



2012 Media Kit

Why advertise, exhibit, or sponsor with SAA?

With more than 6,000 individual and institutional members, the Society of American Archivists (SAA) is North America's oldest and largest professional organization representing the interests of archives and archivists. SAA can help you get your message in front of thousands of archives professionals. Give your marketing message credibility and power by positioning it next to expert content!

If archivists are your target market, SAA can help you reach them!

You'll make the most of your marketing dollars with a coordinated approach to promoting your products or services to SAA members via one (or more!) of these opportunities:

- **Reach your target market throughout the year** via advertising in *In the Loop* (SAA's biweekly e-newsletter), *Archival Outlook* (our bimonthly two-color magazine), and *The American Archivist* (our semi-annual professional journal). Our expert editorial content, loyal community, and powerful circulation make each issue of our periodicals a valuable opportunity. Promote your products and services where you know the most qualified archives professionals are reading—and ready to react to—your ads.
- **Showcase your products and services to the profession's decision makers** at the SAA Annual Meeting. Our "Beyond Borders" conference in San Diego in August 2012 features five days of workshops, education sessions, networking opportunities, and special events—including a boutique Expo Hall. Exhibitors may enhance their exposure at the meeting through a variety of sponsorship opportunities.

Increase your business with a strategic approach to marketing with SAA!

Contact Director of Publishing Teresa Brinati at
tbrinati@archivists.org or toll-free at 866-722-7858.

Visit www.archivists.org

IN THE LOOP



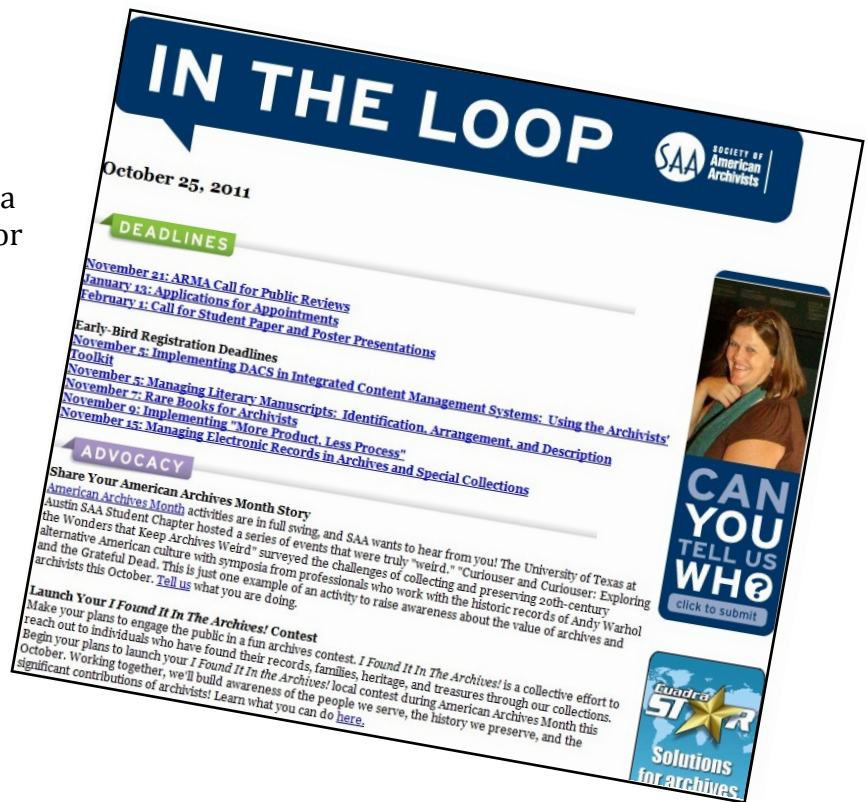
More than 6,000 SAA members rely on this must-read update—sent via e-mail every other Tuesday—for news about SAA and the profession, important deadlines, funding opportunities, upcoming workshops, the latest resources, practice tidbits, and more!

Advertising is limited to three ads per issue, on a first-come, first-served basis.

Deadlines are rolling.

