Midwest Archives Conference Advertising Opportunities

MAC offers advertisers easy and effective ways to market products, services, and announcements. These outlets include its newsletter, journal, annual meeting program, and website, which reach more than 900 individual and institutional members in the Midwest and across the United States.

MAC offers advertising in the quarterly *MAC Newsletter*, *Archival Issues,* and the online Annual Meeting Program.

All ads will be sent to the Vendor Coordinator and distributed to the editors of their respective publications. All invoices for advertising are handled by the Vendor Coordinator. Payment is due within 30 days of receipt of invoice.

For information concerning exhibits during the annual meeting, please contact the MAC Vendor Coordinator.

MAC Advertising Packages

Publication and Frequency	Size of Ad	Cost Per Issue	Cost Per Year
MAC Newsletter (quarterly)	Full page	$250	$800 (20% discount)
	Half page	$150	$510 (15% discount)
	Quarter page	$75	$270 (10% discount)
	Eighth page	$50	$190 (5% discount)
	Business Card	$50	$190 (5% discount)
Archival Issues (single issue)	Full page	$250	(20% discount) for a one-volume (two-issue) commitment.
	Half page	$150	(20% discount) for a one-volume (two-issue) commitment.
	Quarter page	$75	(20% discount) for a one-volume (two-issue) commitment.
	Eighth page	$50	(20% discount) for a one-volume (two-issue) commitment.
	Business Card	$50	(20% discount) for a one-volume (two-issue) commitment.
Online Annual Meeting Program (annually)	Full page	$250	
	Half page	$150	
	Quarter page	$75	
	Eighth page	$50	
	Business Card	$50	

MAC Publications

MAC Newsletter

The *MAC Newsletter* is the association's quarterly publication. It keeps MAC's members informed about future conferences and educational opportunities. It presents regional, national, and international archival news, and publishes employment opportunities as well as news about repositories and archivists' professional activities. MAC members receive the *MAC Newsletter* upon payment of annual dues.

Advertising Specifications: Advertisements are included in both the print and online versions. One color and one grayscale file is needed. Newsletter trim size is 8 ½" wide x 11" tall. No bleed pages.

Color: RGB (for online); Grayscale (for print).
Formats Accepted: PDF (preferred); Other Adobe-friendly formats accepted.
File Resolution: 300 DPI (for print)

Ad Sizes:

Full page: 7" wide x 9" tall

Half-page (½) vertical: 4¼" wide x 7" tall

Quarter-page (¼): 3¼" wide x 4¼" tall

Eighth page (1/8): 1½" wide x 4½" tall

Business card: 3½" wide x 2" tall

Publication Deadlines

The MAC Newsletter is published quarterly, January, April, July, and October cover dates.

Deadlines for copy are:

• January issue - Deadline November 1

• April issue - Deadline February 1

• July issue – Deadline May 1

• October issue - Deadline August 1

Ad Policies and Procedures: Advertisements are sent electronically to the MAC Vendor Coordinator.

Job Announcements

As a service to members, MAC publishes announcements of professional opportunities. Rates for one insertion of a job in one issue of the newsletter are: under 125 words: $35; 125–199 words: $70; 200–299 words: $105; 300+ words: $140. Institutional members may subtract $35 from these rates. Please submit text of job announcements to *MAC Newsletter* Editor.

Text must be submitted electronically. Numbers, abbreviations, etc., each count as one word. Ads will be edited to conform to style used. MAC reserves the right to decline or edit if discriminatory statements in the text are inconsistent with principles of intellectual freedom or the provisions of the Civil Rights Act of 1964 and its subsequent amendments. Compliance with

Equal Opportunity/Affirmative Action regulations is assumed. Display ads for job announcements will be billed at display rates.

Archival Issues

Archival Issues, a scholarly journal published by the Midwest Archives Conference, is concerned with the issues and problems confronting the contemporary archivist. Material in a wide range of formats—including articles, review essays, proceedings and seminars, and case studies of specific archival projects and functions—are considered for publication.

Advertising Specifications: Advertisements are included in both the print and online versions. One color and one grayscale file is needed. *Archival Issues* trim size is 6" wide x 9" tall. No bleed pages.

Color: RGB (for online); Grayscale (for print).

Formats Accepted: PDF (preferred); Other Adobe-friendly formats accepted.

File Resolution: 300 DPI (for print)

Ad sizes and rates:

Full page: 5" wide x 7¾" tall

Half-page (½): 5" wide x 4" tall

Quarter-page (¼): 2¼" wide x 4" tall

Eighth-page (1/8): 1½" wide x 4" tall

The rates are discounted 20% for a one-volume (two-issue) commitment.

Ad Policies and Procedures:
Archival Issues advertisements are sent electronically to the MAC Vendor Coordinator.

Publication Frequency:
Archival Issues is published at least once per year; please contact the editor concerning deadlines. Chair: Alexandra Orchard (2018-2020), Technical & Metadata Archivist, Walther P. Reuther Library of Labor and Urban Affairs, Wayne State University, email: alexandra@wayne.edu .

Exhibiting at the MAC Annual Meeting

MAC welcomes vendors to exhibit at our annual Spring Meeting, held in a different location each year across the MAC region.

Current rates:

For-profit: A table set up and staffed by your representative is $400.00, which includes a six-foot table and chairs. A non-staffed table set up and maintained by a MAC representative is $500.00. Note that cost for electrical access varies by venue and it is the vendor's responsibility to pay for electrical access if it is desired.

Non-profit: $50 for staffed table; and $75 for non-staffed table. Note that cost for electrical access varies by venue and it is the vendor's responsibility to pay for electrical access if it is desired.

Cancellation and refund policy: The deadline for vendors to cancel and receive a refund is the same that applies to registered conference attendees. Refer to the current annual meeting information for deadline date.

Annual Meeting Program
MAC's annual meeting provides attendees at all levels of experience and from all types of institutions the opportunity to build or enhance their archival competence. Each year's annual meeting features two full days of programming, including panel discussions, tours, and workshops on a broad range of subjects applicable to the archival profession. The annual meeting is hosted by different member institutions across the MAC region. The annual meeting program is available online for download.

Advertising Specifications: Advertisements are for online display. One color file is needed. Meeting Program trim size is 8 ½" wide x 11" tall.

Color: RGB

Formats Accepted: PDF (preferred); Other Adobe-friendly formats accepted.

Ad Sizes:

Full page: 7" wide x 9" tall

Half-page (½) vertical: 4¼" wide x 7" tall

Quarter-page (¼): 3¼" wide x 4¼" tall

Eighth page (1/8): 1½" wide x 4½" tall

Business card: 3½" wide x 2" tall

Publication and Ad Policies and Procedures:
The annual meeting program is generally online-only and released approximately two months in advance of the meeting, held in March, April or May of each year in cities around the MAC region. The deadline for entry into the Annual Meeting Program is November 1st. Advertisements are sent electronically to the MAC Vendor Coordinator.