



**SPNHC**

ADVANCING COLLECTIONS CARE

The Society For The  
Preservation of Natural  
History Collections

## ADVERTISING WITH SPNHC

**The Society for the Preservation of Natural History Collections** is an active, international group of museum professionals from universities, museums, and cultural institutions. The membership includes people working at all levels, from administration to collection management, and in education, and exhibits. The SPNHC Connection newsletter is published twice a year, and is distributed to our 600 members internationally. It is filled with a mixture of feature stories, articles, reports from the president and board members, committee activities, professional development opportunities, recent publications of interest, and a calendar of upcoming meetings and events.

### Why Advertise in the SPNHC Connection?

Members of SPNHC are the people who use your products and services. They are often the decision-makers about products and procedures that will be used in their institutions. These people want to know about products and services that will help them do their jobs more effectively. They are interested in the latest techniques and materials available, as well as educational and travel opportunities, new publications, and events and programs related to natural history and collections.

### Advertising Rates

#### Corporate Members:

##### Standard advertising

Banner	7.75 in. wide x 2.5 in. high Includes one active link.	\$90
Quarter page	3.775 in. wide x 4.6875 in. high Includes one active link.	\$150
Half page	7.75 in. wide x 4.6875 in. high Includes one active link.	\$300
Full page	7.75 in. wide x 10.25 in. high Includes three active links.	\$400

##### Premium advertising

Sponsorship	548 pixels wide x 550 pixels high Ad placed outside the margin of the newsletter, to the left of the cover. Includes two active links.	\$525
Skyscraper	120 pixels wide x 600 pixels high Ad placed outside the margin of the newsletter, to the right or left. Remains static while viewers turn pages. Includes two active links.	\$525
Banner	468 pixels x 60 pixels high Ad placed outside the margin of the newsletter, to the top or bottom. Remains static while viewers turn pages. Includes two active links.	\$525
Bind-in-card	Like the cards that fall out of magazines. Reader must click ad to advance pages. Includes two active links.	\$600
Foldout	A virtual pull-out ad that expands on click. Includes two active links.	\$600



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## Non-Members:

### Standard advertising

Banner	7.75 in. wide x 2.5 in. high Includes one active link.	\$120
Quarter page	3.775 in. wide x 4.6875 in. high Includes one active link.	\$180
Half page	7.75 in. wide x 4.6875 in. high Includes one active link.	\$400
Full page	7.75 in. wide x 10.25 in. high Includes three active links.	\$600

### Premium advertising

Sponsorship	548 pixels wide x 550 pixels high Ad placed outside the margin of the newsletter, to the left of the cover. Includes two active links.	\$700
Skyscraper	120 pixels wide x 600 pixels high Ad placed outside the margin of the newsletter, to the right or left. Remains static while viewers turn pages. Includes two active links.	\$700
Banner	468 pixels x 60 pixels high Ad placed outside the margin of the newsletter, to the top or bottom. Remains static while viewers turn pages. Includes two active links.	\$700
Bind-in-card	Like the cards that fall out of magazines. Reader must click ad to advance pages. Includes two active links.	\$750
Foldout	A virtual pull-out ad that expands on click. Includes two active links.	\$750

## Submission guidelines

### Standard advertising

- All advertisements should be submitted as .jpg, .tif or .pdf files, formatted for a PC.
- Recommended image resolution is 300 ppi.

### Premium advertising

- The preferred file format for sponsorship advertisements is .swf. Allen Press will also accept .png files and will convert them to .swf for you. For optimal conversion, .png files should be supplied at a resolution of 300 ppi.

## Deadlines

March issue: February 1

September issue: August 1

Email is the preferred delivery method for all advertising copies. Please email advertisement copy to:  
[newsletter@spnhc.org](mailto:newsletter@spnhc.org)