

Advertising Rates

- 10% CMA member discount
- For guaranteed positioning, add 15%
- Alterations extra
- Rates in Canadian dollars
- Prices subject to change without notice

Deadlines for 2019

Issue	Reserve	Artwork	Printing
Jan./Feb.	Nov. 12	Nov. 26	Dec. 10
March/April	Jan. 11	Jan. 28	Feb. 13
May/June	March 11	March 25	April 15
July/August	May 13	May 27	June 14
Sept./Oct.	July 8	July 22	July 29
Nov./Dec.	Sept. 30	Sept. 27	Oct. 15

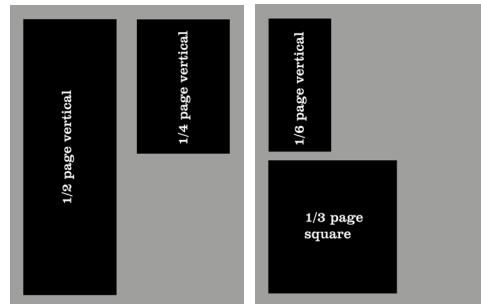
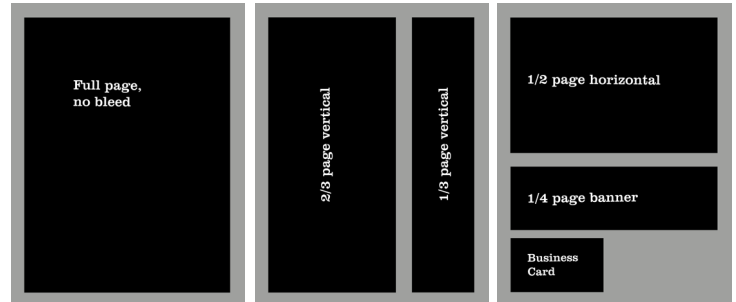
Rates

Size	1 issue	3 issues	6 issues
Outside back	\$1,685	\$1,435	\$1,215
Inside front	1,585	1,350	1,145
Inside back	1,485	1,265	1,070
2 pg spread	2,000	1,700	1,440
Full Page	1,080	920	7808
2/3	950	810	685
1/2	675	575	485
1/3	550	470	400
1/4	495	420	360
1/6	395	335	285
Business card	200	175	150

Dimensions (inches)

	Width	Depth
Full pg, covers, w/ bleed	8 $\frac{3}{4}$	11 $\frac{1}{2}$
Full pg, covers, no bleed	7	10
2 pg spread	16 $\frac{1}{2}$	11
2/3 vertical	4 $\frac{5}{8}$	10
1/2 vertical	3 $\frac{3}{8}$	10
1/2 horizontal	7	4 $\frac{7}{8}$
1/4 vertical	3 $\frac{3}{8}$	4 $\frac{7}{8}$
1/4 banner	7	2 $\frac{5}{16}$
1/3 vertical	2 $\frac{1}{4}$	10
1/3 square	4 $\frac{5}{8}$	4 $\frac{7}{8}$
1/6 vertical	2 $\frac{1}{4}$	4 $\frac{7}{8}$
Business card	3 $\frac{3}{8}$	2

Print Specifications



Material Requirements

Digital: Acceptable photo formats are: **EPS, TIF, JPEG**. Please ensure all images have a minimum resolution of **300 ppi/dpi** at full size and are in **CMYK** (not RGB) mode. Include all files. Type 1 (Postscript) fonts must have both screen and printer fonts. Graphics should be saved as EPS files. PDFs are acceptable as long as they are saved "press optimized" (300 dpi).

Preferred Applications: PC compatible.

File Transfer: Please supply a black and white or colour proof. When emailing files include ALL pictures, graphics, fonts (printer and screen) as well as the created document. Stuffing files to decrease size is acceptable. Size changes, re-setting, re-formatting and/or corrections will be charged to the advertiser.

Please send artwork material to:
lmconnell@museums.ca

Contact

Sue-Ann Ramsden, Director, Museum Enterprises

Canadian Museums Association
400-280 Metcalfe St., Ottawa, ON K2P 1R7

Tel: 289-868-8961

sramsdn@museums.ca



Advertising Contract

Organization Name _____

CMA Member No. _____

Organization Contact _____

Address _____

City/Province/Postal Code _____

Telephone _____ Fax _____

Email _____ Website _____

If Agency, Advertising Organization _____

Muse

Issue	Artwork	Cost
<input type="checkbox"/> Jan/Feb 2019	Nov. 26, 2018	\$ _____
<input type="checkbox"/> Mar/Apr 2019*	Jan. 28 2019	\$ _____
<input type="checkbox"/> May/June 2019	March 25, 2019	\$ _____
<input type="checkbox"/> Jul/Aug 2019	May 27, 2019	\$ _____
<input type="checkbox"/> Sept/Oct 2019	July 22, 2019	\$ _____
<input type="checkbox"/> Nov/Dec 2019	Sept. 27, 2019	\$ _____
<input type="checkbox"/> Jan/Feb 2020	Nov. 28, 2019	\$ _____
<input type="checkbox"/> Mar/Apr 2020*	Jan. 30, 2020	\$ _____
<input type="checkbox"/> May/June 2020	March 27, 2020	\$ _____
<input type="checkbox"/> Jul/Aug 2020	May 29, 2020	\$ _____
<input type="checkbox"/> Sept/Oct 2020	July 27, 2020	\$ _____

*Conference issue

Artwork: New Repeat

Frequency: 6X 5X 4X 3X 2X 1X

Size: Double Page Spread Full Page 2/3 Vertical
 1/2 Vertical 1/4 Vertical 1/3 Vertical
 1/2 Horizontal 1/4 Banner 1/3 Square
 1/6 Vertical Business Card

Colour: 4C B/W

Payment Information

Cost for **Muse** insertions: \$ _____

Agency discount for **Muse** insertions
(Please see Terms and Conditions): \$ _____

Total cost for **Muse** insertions: \$ _____

Total cost of **Advertising incentives:** \$ _____

Total cost for all: \$ _____

GST (5%) \$ _____

Applies to: AB, BC, MB, NU, NT, QC, SK, YT

HST (13%) *Applies to: ON* \$ _____

HST (15%) *Applies to: NB, NL, NS, PE* \$ _____

GRAND TOTAL \$ _____

GST exemption number: _____

- Cheque attached payable to **Canadian Museums Association.**
- Charge my credit card: VISA MasterCard
- Wire Transfer

Account No. _____

Exp. date (MM/YY) _____

Name of cardholder _____

Advertiser's signature _____

Name/Title _____

Date _____

Contact

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