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- **Annual Meeting**

## In the Loop

**Deadlines • Jobs**

- Annual Meeting • Archives in the News • Around SAA • Around the Profession
- Continuing Education • Publications

**How Are You Celebrating Archives Month?**

The California State Archives is hosting three Archives Month events in October at the California Secretary of State’s building. The State Archives will host an open house as part of the fourth annual Sacramento Archives Crawl. The full-day event with the theme “Having Fun in the Sacramento Region” will showcase local historical treasures. The archives is also hosting a Digital Archives Day for the Family Historian and a Preservation Workshop. For more information, see the latest issue of California Originals, the California State Archives’ quarterly newsletter.

The Austin Archives Bazaar will feature booths with twenty-two Central Texas archives showing off their collections as well as an archival film screening, an oral history booth, a preservation station, and more.
Reach Your Target Audience

The Society of American Archivists (SAA) is North America’s oldest and largest professional organization representing the interests of archives and archivists. SAA unites archivists who have a range of specialties and encourages collaboration. By providing the latest research and information, continuing education, advocacy, and networking opportunities, SAA strengthens the profession and helps archivists achieve their career goals.

When you advertise with SAA, you’ll connect with a network of more than 6,200 individual and institutional members who are the decision makers within their organizations. Through SAA’s range of advertising and sponsorship opportunities, you can send timely messages alongside our trusted content, increase brand awareness for your company, and establish and solidify relationships with customers.

What Matters to Our Members

By taking advantage of our advertising or sponsorship opportunities, you’ll be reaching archivists who are personally and professionally invested in the media outlet you choose. In our most recent member survey, individual and institutional members indicated that three of the top reasons they joined and remain members of SAA were:

- To receive SAA’s journal, American Archivist, and the bimonthly magazine, Archival Outlook
- To stay current on information about the profession
- To network and build relationships at events like the Annual Meeting

In addition, 94 percent of Annual Meeting attendees indicated that they regularly visit the Exhibit Hall to meet with exhibitors and sponsors during the event.
Opportunities-at-a-Glance

**PUBLICATIONS**

Advertise in our trusted publications:
- *In the Loop* (biweekly e-newsletter)
- *Archival Outlook* (bimonthly, two-color magazine)
- *American Archivist* (semiannual professional journal)
- AmericanArchivist.org (online edition of *American Archivist*)

**ANNUAL MEETING**

Showcase your services and connect with your target audience by:
- Exhibiting in the Expo Hall.
- Becoming a sponsor.
- Advertising in SAA's Preliminary and Onsite Programs, on the Annual Meeting website, or on the mobile app.

**ONLINE**

- Place a banner ad or skyscraper ad on any archivists.org page.
  (Excluding homepage. See page 13 for information on advertising on the Annual Meeting website.)

**CONTACT US**

Have questions? Want to place an ad? Contact Editorial & Production Coordinator Abigail Christian at achristian@archivists.org or call 866-722-7858.
In the Loop

**Send timely messages directly to your target audience via In the Loop, SAA’s biweekly e-newsletter sent to more than 12,500 subscribers.**

**Benefits for Advertisers**

- **Get noticed.** Each issue has a limited number of advertising spaces, ensuring higher visibility for your ad. Our e-newsletter uses responsive design to optimize the appearance of your ad across all devices and screen sizes.
- **Send frequent messages.** Your ad will be seen on a biweekly basis, building greater awareness for your brand.
- **Get an immediate response.** By including a link with your ad, your company or product will be a click away for readers.
- **Reach new audiences.** Members can share our newsletter via social media or email, and nonmembers can subscribe via the SAA website. Our newsletters are archived on SAA’s website for readers to refer to continuously.

**Content Archivists Rely On**

- Reminders about deadlines
- Upcoming continuing education courses and workshops
- Job opportunities
- Information about scholarships, grants, and fellowships
- Annual Meeting updates and information

**ADVERTISING SPECIFICATIONS**

- Link to your website
- File type: JPEG or TIFF
- Rolling deadlines

**CONTACT** Abigail Christian at achristian@archivists.org.
In the Loop

22% Click rate (higher than the 2.3% average click rate for nonprofits)

Change artwork monthly at no additional cost to promote time-sensitive offers and events!

