**2020 SEMC Advertising Spec Sheet**

***Inside SEMC***

Full Color Online Quarterly Newsletter published on ISSUU and features hyperlinked ads

Reaches over 3,500 museum professionals in the Southeast

**Prices *Full Price/Year* *Member* *Corporate Membership***

Quarter Page $ 275 $ 248 Included with Corporate Friend

Half Page Horizontal $ 600 $ 540 Included with Corporate Partner

Full Page $1,000 $ 900

Full Page Cover\* $1,200 $1,180

\* Annual Meeting Program only

Corporate Members may upgrade their ad. Cost is the Member Price difference between the ad you receive with your membership and the size ad you are upgrading to.

Prices include ad in the Annual Meeting Program.

**Ad Sizes**

Quarter Page: 3.5625”wide x 3.75” high, non-bleed

Half Page: 7.5”wide x 5.125” high, non-bleed

Full Page: 7.5”wide x 10.25” high, non-bleed

**File Specifications**

300 dpi or higher

Preferred format: Press Quality PDF

Acceptable formats: PDF, JPEG, TIFF

Materials accepted with RGB or CMYK

**Publication Schedule/Material Deadlines**

***Issue Date*** ***Materials Due***

July 17, 2020 June 26, 2020

November 15, 2020 October 15, 2020

February 10, 2021 December 28, 2020

***Annual Meeting Program \*postponed until 2021 due to COVID-19***

One Color Printed Publication

Printed on an offset press on matte or silk white paper

Distributed to 500-600 SEMC Annual Meeting attendees

Posted on SEMC website

Color changes from year to year and reflects the meeting’s theme.

***Published*** ***Materials Due***

September 10, 2021 July 10, 2021

Ad Sizes, Prices and Specifications are the same as for *Inside SEMC* quarterly online newsletter.