



SOCIETY OF  
**American  
Archivists**

## **MEDIA KIT**

[www.archivists.org](http://www.archivists.org)  
[www.americanarchivist.org](http://www.americanarchivist.org)  
*IN THE LOOP* eNewsletter

FOR MORE INFORMATION, PLEASE CONTACT:

**NAYLOR**   
ASSOCIATION SOLUTIONS



## SAA QUICK FACTS

- **SAA is the largest and oldest professional organization in North America** for archives, records and information professionals.
- We represent more than **6,200 professional archivists** employed by governments, universities, businesses, libraries and historical organizations on a national level.
- Archives and records professionals in North America are responsible for an estimated **\$1.1 billion in buying power**.\*
- These are the **top products and services** our members need and use:
  - Software applications
  - Digital program development
  - Electronic records management
  - Preservation and conservation
  - Audiovisual preservation and digitization
  - Arrangement and description
  - Exhibit planning and implementation
  - Records management
  - Archival appraisal
  - Archival program evaluation
  - Budgeting and financial planning
  - Facilities planning and development
  - Many more!

## SAA Website

[www.archivists.org](http://www.archivists.org)



[www.archivists.org](http://www.archivists.org) receives 260,000+ page views per month



## The American Archivist Website

[www.americanarchivist.org](http://www.americanarchivist.org) receives 17,000+ page views per month



## IN THE LOOP

Bi-weekly eNewsletter

Delivered to 10,000+ members and subscribers

**Get in front of the largest organization for archives, records and information professionals in the country! Contact your Naylor representative today.**



\*IBISWorld Industry Report OD5410

# SAA Website

## Advertising on the SAA Website – www.archivists.org

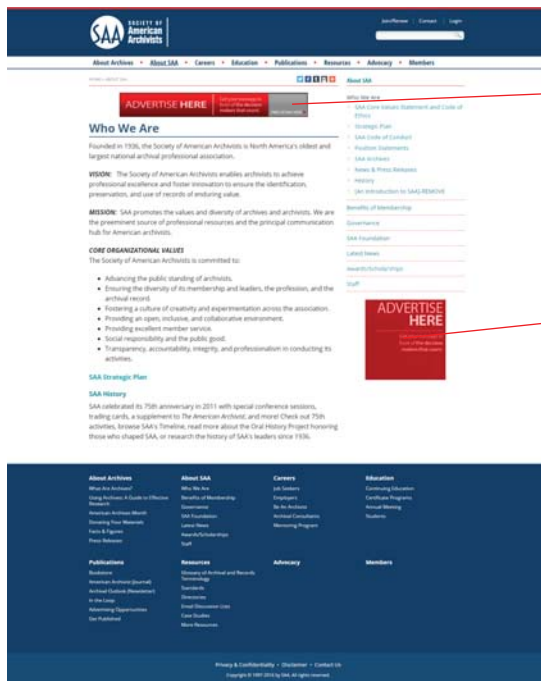
Advertising on the SAA website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors learn about upcoming association events and search for resources within our career center, directories, continuing education courses, and publications. Advertising on archivists.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of archives, records, and information professionals.

### Features of the SAA website advertising:

- Cross-promoted in other SAA publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

### On average, www.archivists.org receives:

- 70,963 visits per month
- 252,194 page views per month
- \*Traffic numbers from October - December 2017



**Banner (468 x 60 pixels)**  
**12 Months | \$2,600   6 Months | \$1,425   3 Months | \$775**

- Located at the top of the website
- Subpages only - Five rotations available

**Square (290 x 290 pixels)**  
**12 Months | \$3,875   6 Months | \$2,150   3 Months | \$1,175**

- Only one position available
- Run of site - Five rotations available

Online Specifications - For more information, visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)  
 Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

# The American Archivist Website

## Advertising on *The American Archivist* Website – [www.americanarchivist.org](http://www.americanarchivist.org)

Advertising on *The American Archivist* website, home to the foremost publication in the archives field, connects you with member and non-member visitors and reinforces your marketing message. Visitors log on to the website to read the latest issue of *The American Archivist* journal and stay up-to-date on best practices, trends in the field, and new resources. Highlight your products and services as leading industry tools in front of an influential group of archives, records and information professionals.

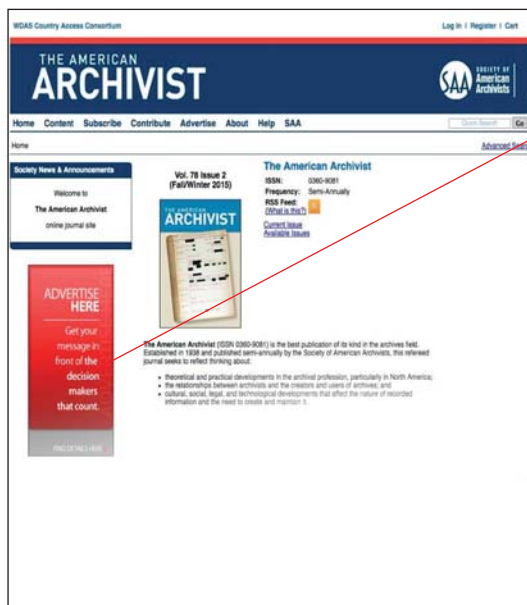
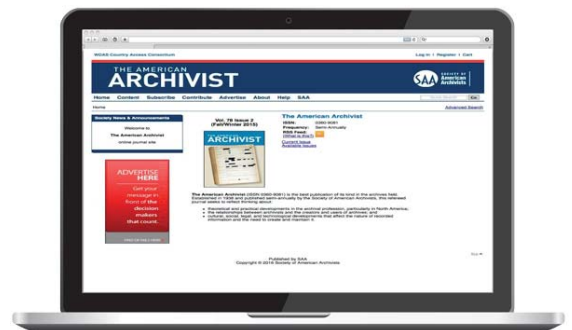
### Features of *The American Archivist* website advertising:

