



Advertising Contract

Organization Name _____

CMA Member No. _____

Organization Contact _____

Address _____

City/Province/Postal Code _____

Telephone _____ Fax _____

Email _____ Website _____

If Agency, Advertising Organization _____

Payment Information

Cost for **Muse** insertions: \$ _____

Agency discount for **Muse** insertions
(Please see Terms and Conditions): \$ _____

Total cost for **Muse** insertions: \$ _____

Total cost of **Advertising incentives**: \$ _____

Total cost for all: \$ _____

GST (5%) \$ _____

Applies to: AB, BC, MB, NU, NWT, QC, SK, YU

HST (13%) *Applies to: ON, NB, NL* \$ _____

HST (14%) *Applies to: PEI* \$ _____

HST (15%) *Applies to: NS* \$ _____

GRAND TOTAL \$ _____

GST exemption number: _____

Cheque attached payable to **Canadian Museums Association**.

Charge my credit card: VISA MasterCard

Account No. _____

Name of cardholder (please print) _____

Signature _____

Advertiser / Agency signature _____ Date _____

Muse

Issue	Artwork	Cost
<input type="checkbox"/> Jan/Feb 2017	Nov. 28, 2016	\$ _____
<input type="checkbox"/> Mar/Apr 2017*	Jan. 23, 2017	\$ _____
<input type="checkbox"/> May/June 2017	March 20, 2017	\$ _____
<input type="checkbox"/> Jul/Aug 2017	May 29, 2017	\$ _____
<input type="checkbox"/> Sept/Oct 2017	July 20, 2017	\$ _____
<input type="checkbox"/> Nov/Dec 2017	Sept. 25, 2017	\$ _____

*Conference issue

Artwork: New Repeat

Frequency: 6X 5X 4X 3X 2X 1X

Size: Double Page Spread Full Page 2/3 Vertical
 1/2 Vertical 1/4 Vertical 1/3 Vertical
 1/2 Horizontal 1/4 Banner 1/3 Square
 1/6 Vertical Business Card

Colour: 4C B/W

Contact

Sue-Ann Ramsden, Director, Museum Enterprises

Canadian Museums Association

400-280 Metcalfe St., Ottawa, ON K2P 1R7

Tel: 289-868-8961

sramsd@museums.ca



Advertising Rates

- 10% CMA member discount
- For guaranteed positioning, add 15%
- Alterations extra
- Rates in Canadian dollars
- Prices subject to change without notice

Deadlines

Issue	Space	Graphics	Printing
Jan./Feb.	Nov. 14	Nov. 28	Dec. 9
March/April	Jan. 9	Jan. 23	Feb. 13
May/June	March 6	March 20 th	April 14
July/August	May 15	May 29	June 16
Sept./Oct.	July 6	July 20	August 8
Nov./Dec.	Sept. 11	Sept. 25	Oct. 13

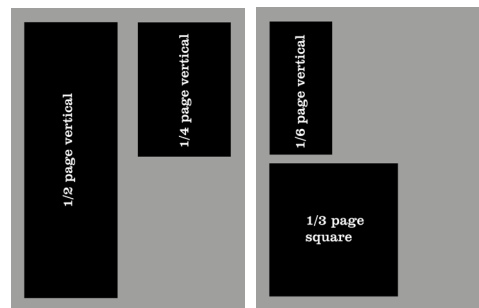
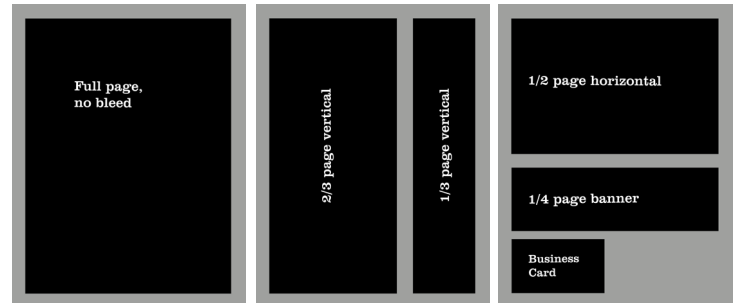
Rates

Size	1 issue	3 issues	6 issues
Outside back	\$1,685	\$1,435	\$1,215
Inside front	1,585	1,350	1,145
Inside back	1,485	1,265	1,070
2 pg spread	2,000	1,700	1,440
Full Page	1,080	920	7808
2/3	950	810	685
1/2	675	575	485
1/3	550	470	400
1/4	495	420	360
1/6	395	335	285
Business card	200	175	150

Dimensions (inches)

	Width	Depth
Full pg, covers, w/ bleed	8½	11
Full pg, covers, no bleed	7	10
2 pg spread	16½	11
2/3 vertical	4⅝	10
1/2 vertical	3⅜	10
1/2 horizontal	7	4⅞
1/4 vertical	3⅜	4⅞
1/4 banner	7	2⅝
1/3 vertical	2¼	10
1/3 square	4⅝	4⅞
1/6 vertical	2¼	4⅞
Business card	3⅜	2

Print Specifications



Material Requirements

Digital: Acceptable photo formats are: **EPS, TIF, JPEG**. Please ensure all images have a minimum resolution of **300 ppi/dpi** at full size and are in **CMYK** (not RGB) mode. Include all files. Type 1 (Postscript) fonts must have both screen and printer fonts. Graphics should be saved as EPS files. PDFs are acceptable as long as they are saved "press optimized" (300 dpi).

Preferred Applications: PC compatible.

File Transfer: Please supply a black and white or colour proof. When emailing files include ALL pictures, graphics, fonts (printer and screen) as well as the created document. Stuffing files to decrease size is acceptable. Size changes, re-setting, re-formatting and/or corrections will be charged to the advertiser.

Please send artwork material to:
lmconnell@museums.ca

Contact

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