Advertising Specifications

- Logo and 25-word description with a link to a URL or banner ad (static or animated).
- Color or black-and-white.
- File type: jpeg.
- File size: 25K maximum.



Size	1x	3x
120 Pixels (w) x 340 Pixels (h)	\$100 per ad	\$96 per ad
700 Pixels (w) x 129 Pixels (h)	\$125 per ad	\$121 per ad

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ARCHIVAL OUTLOOK



2011 Hermes Creative Platinum Award Winner for Best Design/Publication

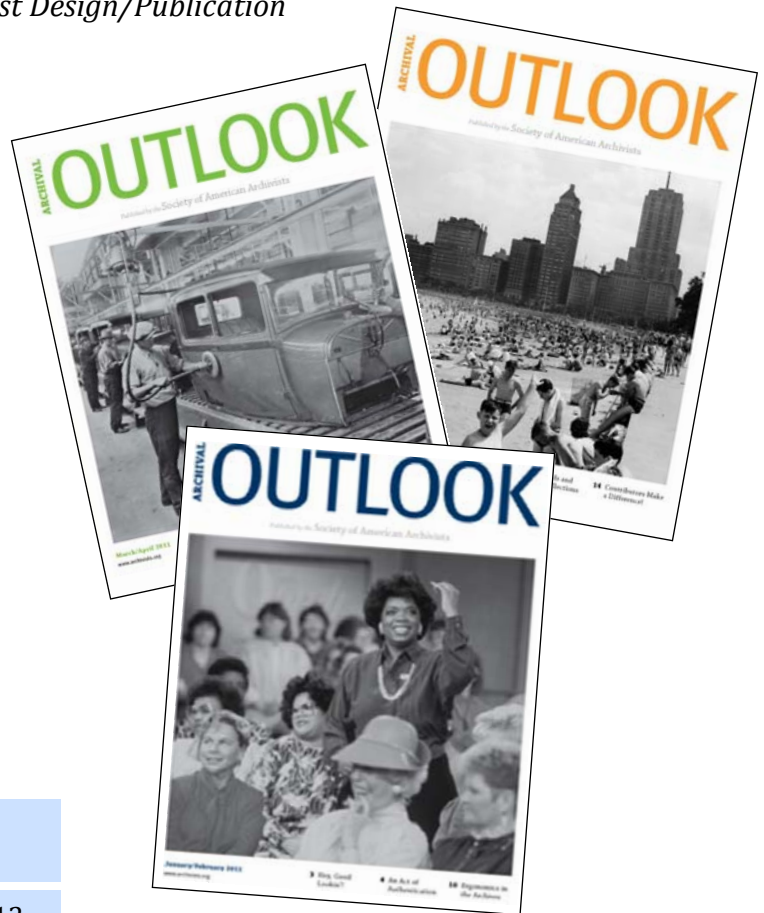
Combining member-written, best-practice-oriented articles with news about the profession and the organization, members' accomplishments, and international developments, *Archival Outlook* is distributed every other month to more than 6,000 SAA members.

Get double the exposure when you place a print ad!

Our digital edition features the same content as our print magazine in a convenient electronic format.

Advertising Specifications

- Trim size: 8 1/2" x 11."
- Full bleeds: 8 5/8" x 11 1/8."
- Send electronic files (300 dpi resolution).



B&W Rates	Size	1x	3x	6x
Inside Front or Back Cover	7 1/2" (w) x 10" (h)	\$795	\$697	\$612
Full Page	7 1/2" (w) x 10" (h)	\$645	\$547	\$462
Half Page (Horiz.)	7 1/2" (w) x 4 1/4" (h)	\$384	\$324	\$288
Half Page (Vert.)	3 3/8" (w) x 10" (h)	\$384	\$324	\$288
Quarter Page	3 3/8" (w) x 4 1/4" (h)	\$227	\$192	\$170

Issue	Deadline
January/February	December 1
March/April	February 1
May/June	April 3
July/August	June 1
September/October	August 1
November/December	October 1

