target audience via *In the Loop*, SAA's biweekly e-newsletter sent to more than 7,000 subscribers.



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, and nonmembers can subscribe via the SAA website. Our newsletters are archived on SAA's website for readers to refer to continuously.

Content Archivists Rely On

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

ADVERTISING SPECIFICATIONS

- Link to your website or a URL of your choice
- File type: JPEG or TIFF
- Rolling deadlines

CONTACT Anne Hartman at ahartman@archivists.org or 866-722-7858.

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

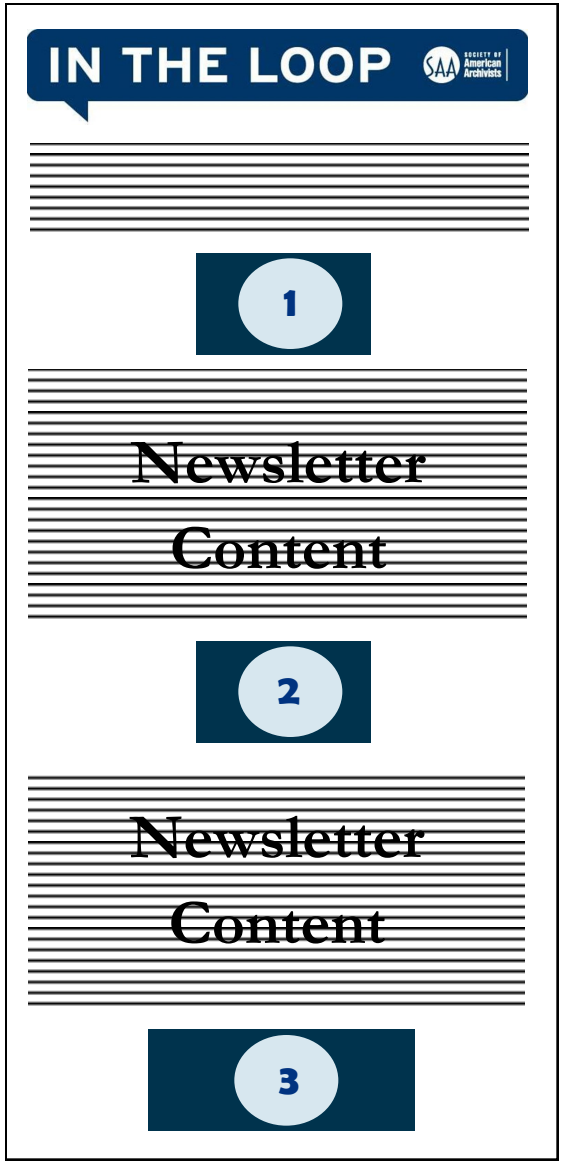
2 Standard In-Text Banner
(300 pixels x 200 pixels)
Max. ads per issue: Five

3 Bottom Banner
(500 pixels x 215 pixels)
Max. ads per issue: One

2015 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.

CONTACT Anne Hartman at ahartman@archivists.org or 866-722-7858.

Archival Outlook

2015 RATES

Rates are per insertion.

Ad Type	Size	1x	3x	6x
Premium Inside Front or Inside Back Cover	7.25" x 9.75"	$839	$739	$649
NEW! Premium Outside	6" x 8.5"	$839	$739	$649
Premium Full Page, Middle of the Book	7.25" x 9.75"	$699	$599	$509
Full Page	7.25" x 9.75"	$679	$579	$489
Half Page (horizontal or vertical orientation)	7.25" x 4.5" (horizontal) 3.556" x 9.75" (vertical)	$409	$349	$299
Quarter Page	3.556" x 4.5"	$239	$209	$189

Add a Splash of Color!

Make your ad pop by adding an accent color for $100.

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

2015 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

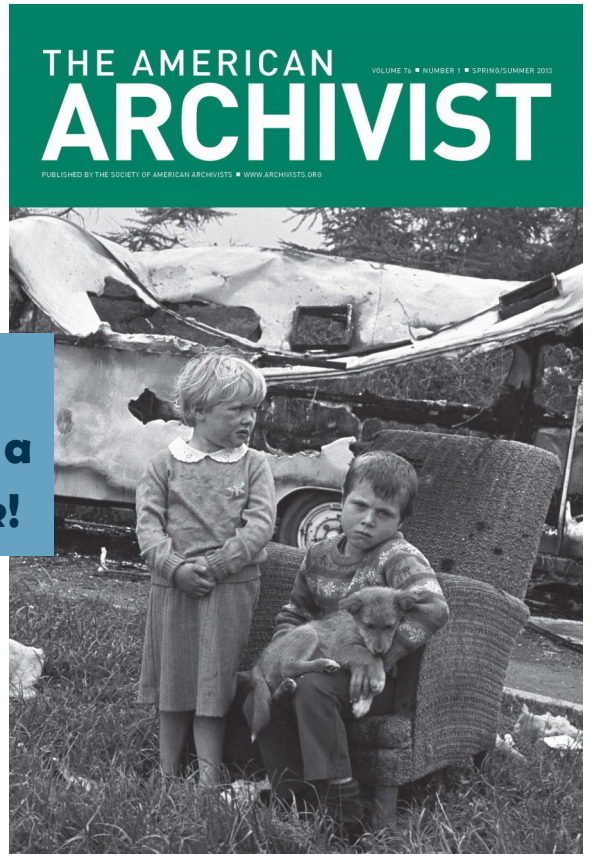
Tackling Relevant Issues in the Profession

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 78th year, SAA's flagship publication is one of the most trusted resources among archivists.



