



Museums and the Web 2008

the international conference for
culture and heritage on-line

April 8-12, 2008
Montréal, Québec, Canada

Hilton Bonaventure
Montréal, Québec
Canada

Guidelines for Advertisers

I. Conference Program Ads

Space is available in the Conference Program distributed to all registrants.
Page Size is 8.5 x 11 inches, vertical orientation. NO BLEEDS. NOTE MAXIMUM SIZES BELOW.

Exhibit Hall Schedule

Set up
April 10, 2008
10:00 am - 4:00 pm

Hall Opening
April 10, 2008
5:30 pm

Exhibitors' Reception
April 10, 2008
5:30 pm - 8:00 pm

Hall Open
April 11, 2008
9:30 am - 5:00 pm

Co-Chairs

David Bearman
Jennifer Trant

Produced by
**Archives & Museum
Informatics**
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mw2008@archimuse.com
www.archimuse.com

Placement	Price	Maximum Dimensions (width x height)
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Cover Pages (full digital colour)

Back Cover	\$1000	8.0 x 10.5 inches
Inside Cover	\$850	8.0 x 10.5 inches

Inside Pages (black and white; +1 colour optional)

Full Page	\$750	8.0 x 10.5 inches
Half Page	\$450	8.0 x 5.175 inches
Quarter Page	\$300	3.875 x 5.175 inches

Add 1 Colour +\$100 add the MW2008 colour (Pantone 2695C)
to any size interior advertisement

File Format

Digital copy is preferred in one of the following formats:

1. Print quality PDF (.pdf).
2. Encapsulated PostScript (.eps) including all fonts and images.
3. PostScript, including all fonts and images.
4. InDesign or PageMaker or native format,
with **all** linked text and image files and fonts.

Name your file after your company i.e. WebSpin.eps (NOT MW2008.eps).

File Submission

DEADLINE: February 28, 2008

Submit files using the on-line form linked from
<http://www.archimuse.com/mw2008/exhibit/>

You will receive an emailed confirmation, listing the files submitted.

Fax a proof to +1 416 352 6025

Files received without proofs may not be reproduced as expected.

(over)



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Montréal, Québec, Canada
<http://www.archimuse.com/mw2008/>

II. Your Logo on MW2008 Conference Web Site

Include your logo or other image file on your Exhibitor Page of the MW2008 Web site and the Proceedings CD-Rom.

Per logo: \$150

File Format

Logos must be submitted as a Web-ready digital file.
Image dimensions must be exactly 229 pixels wide x 132 pixels high.
Preferred formats: GIF (.gif), JPEG (.jpg), or PNG (.png)

File Submission

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III. Conference Bag Inserts

A. Include your preprinted literature in the Conference Registrants' Bags.

Per piece (maximum 8.5 x 11 inches and 2 oz.): \$200

B. Include your promotional items (pens, waterbottles, etc.) in the Conference Registrants' Bags.

Per piece (up to 2 oz.): \$200

Submission

DEADLINE: April 7, 2008 by 10:00 am

**Materials not received by the deadline cannot be included.
NO REFUNDS ARE AVAILABLE FOR LATE MATERIALS.**

Send 600 copies of each insert directly to:

Hilton Bonaventure Hotel
900 de la Gauchetière West
Montréal, Québec
H5A 1E4 Canada
Attention: David Bearman
Museums and the Web 2008

Phone: +1 514 878 2332