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Opportunities at a Glance

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, *The 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)
- The American Archivist (semiannual professional journal)
- AmericanArchivist.org (online edition of The 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 10,100 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%
Open rate (matching the average open rate for nonprofits)

9%
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

2017 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>
</tr>
<tr>
<td>Standard In-Text Banner</td>
<td>$825</td>
<td>$1,525</td>
<td>$2,750</td>
</tr>
</tbody>
</table>
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

**2017 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>$879</td>
<td>$779</td>
<td>$679</td>
</tr>
<tr>
<td>Premium Outside Back Cover</td>
<td>6” x 8.5”</td>
<td>$879</td>
<td>$779</td>
<td>$679</td>
</tr>
<tr>
<td>Premium Full Page, Middle of the Book</td>
<td>7.25” x 9.75”</td>
<td>$729</td>
<td>$629</td>
<td>$529</td>
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<tr>
<td>Full Page</td>
<td>7.25” x 9.75”</td>
<td>$709</td>
<td>$609</td>
<td>$509</td>
</tr>
<tr>
<td>Half Page (horizontal or vertical orientation)</td>
<td>7.25” x 4.5” (horizontal)</td>
<td>$429</td>
<td>$379</td>
<td>$329</td>
</tr>
<tr>
<td></td>
<td>3.556” x 9.75” (vertical)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quarter Page</td>
<td>3.556” x 4.5”</td>
<td>$249</td>
<td>$229</td>
<td>$209</td>
</tr>
</tbody>
</table>

**Rates are per insertion.**

**Add a Splash of Color!**

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

- PMS 540
- PMS 536
- PMS 1797
- PMS 716
- PMS 124
- PMS 2597

**2017 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/June</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
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

2017 RATES

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size</th>
<th>1x</th>
<th>2x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>5” x 8”</td>
<td>$659</td>
<td>$509</td>
</tr>
<tr>
<td>Half Page</td>
<td>5” x 4”</td>
<td>$459</td>
<td>$369</td>
</tr>
</tbody>
</table>

12 Months | $975
• Located in exclusive position
• Four rotations available

Rates are per insertion.

Contact Abigail Christian at achristian@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.)

2017 RATES

<table>
<thead>
<tr>
<th></th>
<th>Banner (468 x 60 pixels)</th>
<th>Square (290 x 290 pixels)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Three Months</td>
<td>$750</td>
<td>$1,125</td>
</tr>
<tr>
<td>Six Months</td>
<td>$1,375</td>
<td>$2,075</td>
</tr>
<tr>
<td>Twelve Months</td>
<td>$2,500</td>
<td>$3,750</td>
</tr>
</tbody>
</table>
Showcase your services and connect with your target audience at the **ARCHIVES 2017 Expo**, the premier archives and information technology expo.

“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.*

### 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.

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 on Thursday evening and two events on Friday: the All-Attendee Lunch and the hour-long “Last Chance” break.

**July 23–29, 2017 | Portland, OR**

**CONTACT** Carlos Salgado at csalgado@archivists.org or 866-722-7858.
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 c salgado@archivists.org or 866-722-7858.
ARCHIVES 2017: Sponsor

July 23–29, 2017 | Portland, OR

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
- One-time use of pre-conference attendee list
- Company profile in the online schedule and mobile app

SILVER Sponsor—$10,000—$14,999

As a Silver Sponsor, you’ll receive:

- One conference registration
- 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
- Company profile in the online schedule and mobile app

BRONZE Sponsor—$5,000—$9,999

As a Bronze Sponsor, you’ll receive:

- One conference registration
- 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
- 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.