



&



Quarterly magazine

Special Section in MSA magazine

2010 MUSEUM STORE MAGAZINE & PRODUCT NEWS ADVERTISING CONTRACT

Contact Information:

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

Production Information:

PRODUCTION CONTACT
PHONE E-MAIL

Net Rate: Special ad rates, promotional offers and member rates only apply if members are in good standing during their advertising contract term.

AD RATE: \$ TOTAL AMOUNT DUE: \$

Pay quarterly (per issue) -- OR -- Pay in full

Notes: 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.

Payment Method:

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

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

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

CARD NUMBER: EXP DATE:

CARDHOLDER NAME:

CARDHOLDER SIGNATURE:

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

NAME

DATE

Check all that apply:

Table with columns: Issue(s), Ad space, Ad Materials. Rows for Spring, Summer, Fall, Winter 2010.

Membership Status:

Member / Affiliate Non-member

Ad Size / Rates: Members Non-member

Table with columns: (Per Issue Rate), 1X, 4X, 1X, 4X. Rows for various ad sizes like Outside Back Cover, Inside Front Cover, etc.

Product News

Special Catalog Section in Museum Store magazine. All Product News ads will be featured on the MSA Web site!

Product Category Ad Rates:

Table with columns: 1X, 2X-4X. Rows for Member / Affiliate, Non-member.

Double-wide Product Category Ad:

Table with columns: 1X, 2X-4X. Rows for Member / Affiliate, Non-member.

Ad Information: See page 2 for a complete list.

PRODUCT CATEGORY (Check one):

- Apparel / Accessories Books & Related
Consultants Custom Educational
Fair Trade Food Games & Toys
Home & Garden Independent Artist
Jewelry Multimedia Paper Products
Recycled / Green Reproductions
Souvenir & Promotional Store Operations

PRODUCT NAME:

SUGGESTED RETAIL PRICE: \$

WHOLESALE PRICE: \$

Contract, Payment and Sales Questions:
Lisa House, Advertising Sales Executive
Phone: (503) 726-4984 Fax: (503) 520-1275 Email: lisah@skies.com
Skies America Publishing
9655 S.W. Sunshine Ct., Ste. 500, Beaverton, OR 97005

Ad Materials and Production Questions:
Cindy Pike, Production Manager
Phone: (503) 726-4960 E-mail: cindyp@skies.com
Skies America Publishing
9655 S.W. Sunshine Ct., Ste. 500, Beaverton, OR 97005

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 your printed ad if an accurate proof is not provided.
7. Advertisers on a four-time contract 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. **Cancellation(s) Policy:** Written notice of cancellation(s) must be received by the reservation deadline for that issue. Four-time 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 four-time 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 9/1/09 and valid through 12/31/10. 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.

Museum Store magazine Display Ad Mechanical Specifications and Dimensions: (in inches)

Size	Dimensions
Trim Size	8.375 x 10.875
Bleed	8.625 x 11.125
Live	7.375 x 9.875
Full-page, with bleed	8.625 x 11.125
Full-page, no bleed	7.375 x 9.875
2/3-page Vertical	4.833 x 9.875
1/2-page Island	4.833 x 7.375
1/2-page Horizontal	7.375 x 4.812
1/3-page Square	4.833 x 4.812
1/3-page Vertical	2.292 x 9.875
1/6-page Vertical	2.292 x 4.812
1/6-page Horizontal	4.833 x 2.25

Digital File Requirements for Display Ads -

Acceptable programs: Quark, PhotoShop, Illustrator or PDF files. All images must be 300 dpi or greater. Disks should include both screen and printer fonts. A Matchprint (for color ads) or laser proof (for black & white ads) must accompany all ads. Changes to submitted ads are subject to additional cost to be incurred by the advertiser. Contact Cindy Pike, Production Director for a more complete checklist at (503) 726-4960 or cindy@skies.com.

Product News – a special section in MSA magazine

Ad Mechanical Specifications and Dimensions: (in inches)

Size	Dimensions
Product Category Ad Image	1.558 x 1.5
Double-wide Product Category Ad Image	2.996 x 3.04

Provide a 20-word product description in addition to your company name, phone and fax numbers, e-mail and web addresses, and retail and wholesale pricing, as well as a 300 dpi color product image. Advertisement also appears on www.MuseumStoreAssociation.org.



Museum Store Association
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Phone: (303) 504-9223 • Fax: (303) 504-9585
www.MuseumStoreAssociation.org



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