Recently redesigned for a fresh new look!

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.

2015 RATES

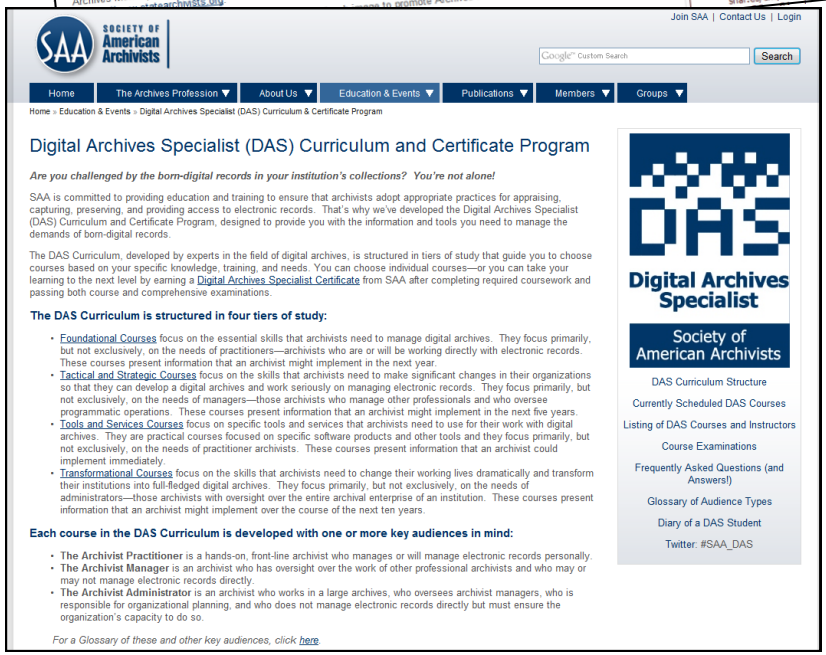
Ad Type	Size	1x	2x
Full Page	5" x 8"	$629	$489
Half Page	5" x 4"	$439	$349

Issue	Deadline
Spring/Summer	February 15
Fall/Winter	July 15

Rates are per insertion.

CONTACT Anne Hartman at ahartman@archivists.org or 866-722-7858.

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. See page 13 for information on advertising on the Annual Meeting website.)

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

2015 RATES

700 pixels x 129 pixels	One Month	$249
	Three Months	$229
	Six Months	$209
	Twelve Months	$179

Rates are per month.

ARCHIVES 2015

August 16–22, 2015 | Cleveland, OH

Showcase your services and connect with your target audience at the *ARCHIVES 2015* Expo, the premier archives and information technology expo.

Benefits for Exhibitors

- **Find your target audience and develop relationships with** more than 2,000 archives, records, and IT professionals representing universities, government, libraries, corporations, religious institutions, museums, and more.
- **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.

"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.

You'll have more opportunity than ever before to interact with your current and prospective customers as the feeding frenzy continues! Attendees will be drawn to the Hall for the Grand Opening Happy Hour on Thursday evening and two events on Friday: the All-Attendee Lunch and the hour-long "Last Chance" break.

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

ARCHIVES 2015: Exhibit

August 16–22, 2015 | Cleveland, OH

As an Exhibitor, You'll Receive:

- Two free conference registrations with each **8' deep x 10' wide** booth
- A company profile with contact information displayed on the online Virtual Expo
- Your company listing on the conference website
- A company profile in the Onsite Program distributed to every attendee
- A company profile in the online schedule and mobile app
- 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 30, 2015, and SAVE up to $400!

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 Cleveland Convention Center will apply.
- **Application deadline (for inclusion in the Onsite Program):** May 29, 2015
- **Hotel reservation deadline:** July 18, 2015

ARCHIVES 2015 EXHIBIT HALL SCHEDULE

Exhibitor Registration	Thursday, August 20, 11:00 a.m.– 4:30 p.m.
Exhibitor Move-in	Thursday, August 20, 1:00 p.m.– 4:30 p.m.
Show Hours*	Thursday, August 20, 5:30 p.m.– 7:30 p.m. Friday, August 21, 9:00 a.m.– 4:30 p.m.
Tear Down	Friday, August 21, 4:30 p.m.–7:00 pm.

