

DISPATCHES FROM THE FUTURE OF MUSEUMS

RESEARCH

21/200

MUSEUM PROFESSIONALS

EVERY WEEK

MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE


Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E CALLOUT TEXT AD

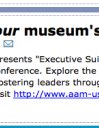
Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

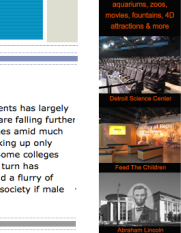
F TRADITIONAL TEXT AD


Leverage the power of words with a 15-word text ad to drive traffic to your website.


A  If the World Treasures It, **Huntington T. Block Insures It**

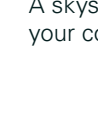
B  **Dispatches from the Future of Museums**
AAM's Center for the Future of Museums helps museums explore the cultural, political and economic challenges facing society and devise strategies to shape a better tomorrow.

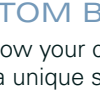
C  **Blue Telescope**
KISKS, GAMES, MOTION GRAPHICS, INTERACTIVE MULTIMEDIA

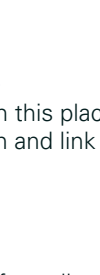
D  **Gender gap stops growing**
A report released Jan. 26 says that the gender gap in college enrollments has largely leveled off, with the key exception of Latino enrollments, where men are falling further behind women.

E  **CINNABAR design + build for the museum world**
Cinnabar is at the forefront of the trend to integrate innovative approaches to museum exhibition development.

F  **U.K. report on future jobs predicts more space pilots and organ manufacturers, fewer butchers**
With the U.S. unemployment rate hovering around 10 percent, and the U.K. unemployment rate stuck at about 8 percent, most people are worrying about what job they'll have 20 days from now, not 20 years in the future.

A  **The city of the future echoes the past**
The Wall Street Journal Share "China Prophecy: Shanghai," now at the Skyscraper Museum through April, is a handy way to get a better grip on the changes under way in this clamoring, glamorous city.

E  **Zone Display Cases**
Museum display cases, conservation cases, designed and built in Canada. High end CAD-CAM manufacturing in glass and steel, made to last, no maintenance, no adjustments, simply well built.

C/1  **Georgia art museums collaborate to share resources and collections across the state**
The High Museum of Art, in collaboration with four Georgia museums, has established the Georgia Art Museum Partnership initiative — the first of its kind in the state that will allow for the sharing of resources and collections among museums in Georgia and the Southeast.

C/1  **Argentine Productions**
Cut and Paste: Exhibition of repurposed junk at Royal Ontario Museum
People make a number of useful and interesting things by using material discarded as junk. Call it repurposing, upcycling or any other name, the result mostly is praise worthy. Case in point: the Cut and Paste exhibition at the Royal Ontario Museum.

SEE PRICING NEXT >>>>

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief. Please refer to page 3 for appropriate image dimensions.

AD RATES & SPECS

Prices are for participation in 13 emails to 21,200 museum professionals (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$3000/\$2750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$3000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$2500

Lorem ipsum dolor
Lorem ipsum dolor
sit amet, consectetur
adipiscing elit, sed
do eiusmod tempor
incididunt ut labore et
dolore magna aliqua.
Ut enim ad minimum
veniam, quis nostrud
exercitation ullamco
laboreis nisi. **More**

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**
Max File Size **30k**



Callout Text Ad
\$2000

Lorem ipsum dolor
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
do eiusmod tempor incididunt ut labore et dolore magna
aliqua. Ut enim ad minimum veniam, quis. **More**

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**
Max File Size **30k**



Traditional Text Ad
\$1500

Lorem ipsum
dolor sit amet
Lorem ipsum
dolor sit amet,
consectetur
adipiscing elit,
sed do eiusmod
tempor **More**

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**
Max File Size **15k**

CONTACT US

COLBY HORTON
VICE PRESIDENT OF PUBLISHING
469.420.2601
chorton@multibriefs.com

BEN MAITLAND
DIRECTOR OF ADVERTISING SALES
972.402.7025
bmaitland@multibriefs.com

DISPATCHES FROM THE FUTURE OF MUSEUMS,
POWERED BY MULTIBRIEFS, PROVIDES WEEKLY
NEWS AND INFORMATION TO MUSEUM
PROFESSIONALS NATIONWIDE.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press**, **The New York Times**, **Financial Times** and the leading industry publications. Delivered to the inboxes of directors, curators, registrars, educators, exhibit designers, public relations officers, development officers, security managers, and trustees, Dispatches from the Future of Museums keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

DISPATCHES FROM THE FUTURE OF MUSEUMS
IS A PROFESSIONAL RESOURCE FOR



TOP TEN REASONS TO ADVERTISE IN DISPATCHES FROM THE FUTURE OF MUSEUMS:



CREDIBLE SOURCE

For over 100 years, our members have turned to the association as the informational authority of the industry. Advertising in Dispatches from the Future of Museums solidifies your place among weekly information provided to our members.



TARGETED DISTRIBUTION

Advertising in Dispatches from the Future of Museums allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to Dispatches from the Future of Museums have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, Dispatches from the Future of Museums ensures your ad will be seen every week by our 21,200 subscribers.



AFFORDABLE

Advertising in Dispatches from the Future of Museums is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of Dispatches from the Future of Museums has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in Dispatches from the Future of Museums.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.