- Cross-promoted in other SAA publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

### On average, [www.americanarchivist.org](http://www.americanarchivist.org) receives:

- 61,005 page views per month

\*Traffic numbers from October - December 2017



**Skyscraper** (160 x 300 pixels)  
12 Months | \$1,000

- Located in exclusive position of the website
- Run of site - Four rotations available

Online Specifications - For more information, visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)  
Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

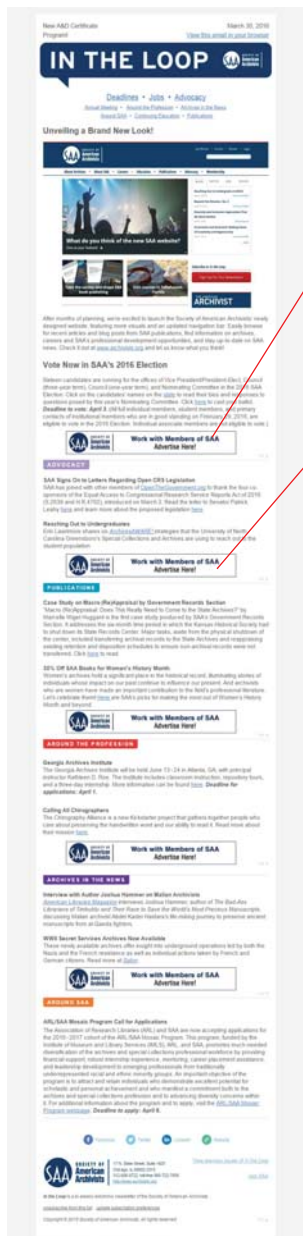
# IN THE LOOP eNewsletter

## About the eNewsletter

Now more than ever, professionals consume information on the go. Our *IN THE LOOP* eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

### Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of 8,000+ decision-makers on a regular basis
- In addition to members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other SAA publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive
- Change artwork monthly at no additional cost to promote time-sensitive offers and events



### Top Banner (468 x 60 pixels)

12 Months | \$3,625    6 Months | \$2,000    3 Months | \$1,100

- Only one spot available – EXCLUSIVE
- Located at the top of the eNewsletter

### Banner (468 x 60 pixels)

12 Months | \$2,850    6 Months | \$1,575    3 Months | \$850

- Only four spots available – NO ROTATION
- Located between popular sections of the eNewsletter

### Distributed bi-weekly

### Sections include

- Hot Topics
- News Briefs
- Upcoming Events

Online Specifications - For more information, visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

# SAA Website

## Website Space Reservation

To reserve your space on the SAA website, please select from the options below, then return this completed form to your Naylor account executive.

### Banner (468 x 60 pixels)

12 Months | \$2,600     6 Months | \$1,425     3 Months | \$775

### Square (290 x 290 pixels)

12 Months | \$3,875     6 Months | \$2,150     3 Months | \$1,175

Online Specifications - For more information, visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

## Advertiser Information:

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**I agree to all the terms of the rate sheet and this contract as applicable for my company.**

Payment Authorization Signature: X \_\_\_\_\_ Date: \_\_\_\_\_

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rates to the next 30 days exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the contract. (SAA0W0018)

**Please sign and return to:**



# The American Archivist Website

## Website Space Reservation

To reserve your space on the *American Archivist* website, please select from the options below, then return this completed form to your Naylor account executive.

### Skyscraper

12 Months | \$1,000

Online Specifications - For more information, visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

## Advertiser Information:

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

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**Please sign and return to:**



# IN THE LOOP eNewsletter

## eNewsletter Branding Opportunities

To be included in the *IN THE LOOP* eNewsletter, please select from the options below, then return this completed form to your Naylor account executive.

Advertisements must be in JPG format (animation and Flash/SWF files are not accepted) and the total file size must not exceed 100kb.

### Top Leaderboard

12 Months | \$3,625     6 Months | \$2,000     3 Months | \$1,100

### Leaderboard

12 Months | \$2,850     6 Months | \$1,575     3 Months | \$850

All advertisers will receive an invoice for the total amount, due upon activation.

When renewing online ads, priority and first right-of-refusal will be given to advertisers who commit to 12 months. All other companies will be renewed on a first-come, first-served basis.

Online Specifications - For more information, visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

## Advertiser Information:

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**I agree to all the terms of the rate sheet and this contract as applicable for my company.**

Payment Authorization Signature: X \_\_\_\_\_ Date: \_\_\_\_\_

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rates to the next 30 days exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the contract. (SAA0N0018)

**Please sign and return to:**