1 Top In-Text Banner
(468 x 60 pixels)
*Only one spot available!*

2 Standard In-Text Banner
(468 x 60 pixels)
*Four spots available*

2018 Rates

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>3 Months</th>
<th>6 Months</th>
<th>12 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top In-Text Banner</td>
<td>$1,050</td>
<td>$1,925</td>
<td>$3,500</td>
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<tr>
<td>Standard In-Text Banner</td>
<td>$825</td>
<td>$1,525</td>
<td>$2,750</td>
</tr>
</tbody>
</table>

22% Open rate (matching the average open rate for nonprofits)

22% Change artwork monthly at no additional cost to promote time-sensitive offers and events!
Gain exposure and greater brand recognition in SAA’s award-winning bimonthly magazine, available in print and in a digital edition format.

**Benefits for Advertisers**

- **Reach your target audience.** Advertising in *Archival Outlook* allows your company to specifically reach individuals in the archival profession. Your message will be sent to decision makers in the field who are looking to buy products or services like yours.

- **Expand your exposure.** *Archival Outlook* is available in print and a digital edition format. In the digital format, our readers share articles and issues via email, social media, blogs, and websites.

- **Get noticed.** The digital edition includes a convenient dropdown menu featuring advertisers in each issue. Readers also can click links in advertisements to easily access your website.

- **Content will be referenced for years to come.** SAA’s website features back issues of *Archival Outlook* and its predecessor, the *SAA Newsletter*.

- **Advertise alongside relevant, trusted content.** Articles in *Archival Outlook* are largely written by archivists who understand the issues their colleagues face in the workplace.

CONTACT Abigail Christian at achristian@archivists.org.
Archival Outlook

2018 RATES

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Inside Front or Inside Back Cover</td>
<td>7.25” x 9.75”</td>
<td>$905</td>
<td>$805</td>
<td>$699</td>
</tr>
<tr>
<td>Premium Outside Back</td>
<td>6.5” x 8.5” (horizontal)</td>
<td>$905</td>
<td>$805</td>
<td>$699</td>
</tr>
<tr>
<td>Premium Full Page, Middle of the Book</td>
<td>7.25” x 9.75”</td>
<td>$750</td>
<td>$650</td>
<td>$545</td>
</tr>
<tr>
<td>Full Page</td>
<td>7.25” x 9.75”</td>
<td>$730</td>
<td>$630</td>
<td>$525</td>
</tr>
<tr>
<td>Half Page (horizontal or vertical orientation)</td>
<td>7.25” x 4.5” (horizontal)</td>
<td>$445</td>
<td>$390</td>
<td>$339</td>
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<tr>
<td></td>
<td>3.556” x 9.75” (vertical)</td>
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<td></td>
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<tr>
<td>Quarter Page</td>
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<td>$255</td>
<td>$235</td>
<td>$215</td>
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Add a Splash of Color!

Make your ad pop by adding an accent color for $100.

PMS 540 PMS 356 PMS 1797 PMS 716 PMS 124 PMS 2597

2018 DEADLINES

<table>
<thead>
<tr>
<th>Issue</th>
<th>Deadline</th>
<th>Issue</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>December 1</td>
<td>July/August</td>
<td>June 1</td>
</tr>
<tr>
<td>March/April</td>
<td>February 1</td>
<td>September/October</td>
<td>August 1</td>
</tr>
<tr>
<td>May/Junе</td>
<td>April 1</td>
<td>November/December</td>
<td>October 1</td>
</tr>
</tbody>
</table>

Tackling Relevant Issues in the Profession

With content covering challenges and current events in the profession, it’s easy to see why archivists rely on Archival Outlook. The magazine features:

♦ Best-practice and how-to articles written by SAA members
♦ Pieces highlighting the diversity of collections and the latest archival acquisitions
♦ Member profiles and accomplishments
♦ Columns by the Archivist of the United States and the SAA President and Executive Director
♦ Striking photographic images from archival collections
American Archivist

Available in print and online, SAA’s flagship publication is one of the most trusted resources among archivists.

