

## **SRMA Newsletter Advertising and Press Release Policy**

I. Definition of Advertisement: Any piece of promotional marketing that includes photographs, graphics, special fonts, or logos will be considered an advertisement. Any statement promoting a for-profit commercial product will be considered an advertisement. To include an advertisement in the SRMA newsletter, space must be purchased. Fee rates are determined by the size of the advertisement (see section IV).

II. Definition of Press Release: Any statement devoid of logos, photos, and special fonts that promote a non-profit product or event, and/or any event that is free or will raise funds to benefit the archival community and is sponsored by a for-profit entity will be considered a press release. Purchasing advertising space is not required to include a press release in the SRMA newsletter.

III. Client responsibilities: It is the responsibility of the client to format artwork submitted for an advertisement or language for a press release.

- A. Artwork submitted to the newsletter editor should be in its final form with no editing necessary. Artwork should be submitted as a JPEG or TIFF at a DPI of 100 to 300. The newsletter editor will coordinate with client to provide test pages if changes in DPI are required. The newsletter editor reserves the right to edit the size of the advertisement to fit the size dimensions established in the fee rate (see section IV).
- B. Press releases should be fully formatted as a written statement. Press releases submitted with photographs, graphics, special fonts, or logos will be returned to the client for revision.

IV. Fee Rates: rates are determined by the size of the advertisement.

- Full page (7" wide x 9" tall) = \$250
- ½ page vertical (7" wide x 4 ½" tall) = \$150
- ¼ page (3 ¼" wide x 4 ¼" tall) = \$75
- ⅛ page (1 ½" wide x 4 ½" tall) = \$50
- Business card (3 ½" x 2" tall) = \$50

V. Fee Discount: If advertising space is purchased in four (4) consecutive issues the client will receive a 20% discount. If a for-profit provides \$500 in sponsorship to SRMA they will receive free ½ page advertising space for four (4) consecutive issues, or two (2) full pages of advertising published within 12 months of sponsorship.

Approved by SRMA Board of Directors July 29, 2014