



Museums and the Web

www.archimuse.com/mw2002

April 17-20, 2002

**Boston
Massachusetts, USA**

Co-Chairs
**David Bearman
& Jennifer Trant**

Organized by
**Archives & Museum
Informatics**
2008 Murray Ave., Suite D
Pittsburgh, PA, 15217, USA

Phone: +1 412 422 8530
Fax: +1 412 422 8594
Email: mw2002@archimuse.com
www.archimuse.com

Guidelines for Advertisers

I. Conference Program

Space is available in the Conference Program distributed to all registrants.
Copy is in Black and White. Page Size is 8.5 x 11 inches, vertical orientation.

Placement	Price	Maximum Dimensions (width x height)
Back Cover	\$900	8.0 x 10.5 inches
Inside Cover	\$650	8.0 x 10.5 inches
Full Page	\$450	8.0 x 10.5 inches
Half Page	\$300	8.0 x 5.175 inches
Quarter Page	\$175	3.875 x 5.175 inches

Digital copy is preferred in one of the following formats:

- Option 1. Encapsulated PostScript (.eps) including all fonts and images.
- Option 2. PostScript, including all fonts and images.
- Option 3. PageMaker native format. Send all linked text and image files and fonts.

Name your file after your company i.e. WebSpin.eps (NOT MW2002.eps).

Film is the only hardcopy that will be accepted.

- Option 4. Submit film: negative, black and white, emulsion down, 133 line screen.

Submission Instructions

Option A. Send all files on ZIP or CD, or finished film, **along with a printed proof** to:

MW2002
Archives & Museum Informatics
2008 Murray Ave., Suite D
Pittsburgh, PA, 15217, USA
+1 412 422 8530

Option B. Email mw2002@archimuse.com for FTP instructions. A **proof must be faxed to +1 412 422 8594.**

Deadline for Receipt of all Advertising Copy is February 26, 2002.

Files received without proofs may not be reproduced as expected.

II. Conference Package Inserts

Your preprinted literature can be inserted in the Conference Registration packages.

Price per piece, up to 2 oz. each: \$150

Submission Instructions

Send 850 copies of each insert directly to:

Boston Park Plaza Hotel and Towers
64 Arlington Street
Boston, MA 02116-3912 USA
c/o MW2002 4-16-2002 (David Bearman)
Conference Coordinator Rebecca Peck

Deadline for Receipt of all Inserts is April 16, 2002 by 10:00 AM.

<http://www.archimuse.com/mw2002/>