Probing Content from Thought Leaders
*The American Archivist* features:
- Research reflecting theoretical and practical advancements in the profession
- Informative case studies on how to use the latest technologies
- Perspectives on how archives are affected by cultural and social changes
- Book and resource reviews

2018 RATES

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size</th>
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<th>2x</th>
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<td>$525</td>
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<td></td>
<td>5” x 4”</td>
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**Print**

<table>
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<th>Issue</th>
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</thead>
<tbody>
<tr>
<td>Spring/Summer</td>
<td>March 1</td>
</tr>
<tr>
<td>Fall/Winter</td>
<td>September 1</td>
</tr>
</tbody>
</table>

17,000+ page views per month at AmericanArchivists.org

Rates are per insertion.

CONTACT Abigail Christian at achristian@archivists.org.
Archivists.org

Extend your reach with a targeted web ad on SAA’s site.

Features

- The go-to source for SAA’s 6,200 members to get the most up-to-date information about the Society
- Directs visitors to the landing page of your choice
- Allows dynamic, time-sensitive promotion
- Year-round visibility reinforces brand recognition
- Top banner ads and square sidebar ads available. (Excluding homepage. See page 13 for information on advertising on the Annual Meeting website.)

2018 RATES

<table>
<thead>
<tr>
<th></th>
<th>Banner (468 x 60 pixels)</th>
<th>Square (290 x 290 pixels)</th>
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<tbody>
<tr>
<td></td>
<td>Three Months</td>
<td>Three Months</td>
</tr>
<tr>
<td></td>
<td>$750</td>
<td>$1,125</td>
</tr>
<tr>
<td></td>
<td>Six Months</td>
<td>$1,375</td>
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<tr>
<td></td>
<td>Twelve Months</td>
<td>$2,500</td>
</tr>
<tr>
<td></td>
<td>$2,500</td>
<td>$3,750</td>
</tr>
</tbody>
</table>

What Are Archives?

The word archives can be used in three different ways:

- The word archives (usually written with a lower case a and sometimes referred to in the singular, as archive) refers to the permanently valuable records—such as letters, reports, accounts, minute books, draft and final manuscripts, and photographs—of people, businesses, and government. These records are kept because they have continuing value to the creating agency and to other potential users. They are the documentary evidence of past events. They are the facts we use to interpret and understand history.
- An Archive (often written with a capital A and usually, but not always, in the plural) is an organization dedicated to preserving the documentary heritage of a particular group: a city, a province or state, a business, a university, or a community. For example, the National Archives and Records Administration in the United States, Bentley Historical Library at the University of Michigan, The Coca-Cola Company Archives, and The Archives of the Episcopal Church are all responsible for the preservation and management of archives.
- The word archives is also used to refer to the building or part of a building in which archival materials are kept, i.e., the archival repository itself.

Square (290 x 290 pixels)

Three Months $750
Six Months $1,375
Twelve Months $2,500

Banner (468 x 60 pixels)

Three Months $1,125
Six Months $2,075
Twelve Months $3,750
ARCHIVES 2019: Exhibit
July 29–August 3, 2019 | Austin, TX

Showcase your services and connect with your target audience at the ARCHIVES®RECORDS 2019 Expo, the premier archives and information technology expo.

Benefits for Exhibitors

- Find your target audience and develop relationships with more than 2,000 archives, records, and IT professionals representing universities, government, libraries, corporations, religious institutions, museums, and more.
- Continue connections with current customers.
- Hear what archives, records, and information professionals have to say about your products and their future product needs.
- Increase your knowledge and understanding of the archives, records, and information professions.
- Sell your products on the show floor.

