



2010 – 2011 ANNUAL DIRECTORY & BUYERS GUIDE ADVERTISING CONTRACT / INSERTION ORDER

Contact Information:

ORGANIZATION _____
 CONTACT _____
 ADDRESS _____
 CITY _____ STATE / PROVINCE _____
 ZIP / POSTAL CODE _____ COUNTRY _____
 PHONE _____ FAX _____
 E-MAIL _____ WEB SITE _____

Directory & Buyers Guide Ad Size & Rate Info: MSA member dues must be current by the ad reservation deadline in order to advertise in the MSA Annual Directory & Buyers Guide.

| Full-color Ads | Member / Affiliate |
|---|--------------------|
| Outside Back Cover <input type="checkbox"/> 7 1/4" x 8 1/8" | \$2,300 |
| Inside Front Cover <input type="checkbox"/> 7 1/4" x 9 7/8" | \$2,100 |
| Inside Back Cover <input type="checkbox"/> 7 1/4" x 9 7/8" | \$2,100 |
| Full-page <input type="checkbox"/> 7 1/4" x 9 7/8" | \$1,500 |
| 1/2-page Horizontal <input type="checkbox"/> 7 1/4" x 4 3/4" | \$1,050 |
| Black & White Ads | Member / Affiliate |
| 1/2-page Horizontal <input type="checkbox"/> 7 1/4" x 4 3/4" | \$800 |
| 1/3-page Horizontal <input type="checkbox"/> 7 1/4" x 3 1/4" | \$550 |

Product Category Ad **Full-color ad image**
2010 – 2011 Product Category Ads will be posted on the MSA Web site.
 Image size – 1.5" x 1.5" **\$350**

| COMPLETE DIRECTORY PACKAGE | |
|--|--|
| <ul style="list-style-type: none"> • Full-color ad in the 2010 – 2011 Annual Directory & Buyers Guide • Product Category Ad in the 2010 – 2011 Annual Directory & Buyers Guide (print AND online advertisement) • Highlighted listing in the 2010 – 2011 Annual Directory & Buyers Guide with your company logo • Full-color ad in the fall 2010 issue of Museum Store magazine • Mailing list rental • 20% off an ad in the winter 2010 issue of Museum Store magazine | |

Full-page Package **\$2,550** **1/2-page Package (horizontal)** **\$1,855**

Directory Deadlines: Ad reservation due: 8/9/10
 Ad materials due: 8/12/10

Package Deadlines: Ad reservation due: 8/9/10
 Ad materials due: 8/12/10

Select **ONE** category (if advertiser does not select a category, MSA Editors will select a category for the advertiser).

Qty: _____ 4-color product photo, 25-word description and company contact details. Select a Product Category below:

- | | | | | | |
|--|---|--|---|--|-------------------------------------|
| <input type="checkbox"/> Apparel / Accessories | <input type="checkbox"/> Books & Related | <input type="checkbox"/> Consultants | <input type="checkbox"/> Custom Products | <input type="checkbox"/> Educational Products | <input type="checkbox"/> Fair Trade |
| <input type="checkbox"/> Food | <input type="checkbox"/> Games & Toys | <input type="checkbox"/> Home & Garden | <input type="checkbox"/> Independent Artist | <input type="checkbox"/> Jewelry | <input type="checkbox"/> Multimedia |
| <input type="checkbox"/> Paper Products | <input type="checkbox"/> Recycled / Green | <input type="checkbox"/> Reproductions | <input type="checkbox"/> Souvenir & Promotional Items | <input type="checkbox"/> Store Operations & Supplies | |

Payment Information: (Payment for each ad due on or before the reservation due date.)

AD RATE: \$ _____ **TOTAL AMOUNT DUE: \$** _____

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: _____

Note: Cancellation of any ad package voids the frequency rate; all ads subject to standard short rate fee; see page 2, item 13 for cancellation policy.

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.

SIGNATURE: _____ **DATE:** _____

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.

| 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: cindyp@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) 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. In addition, 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 reservations 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 in the media kit.
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 in order to advertise in the MSA Annual Directory & Buyers Guide.



Museum Store Association
4100 E. Mississippi Ave., Ste. 800 • Denver, CO 80246-3055
Phone: (303) 504-9223 • Fax: (303) 504-9585
www.MuseumStoreAssociation.org



Advertising Sales: Skies America Publishing
9655 S.W. Sunshine Ct., Ste. 500 • Beaverton, OR 97005
Phone: (503) 726-4984 • Fax: (503) 520-1275
lisah@skies.com