

Advertising 2018 Rate Card

AIC
AMERICAN
INSTITUTE FOR
CONSERVATION
OF HISTORIC AND
ARTISTIC WORKS

Journal of the American Institute for Conservation, quarterly (Cir. 3700)

Prices include a FREE upgrade to full color.

	<i>Cover</i>	<i>Full Page</i>	<i>Half Page</i>	<i>Discount</i>
1 Issue	\$ 695.00	\$ 595.00	\$ 395.00	
4 Issues	\$2,085.00	\$1,785.00	\$1,185.00	One issue free!

Contact us today at
advertise@conservation-us.org
or 202-661-8063!

AIC News, our bimonthly member e-newsletter (Cir. 3500)

Prices include a FREE upgrade to full color.

	<i>Full Page</i>	<i>Half Page</i>	<i>Discount</i>
1 Issue	\$ 395.00	\$ 255.00	
6 Issues	\$1,580.00	\$1,020.00	Two free issues!

Annual Meeting

Annual Meeting Digital Ads

	<i>AM Website</i>	<i>SCHEd App</i>
	\$400.00	\$2,000.00

Final Program (Cir. 1400-1600) or Abstract Book (Cir. 1400-1600)

	<i>Cover</i>	<i>Full Page</i>	<i>Half Page</i>	<i>Quarter Page</i>
1 Issue	\$525.00	\$415.00	\$295.00	\$170.00

Website

AIC Website Ads*

	<i>Homepage</i>	<i>Subsection</i>	<i>Discount</i>
3 Months	\$2,085.00	\$ 750.00	
6 Months	\$3,475.00	\$1,250.00	1 month free!
1 Year	\$6,950.00	\$2,500.00	2 months free!

Online Member Directory Page*

	<i>Gold (136x555px)</i>	<i>Silver (136x240px)</i>
1 Year	\$499.00	\$299.00

*Pending ad space availability

Ad Dimensions

PRINT:

Our periodicals all have a trim size of 8.5 x 11 in.*

Cover:	8" x 10.5"
Full:	7.5" x 10"
Half:	7.5" x 5"
Quarter**:	3.5" x 5"

*add .25" bleed to the 8.5 x 11" trim size for full page ads with bleed. Submit ads in .tif or .pdf formats.

**Quarter page ad size for Annual Meeting publications only

WEB:

Sizes are in pixels, H x W.*

Main site	270 x 120
AM Site	150 x 150

*Submit web ads at 200 dpi, in .jpg, .gif, or .png format.

Bulk Discount:

Advertise with us in more than one format and receive a discount! If you purchase 2 types of ads, you will receive 10% off. For 3 or more ad types, we offer a 25% discount off your total order.

FAIC Sponsorships:

There are many ways to support conservation activities, training, and research! Contact us at foundation@conservation-us.org to discover new opportunities!

American Institute for Conservation of Historic & Artistic Works (AIC)

1156 15th Street, NW • Suite 320 • Washington, DC 20005-1714

Tel: (202) 452-9545 • Fax: (202) 452-9328 • advertise@conservation-us.org • www.conservation-us.org

Opportunities for Industry Vendors

Reach Your Market! Does your company supply a product or service to the conservation field? Let us put your ad in front of more than 3,500 professional conservators in both private and institutional practice plus libraries, museums, and other organizations.



Online Member Directory

- Available Year-Round, 24/7
- Reservation and Materials Deadline: Rolling basis

The Online Member Directory serves as a reference tool throughout the year for conservators, museum professionals, and others who need to make contact with people in the conservation field. Members can easily search for individuals and institutions with as little as one character, so it's one of our most visited pages.

AIC News bimonthly newsletter

- Publication Dates: Every two months – January, March, May, July, September, and November
- Reservation and Materials Deadline: The tenth day of the month preceding the issue (e.g., June 10 for the July issue). All ads can be in color.

The newsletter is a bimonthly, full-color publication that reports on vital conservation issues, conferences, new techniques and materials, and AIC activities. It provides readers with a resource for learning about employment opportunities, new publications, and upcoming courses and seminars. It is presented in both online e-magazine format and as a downloadable, printable pdf. AIC keeps archives of every issue online, so members have access to the full publication at any time.



Journal of the American Institute for Conservation

- Publication Dates: Quarterly – February, May, August, November
- Reservation and Materials Deadlines: Dec 15, Mar 15, June 15, Sept 15

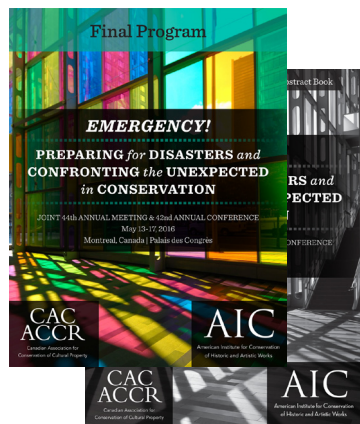
The *Journal of the American Institute for Conservation* (JAIC), a full-color publication, contains scholarly articles dealing with scientific research, current issues, and technical procedures in the conservation field. JAIC is distributed four times a year to AIC members and museum, library, and university subscribers.



Annual Meeting Publications

- Publication Date: May
- Reservation and Materials Deadlines: Reserve by Feb. 15; Materials due Mar. 15

This annual event draws the largest concentration of conservators in North America! Reach them with a print ad in one of our Annual Meeting publications. You can place an ad in our abstract book and our onsite informational program, as well as on our new dedicated Annual Meeting website.



AIC Website at www.conservation-us.org

Our website is a great way to instantly reach your audience of conservation professionals. Contact the AIC staff at Advertise@conservation-us.org to discuss this opportunity.

Please contact AIC at Advertise@conservation-us.org for more information about advertising opportunities!