

Rates are current as of December 2009

INSITE MEDIA KIT

This is the Media Kit for INSITE. For further assistance contact the Editor. A sample issue of INSITE with advertising allocations is available on request.

MUSEUMS AUSTRALIA (VICTORIA)

Museums Australia (Victoria) is the peak professional organisation representing museums. It supports employed professionals and volunteers working in art galleries, social history and science museums, historical societies, keeping places and heritage centres. The Museums Australia (Victoria) office is located in the Melbourne Museum and is open to the public.

INSITE

INSITE is a membership magazine produced by Museums Australia (Victoria). It is mailed out to around 500 museums, galleries and individuals in Victoria and serves the industry with information from across the sector. INSITE's audience includes museum and gallery professionals and volunteers and institutions including state and regional museums and historical societies.

CIRCULATION

The readership for INSITE includes individuals and institutional members. Currently the membership is at 522 although, readership is estimated at about double this, due to INSITE being kept in State Libraries and the Libraries and staff rooms of institutional members. Victorian members represent 30% of the national total. The membership has a loyal following with 71.15% maintaining a membership for more than 2 years making long-term advertising very worthwhile for establishing service and product recognition.

BOOKINGS AND INQUIRIES

should be directed to:

Roisin O'Dwyer
INSITE Editor

Museums Australia (Victoria)
PO Box 385, Carlton South VIC 3053
Telephone (03) 8341 7344
Regional Freecall 1800 680 082
Fax (03) 8341 7333
Email insite@mavic.asn.au
www.mavic.asn.au

ARTWORK DUE: (5 issues per year)
Feb-April issue: 2 February 2010
May-June issue: 30 March 2010
July-Aug issue: 8 June 2010
Sept-Oct Issue: 10 August 2010
Nov-Jan issue: 12 October 2010

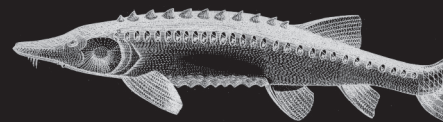
Bookings cancelled after the artwork deadline will be charged the full price of the advertisement. All advertisements (except covers) are placed at the discretion of INSITE and as far as possible in accordance with the client wishes.

Secured Bookings

To secure your advertising space over multiple issues email the INSITE Editor with the following:

- Your contact details
- The specifications that you require (full page etc)
- The issues that you want to advertise in (all 5 issues, alternate issues, Nov-Jan only, etc)
- The commencement date for your secured booking

Note: Secured bookings are subject to cost increases.



Rates are current as of December 2009

ADVERTISING SPECIFICATIONS

Native File Format

Digital files can be supplied in either Macintosh or PC format. Preferred programs include:

- Adobe Indesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe Acrobat (PDF)

- When supplying documents in their native formats it very important to supply ALL images, graphics and fonts with the document.
- Where possible all fonts should be converted to outlines
- Scanned or raster images should be in either greyscale or CMYK (cover ad's only) colour mode and have a minimum resolution of 300DPI at actual size for Hi-Resolution output.

PDF Files

PDF files should be supplied as CMYK Press Quality PDFs with all fonts embedded. If any questions on exporting PDFs, please contact Roisin O'Dwyer at the above details.

DISCOUNTS

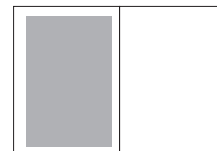
An advertisers discount of 25% off the total is only available for volunteer run museums* that are members of Museums Australia.

* 'Museums' refers to the full definition of a museum and includes any organisation that acquires, conserves and communicates material evidence of people and their environment.

ADVERTISING FORMATS

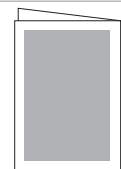
• Full Page Inside Covers – Colour

INSIDE COVER PAGE – \$720
INSIDE BACK COVER – \$620
271mm (height) x 184 (width)
NO BLEED



• Full Page Back Cover – Colour

FULL PAGE COLOUR – \$820
271mm (height) x 184 (width)
NO BLEED



• Full Page Advertisement (Portrait)

FULL PAGE B/W – \$370
ON A FACING PAGE – \$420
271mm (height) x 184mm (width)
NO BLEED



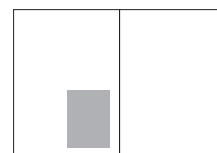
• Half Page Advertisements

HALF PAGE B/W – \$220
125mm (height) x 184mm (width)
NO BLEED



• Quarter Page Advertisement (Portrait)

QUARTER PAGE B/W – \$120
125mm (height) x 85 (width)
NO BLEED



• Inserts

A4 LEAF OR DL BROCHURE – \$320
Provided by advertiser
Contact the INSITE Editor for deadlines

• For any variation on any of these formats add \$50

All rates are GST inclusive