“The SAA meeting is our best and most important conference of the year. It has the largest concentration of our customers and provides the best opportunity to meet new ones. We have made so many friends through the years, and this conference always serves as a grand reunion!”

Bob Henderson, Hollinger Metal Edge Inc.

You’ll have more opportunity than ever before to interact with your current and prospective customers as the feeding frenzy continues! Attendees will be drawn to the Hall for the Grand Opening Happy Hour and an All-Attendee Lunch.

CONTACT Carlos Salgado at csalgado@archivists.org or 866-722-7858.
ARCHIVES 2019: Sponsor

July 29–August 3, 2019 | Austin, TX

A Corporate Sponsorship offers major contributors a special opportunity for continued recognition before, during, and after the conference. Gain visibility and mingle with the profession’s thought leaders, supporters, and staff.

CUSTOMIZED SPONSORSHIP OPPORTUNITIES

Your company may prefer to sponsor individual events or take-away items that are sure to be memorable for conference attendees. We’re happy to work with you to develop a sponsorship package that meets your marketing goals and budget. Opportunities range from $3,000 to $25,000—and may include the ever-popular mobile app and online schedule, charging stations, lanyards with your logo, Preliminary Schedule Mailer, the SAA Research Forum, breaks, receptions, plenary AV support, special food events, the All-Attendee Reception, transportation, and other creative ideas.

PLATINUM Sponsor—$20,000+

As a Platinum Sponsor, you’ll receive:

- Three conference registrations
- Three 8’ x 10’ premium location Expo Hall spaces
- Five one-day exhibit hall passes to share with prospective clients
- Five invitations to the private Presidents’ Reception
- Your company logo on a sign displayed at Registration and outside the Expo Hall
- Official conference sponsor listing in Onsite program
- Full-page ad in Onsite program
- Full-page ad in pre-meeting issue of Archival Outlook
- Logo on signage and conference website, with a direct link to your home page
- One-time use of pre-conference attendee list
- Multimedia recognition at Plenary session(s)
- Company profile in the online schedule and mobile app

CONTACT Carlos Salgado at csalgado@archivists.org or 866-722-7858.
ARCHIVES 2019: Sponsor

July 29–August 3, 2019 | Austin, TX

**GOLD Sponsor—$15,000-$19,999**

*As a Gold Sponsor, you’ll receive:*

- Two conference registrations
- Two 8’ x 10’ premium location Expo Hall spaces
- Four one-day exhibit hall passes to share with prospective clients
- Four invitations to the private Presidents’ Reception
- Full-page ad in Onsite program
- Half-page ad in pre-meeting issue of Archival Outlook
- Logo on signage and conference website, with a direct link to your home page
- Company profile in the online schedule and mobile app

**SILVER Sponsor—$10,000-$14,999**

*As a Silver Sponsor, you’ll receive:*

- One conference registrations
- One 8’ x 10’ premium location Expo Hall spaces
- Three one-day exhibit hall passes to share with prospective clients
- Three invitations to the private Presidents’ Reception
- Half-page ad in Onsite program
- Logo on signage and conference website, with a direct link to your home page
- One-time use of pre-conference attendee list
- Company profile in the online schedule and mobile app

**BRONZE Sponsor—$5,000-$9,999**

*As a Bronze Sponsor, you’ll receive:*

- One conference registrations
- One 8’ x 10’ premium location Expo Hall spaces
- Two one-day exhibit hall passes to share with prospective clients
- Two invitations to the private Presidents’ Reception
- Quarter-page ad in Onsite program
- Logo on signage and conference website, with a direct link to your home page
- One-time use of pre-conference attendee list
- Company profile in the online schedule and mobile app

**SUPPORTING Sponsor—$3,000-$4,999**

- Logo on signage and conference website, with a direct link to your home page
- One-time use of pre-conference attendee list
- Company profile in the online schedule and mobile app

**CONTACT** Carlos Salgado at csalgado@archivists.org or 866-722-7858.