

# ALHFAM Advertising Rates\*

## **Terms and Conditions**

The Association for Living History, Farm, and Agricultural Museums (ALHFAM) publications are published to share practical knowledge and skills with the Association's membership. Therefore the Association reserves the right to reject, omit or cancel any advertising that it feels is not in the best interest of the membership or the living history, farm, and agricultural museum profession. All advertising and sponsorship opportunities have limited availability and the Association maintains final approval.

## **Accessibility Standards**

Inclusion and accessibility are central points for the association and the profession. All graphics must be ADA compliant and accessible to all audiences. ALHFAM and its webmaster reserves the right to modify any advertisement that does not conform to accessibility standards. Resources can be found at

<https://cnib.ca/sites/default/files/2018-07/CNIB%20Clear%20Print%20Guide.pdf> and <https://www.ada.gov/pcatoolkit/chap5toolkit.htm>.

## **Website Advertisements**

ALHFAM's website receives almost 7,000 annual visitors. It includes the ALHFAM Skill and Knowledge Base as well as the Skill Training & Preservation Resource Center as some of its resources for members. Additionally there is a place to list job opportunities.

### **Homepage**

Logo ads	400 px X 250 px	\$100/month
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### **Resources page**

Logo ads	400 px X 230 px	\$75/month
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## **Bulletin Advertisements**

All ad pricing is per issue. The *Bulletin* is published digitally. Current and back issues are available to members-only via the ALHFAM website.

### **Display Ads**

Please provide electronic copy (in color if desired, for the on-line version) in TIFF, JPG or PDF formats if possible.

Full Page	6.75" X 9"	\$125.00
Half Page	3.25" X 9"	\$70.00
	6.75" X 4.375"	
Third Page	6.75" X 3"	\$55.00
Quarter Page	3.25" X 4.375"	\$50.00
Eighth Page	3.25" X 2"	\$35.00

### **Boxed Text Ads**

Per column inch (minimum one inch) \$10.00

### **eUPDATE Advertisements**

All ad pricing is per publication/issue. The *eUPDATE* is published monthly (on or around the 15th) and is distributed via email to all members and staff of member institutions. Emails are sent to approximately 1100 email addresses, with an approximate 50% open rate. It is also available to members-only via the ALHFAM website. The available ads-per-issue is limited to a set number, and so ads will be taken on a first-come basis each month and should be received by the first of the month.

### **Electronic Logo Ads**

Hyperlinked to advertisers' website or Facebook page. Please provide electronic copy in TIF, JPG, or GIF formats.

"Square" logo ads	150 px X 150 px	\$65.00
"Banner" logo ads	200 px X 200 px	\$100.00

**\*All Business Associates receive a 10% discount on ads. Additional advertising benefits of Business Associate Membership are detailed at [alhfam.org/join-us](http://alhfam.org/join-us)**

*Approved 2023*