

2009-2010 | SPE Advertising Opportunities

SPE Newsletter			
	Advertising	Dimensions (w x h)	Price
<ul style="list-style-type: none"> • Functions as a vehicle for information and exchange of SPE business, members' activities, bulletin boards, and job listings • Published three times annually in black & white in the Winter, Spring/Summer, and Fall with dimensions of 8 1/2" x 11" • Circulation of 1,800 	Full Page	7 3/4" x 10 1/2"	\$600
	Half Page	7 3/4" x 5 1/8"	\$300
	Quarter Page	3 3/4" x 5 1/8"	\$200
	Publication	Reserve Ad by	Ad Due
	<i>Winter</i> – Jan 1	Nov 1	Nov 15
	<i>Spring/Summer</i> – May 1	Mar 1	Mar 15
	<i>Fall</i> – Sept 1	Jul 1	Jul 15
SPE Membership Directory & Resource Guide			
	Advertising	Dimensions (w x h)	Price
<ul style="list-style-type: none"> • A printed reference manual used throughout the year by SPE members • Lists names and addresses of SPE officers and members • Contains SPE information • Published each Fall in black & white with dimensions of 8 1/2" x 11" • Circulation of 1,800 	Back Cover (outside)	7 3/4" x 5 1/8"	\$1,000
	Front Cover (inside)	7 3/4" x 10 1/2"	\$700
	Back Cover (inside)	7 3/4" x 10 1/2"	\$700
	Full Page	7 3/4" x 10 1/2"	\$600
	Half Page	7 3/4" x 5 1/8"	\$400
	Quarter Page	3 3/4" x 5 1/8"	\$300
	Publication	Reserve Ad by	Ad Due
<i>Fall</i> – Oct 1	July 15	Aug 1	
exposure			
	Advertising	Dimensions (w x h)	Price
<ul style="list-style-type: none"> • SPE's highly respected journal collected by museums and libraries • Includes criticism, essays, articles on education, and book and exhibition reviews in a finely printed professional publication • Published twice annually in the Spring and Fall in color and black & white with full color cover with dimensions of 8" x 10" • Circulation of 2,000 	Back Cover (outside)	7 3/8" x 9 1/2" (full color)	\$1,500
	Front Cover (inside)	7 3/8" x 9 1/2" (full color)	\$1,000
	Back Cover (inside)	7 3/8" x 9 1/2" (full color)	\$1,000
	Full Page	7 3/8" x 9 1/2"	\$600
	Half Page	7 3/8" x 4 5/8"	\$400
	Quarter Page	3 1/2" x 4 5/8"	\$300
	Publication	Reserve Ad by	Ad Due
<i>Spring</i> – Mar 1	Nov 1	Nov 15	
<i>Fall</i> – Sept 1	May 1	May 15	
National Conference Program Guide			
	Advertising	Dimensions (w x h)	Price
<ul style="list-style-type: none"> • Printed guide for conference attendees including a schedule of events, information and advertisements • Published annually in the Spring in black and white with full color cover with dimensions of 8 1/2" x 11" • Distribution of 1,200 	Back Cover (outside)	7 3/4" x 5 1/8" (full color)	\$2,000
	Front Cover (inside)	7 3/4" x 10 1/2" (full color)	\$1,200
	Back Cover (inside)	7 3/4" x 10 1/2" (full color)	\$1,200
	Full Page	7 3/4" x 10 1/2"	\$600
	Half Page	7 3/4" x 5 1/8"	\$400
	Quarter Page	3 3/4" x 5 1/8"	\$300
	Publication	Reserve Ad by	Ad Due
<i>March</i>	Nov 15	Dec 1	
Mailing List			
	List of Members for:	Quantity	Price
<ul style="list-style-type: none"> • One-time use only • Available by email or mail at any time • List is separated into the following fields: First Name, Middle Name, Last Name, Address-1, Address-2, City, State, Zip code, and Country • File is sent as an Excel document (.xls) or as a .csv upon request • For mailing list requests, contact Meghan Borato at membership@spenational.org 	Corporate Organization	Approx 700	\$350
	Nonprofit Organization	Approx 700	\$250
	Individual/Corporate Member	Approx 700	\$100
	List of Conference Attendees for:	Quantity	Price
	Organizations/Member	Approx 500	\$250
	Conference Exhibitor	Approx 500	\$100



Questions? Please contact: Nina Barcellona, Advertising, Publications & Exhibits Coordinator, advertising@spenational.org
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