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

2015 RATES

	Payment Received by 1/30/2015	Payment Received after 1/30/2015
Nonprofit Exhibitors	$1,200	$1,400
Nonprofit Exhibitors/ corner or prime space	$1,400	$1,600
Other Exhibitors	$1,500	$1,800
Other Exhibitors/corner or prime space	$1,700	$2,000

ARCHIVES 2015: Sponsor

August 16–22, 2015 | Cleveland, OH

A Corporate Sponsorship offers major contributors a special opportunity for continued recognition before, during, and after the conference. Gain visibility and mingle with the profession's thought leaders, supporters, and staff.

ALL-ATTENDEE RECEPTION Sponsor—$20,000

As an All-Attendee Reception Sponsor, you'll receive:

- Your company logo on special signs displayed at Registration, outside the Expo Hall, on reception transportation, and throughout the reception location
- Two conference registrations
- One 8' x 10' premium location Expo Hall space
- Corporate listing in Preliminary and Onsite programs
- Listing on the conference website, with a direct link to your site
- A company profile in the online schedule and mobile app
- Two invitations to the private President's Reception

PLATINUM Sponsor—$40,000

As a Platinum Sponsor, you'll receive:

- Silver-Level Sponsorship, plus:
- All-Attendee Reception Primary Sponsor
- Dedicated hospitality space outside the Expo Hall
- Monthly email announcements to SAA members from conference office
- Dedicated sponsor of conference lanyards with your company logo
- Corporate Platinum Sponsor listing on all conference marketing material, throughout convention center, and on Preliminary and Onsite Program covers

MOBILE APP/ONLINE SCHEDULE Sponsor—$10,000

As a Mobile App/Online Schedule Sponsor, you'll receive:

- 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
- A company profile in the online schedule and mobile app
- Corporate listing in Preliminary and Onsite programs
- Two invitations to the private President's Reception

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

ARCHIVES 2015: Sponsor

August 16–22, 2015 | Cleveland, OH

GOLD Sponsor—$25,000

As a Gold Sponsor, you'll receive:

- Ten conference registrations
- Three 8' x 10' premium location Expo Hall spaces
- Your company logo 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*
- Premium In-Text Horizontal Banner ad in five premeeting issues of *In the Loop*
- Online ad on all conference-related pages, with a direct link to your home page
- Multimedia recognition at Plenary session(s)
- A company profile in the online schedule and mobile app
- Ten invitations to the private Presidents' Reception

SILVER Sponsor—$20,000

As a Silver Sponsor, you'll receive:

- Five conference registrations
- Two 8' x 10' premium location Expo Hall spaces
- 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 In-Text Banner ads in three premeeting issues of *In the Loop*
- Online ad on all conference-related pages, with a direct link to your homepage
- A company profile in the online schedule and mobile app
- Five invitations to the private Presidents' Reception

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
- A company profile in the online schedule and mobile app
- Two invitations to the private Presidents' Reception

Want more options? Ask about our customized sponsorship packages!

Your company may prefer to sponsor individual events or take-away items that are sure to be memorable for conference attendees. We're happy to work with you to develop a sponsorship package that meets your marketing goals and budget. Opportunities range from $3,000 to $25,000—and may include the popular Charging Station in the Networking Café, lanyards with your logo, the SAA Research Forum, hotel key cards, breaks, receptions, plenary AV support, special food events, transportation, and other creative ideas.

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

ARCHIVES 2015: Advertise

August 16–22, 2015 | Cleveland, OH

Increase Your Visibility in the *ARCHIVES 2015* Preliminary Program, Onsite Program, or Conference Website

- The **Preliminary Program** is available to more than 6,200 current SAA members, as well as past meeting attendees and archives, records, and information 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 through the years.
- You can increase hits for your marketing message by placing an **Online Ad** on the *ARCHIVES 2015* website, where it will be seen by presenters, conference registrants, and those who are deciding whether to attend. Your ad will run on each page of the conference website and can link to your company website or to your 2015 Virtual Expo listing. *This marketing opportunity is limited to companies that exhibit at* ARCHIVES 2015.

2015 RATES

	Preliminary Program	Onsite Program
Deadline	March 2, 2015	May 15, 2015
Trim Size	8.5" x 11"	8.5" x 11"
Inside Front Cover (4 color; full bleed only)	$900 / 8.625" x 11.25"	$900 / 8.625" x 11.25"
Inside Back Cover (4 color; full bleed only)	$900 / 8.625" x 11.25"	$900 / 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)	$800 / 8.625" x 11.25"	$800 / 8.625" x 11.25"
Full Page/No Bleed (b/w only)	$800 / 7.5" x 10"	$800 / 7.5" x 10"
Half Page (b/w only)	$500 / 7.5" x 4.5" (horizontal) $500 / 3.75" x 10" (vertical)	$500 / 7.5" x 4.5" (horizontal) $500 / 3.75" x 10" (vertical)
Quarter Page (b/w only)	$400 / 3.75" x 4.5"	$400 / 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.

DAS
Digital Archives Specialist
Society of American Archivists

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

2015 RATES

Back Cover	$799
Final Page in Workbook	$649

CONTACT Solveig De Sutter at sdesutter@archivists.org or 866-722-7858.