



# 2010 MSA RETAIL CONFERENCE PROGRAM BOOK & EXPO GUIDE CONTRACT / INSERTION ORDER

## Contact Information:

ORGANIZATION \_\_\_\_\_

CONTACT \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE / PROVINCE \_\_\_\_\_

ZIP / POSTAL CODE \_\_\_\_\_ COUNTRY \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_ WEB SITE \_\_\_\_\_

## Display Ad Size & Rate Information:

Special ad rates, promotional offers and member rates only apply if members are in good standing during their advertising contract term. If a member changes membership status during an ad contract term, the contract rates immediately default to standard non-member rates as referenced in MSA's media kit.

Full-color Ads	Member/Affiliate	Non-member
Outside Back Cover	<input type="checkbox"/> <b>\$1,700 SOLD!</b>	<input type="checkbox"/> \$2,040
Inside Front Cover	<input type="checkbox"/> <b>\$1,600 SOLD!</b>	<input type="checkbox"/> \$1,920
Inside Back Cover	<input type="checkbox"/> <b>\$1,600</b>	<input type="checkbox"/> \$1,920
Full-page	<input type="checkbox"/> <b>\$1,150</b>	<input type="checkbox"/> \$1,380
1/2-page Horizontal	<input type="checkbox"/> <b>\$830</b>	<input type="checkbox"/> \$995
1/3-page Horizontal	<input type="checkbox"/> <b>\$765</b>	<input type="checkbox"/> \$920
Product Category Ad	<input type="checkbox"/> <b>\$315</b>	<input type="checkbox"/> \$375

Your product photo, 20-word description, company name, phone, e-mail, Web site and booth number. Qty \_\_\_\_\_

**Deadlines:** Ad reservation due: 3/10/10  
Ad materials due: 3/15/10

## Complete Marketing Package

Full-color Ads	Full-page	1/2-page Horizontal
<input type="checkbox"/> \$2,600	<input type="checkbox"/> \$2,100	<input type="checkbox"/> \$2,100

**Premium position – contract now for 2010 Premium Positions – add charge of  \$400**

- 1 Product Category ad in *Product News* section of *Museum Store* – Summer 2010\*
- 1 full-color ad in *Museum Store* magazine – Summer 2010
- One-time use of pre-Expo mailing list / labels
- 1 full-color ad in the 2010 Program Book
- 1 Product Category ad in the 2010 Program Book
- Highlighted company listing w/ logo in 2010 Program Book
- Laminated display of 2010 ad for placement in your booth
- 50% off one-time use of 2010 post-Expo mailing list / labels
- 20% off one full-color ad in any 2010 *Museum Store* magazine

\* *Product News* ad consists of one color photo & 20-word description.

## Artwork Information:

All ads must be provided in a digital format. Acceptable programs include: Macintosh Quark, Photoshop, Illustrator or PDF files. All images must be 300 dpi or greater. Disks / CDs should include both screen and printer fonts. A Matchprint or a laser proof must accompany all ads. Please call Cindy Pike at Skies America at (503) 726-4960 for a more complete digital file checklist.

## Payment Information:

(Payment for each ad due on or before the ad reservation deadline.)

Ad Rate: \$ \_\_\_\_\_ Total Amount: \$ \_\_\_\_\_

Check Enclosed (payable to **MSA** in **U.S. dollars**)

### Check #

Visa  MasterCard  American Express  
(Charges will appear on your statement as **Skies America**.)

### Card Number:

### Expiration Date:

### Cardholder Name:

### Cardholder Signature:

I understand that my ad will not run if payment is not received and cleared by the reservation deadline. I agree to follow all MSA Advertising Policies as stated on the second page of this contract.