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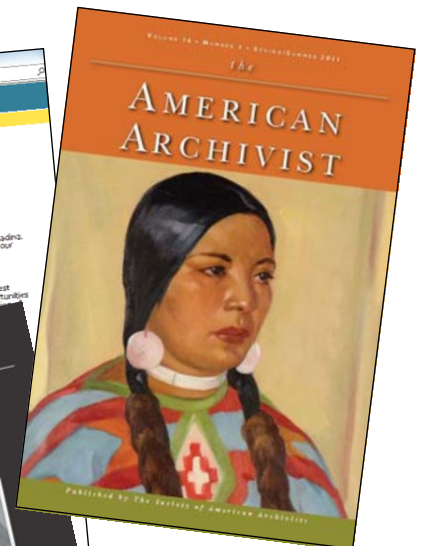
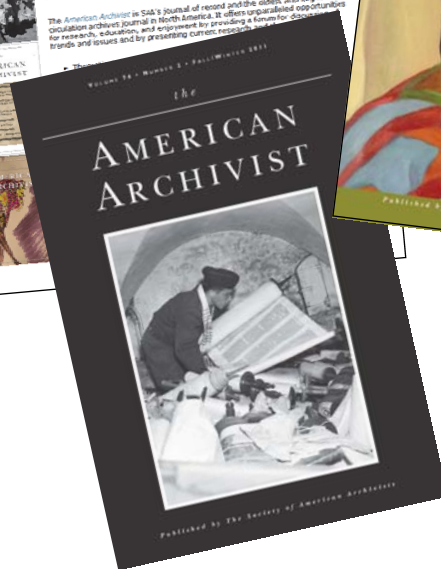
AMERICAN ARCHIVIST

Now in its 75th year, *The American Archivist* is SAA's flagship publication—and the premier archives journal. The peer-reviewed journal is published twice annually.

Get double the exposure when you place a print ad!

Our digital edition features the same content as our print journal in a convenient electronic format.

***The online
editions logged
more than
73,000
unique visits in
2011!***



Advertising Specifications

- Trim size: 6 3/4" x 10."
- No bleeds.
- Send electronic files (300 dpi resolution).

Size	Specs	1x	2x
Full Page	5" (w) x 8" (h)	\$569	\$455
Half Page	5" (w) x 4" (h)	\$405	\$323

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

Contact Teresa Brinati at tbrinati@archivists.org or 866-722-7858.

SAA's 76th Annual Meeting and Exposition

August 6–11, 2012 • San Diego, California

The *Beyond Borders Expo Hall* is the place for Archives, Records, and IT professionals to learn about your products and services, ask questions, and provide their marketplace perspectives. The annual meeting brings together—in one place and at one time—the purchasing decision makers at the local, state, and national levels. Take advantage of their big ideas—and share a few of your own!

At *Beyond Borders* you'll:

- **Find your target audience** among more than 2,000 archives, records, and IT professionals representing libraries, universities, government, corporations, religious institutions, museums, and more.
- **Develop relationships** with archives, records, and IT professionals from the United States and throughout the world.
- **Continue connections** with current customers.
- Hear what archives and records professionals have to say about your products— and their **future product needs**.
- **Increase your knowledge and understanding** of the archives and records management professions.
- **Enjoy 10 hours of conveniently scheduled exhibit time**, of which a full 5½ hours is unopposed by other programming.
- **Sell your products** on the show floor.

You'll have lots of time to interact with your current and prospective customers. Attendees are drawn to the Exhibit Hall for the Grand Opening Happy Hour on Thursday evening, the All-Attendee brunch on Friday, and the hour-long "Last Chance" break on Friday afternoon.

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 in the online Virtual Expo (as soon as you sign up) and in the Onsite Program (distributed to every attendee).
- And you'll qualify for outstanding sponsorship and advertising opportunities to suit your level of commitment. (Prime exhibit space reserved for corporate sponsors.)

For more information about exhibiting or sponsoring, visit:

www2.archivists.org/conference/2012/san-diego or
www2.archivists.org/conference/expo/sandiego2012



**Sign up by
January 31, 2012,
and SAVE up to \$400!**

**Go Beyond Borders
in 2012.**

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