### Name:

### Date:

**Notes: Cancellation of any portion of any ad package VOIDS**

**special rates & discounts; all ads and ad packages subject to**

**standard short rate fee(s); see contract page 2, item 13 for MSA**

**“Cancellations” policy.**

CONTRACT, PAYMENT AND QUESTIONS TO:	SEND MATERIALS TO:
Lisa House, Advertising Sales Executive Skies America Publishing 9655 S.W. Sunshine Ct., Ste. 500, Beaverton, OR 97005 Ph: (503) 726-4984 F: (503) 520-1275 E-mail: lisah@skies.com	Cindy Pike, Production Director Skies America Publishing 9655 S.W. Sunshine Ct., Ste. 500, Beaverton, OR 97005 Ph: (503) 726-4960 F: (503) 520-1275 E-mail: cindy@skies.com

## MSA Advertising Policies

The publications of the Museum Store Association (MSA) are developed for the benefit of MSA members, affiliates and the cultural commerce industry, and to advance the success of cultural commerce and of the professionals engaged in it. MSA reserves the right to reject, omit or cancel any advertisement that conflicts with its mission.

### This contract constitutes an agreement between MSA and the advertiser.

1. All advertising is subject to MSA approval. MSA reserves the right to reject any advertising it believes does not meet the standards of the Association, or that may be deemed offensive in any way.
2. Verbal insertions are not accepted.
3. MSA's liability for error will not exceed the ad rates for the ad in question.
4. MSA will be held harmless from any liability arising from the possible loss or damage to any and all elements supplied for the purpose of reproduction for advertisements in MSA publications.
5. Advertisements that are not in the appropriate electronic format will incur composition and / or production charges, which will be billed to the advertiser at current market rates. Line art and laser submittals are unacceptable.
6. All advertisers must supply an accurate proof (Matchprint or Chromalin for 4-color and laser, PMT or velox for b/w ads) by the artwork deadline. MSA cannot guarantee the quality of a printed ad if an accurate proof is not provided.
7. Multiple insertion contracts will have the previously printed ad inserted unless new electronic files are provided by the materials deadline.
8. There are no agency commissions.
9. With the exception of the covers, ad position is not guaranteed. MSA will make every effort to meet position requests but assumes no obligation to meet those requests.
10. All insertions are accepted subject to prevailing rates.
11. The advertiser and the advertising agency agree to hold harmless the publisher from any and all loss, cost, liability or expense arising from the cost of defending the total content of any advertisements printed, including the printing of any photographs, trademarks or other copyrighted material.
12. Copy simulating editorial format will be marked "advertisement" or will not be accepted.
13. Cancellations: Written notice of cancellation must be received by the reservation deadline for that issue. Multiple insertion contract cancellations will be charged the difference of the one-time rate for ads already printed. If written notice is not given, or it is received after the due date, a 25% cancellation fee will be applied for the cancelled ad. For multiple insertion contracts, this fee will be calculated at the one-time rate.
14. Payment in full must accompany contract to reserve space. No ad will run if payment is not received and cleared by the reservation deadline.
15. Returned checks will incur a \$50 fee.
16. Artwork will be destroyed 12 months after the last insertion unless specific written instructions are received indicating the art is to be returned.
17. It is the advertiser's responsibility to ensure that the ad dimensions are correct. Dimensions for all ad sizes are listed below.
18. Space is available on a first-come, first-served basis. Make space reservations as early as possible; some issues may fill before closing.
19. Please note rates are effective as of 9/14/09 and valid through 10/1/10. MSA reserves the right to increase rates, if necessary, with less than 30 days written notice to the advertiser.
20. Use of the MSA authorized mark(s) must conform to specifications in the MSA Trademark Usage Guide. Submitter(s) hereby agree to pay all costs associated with bringing said mark(s) into compliance.
21. MSA member dues must be current by the ad reservation deadline to qualify for Member / Affiliate advertising rates.

#### Mechanical Specifications: (in inches)

Size	Dimensions
Trim Size . . . . .	8.375 x 10.875
Bleed . . . . .	8.625 x 11.125
Live . . . . .	7.375 x 9.875

#### Dimensions: (in inches)

Size	Dimensions
Full-page (bleed) . . . . .	8.625 x 11.125
Full-page . . . . .	7.375 x 9.875
1/2-page Horizontal . . . . .	7.375 x 4.812
1/3-page Horizontal . . . . .	7.375 x 3.125