

# 2018

## ADVERTISING MEDIA KIT



American  
Alliance of  
Museums

# Your Access to the World of Museums

The American Alliance of Museums (AAM) is the one organization that supports all types of museums. Through advocacy and service, the Alliance strengthens the museum community. AAM represents nearly 30,000 museum professionals working in museums, as consultants, and in companies serving the museum industry.

AAM offers an unmatched opportunity to position your organization as a thought leader in the museum market and reach your current and potential clients.

Each of the major AAM publications described in this media kit reaches distinct audiences of up to 26,000 museum professionals. No other association in the museum market offers this depth of market penetration.

Member Museums by Type	
History/Historic Sites	53%
Art	23%
Natural History	4%
Multi-Discipline	4%
Science/Technology	2%
Botanic Gardens	2%
Children/Youth	2%
Zoos/Aquariums	1%
Transportation	1%
Other*	8%

*\*Includes specialty museums, anthropology museums, military museums, visitors centers, interpretive centers, halls of fame and presidential libraries*

AAM member museums span a wide range of organizations. The charts below illustrate the reach into each of these market segments and the profile of high-level professionals at these museums who read AAM publications.

## Museum Professionals by Function

Consultants and Independent Professionals	10%
Education Directors in Museums	10%
Curators	8%
Museum Directors/CEOs/Board Chairs/Trustees	7%
Collections Management/Conservation Directors	7%
Exhibition Directors	7%
Educators at Colleges and Universities	6%
Visitor Services Directors	6%
PR/Marketing/Publications/Community Outreach Directors	5%
Development Directors	4%
Facility/Operations Directors	4%
Volunteers Coordinators/Volunteers	4%
COOs/Senior Management	3%
Administrative Staff	3%
Security Directors	3%
Archivists/Librarians	2%
Technology Directors	2%
Finance/Accounting Directors	2%
Researchers	2%
Museum Store Directors	2%
Living Collections Directors	1%
Membership Directors	1%
Human Resources Directors	1%
Legal/Government Affairs Directors	1%



# Ways to Connect with Museums

Connect with museum client prospects using an integrated approach that includes print/online advertising and advertorials. This positions your company as a thought leader in the museum market, adding value to your sales proposition. Here are five ways AAM helps you reach potential clients:

## Museum Magazine

This award-winning AAM flagship magazine reaches 25,000 museum professionals six times per year. Advertising and advertorial opportunities help tell your story. Ads range from \$1,450–\$4,950. See page 4 for details.

## Aviso E-Newsletter

Reach 26,000 museum professionals through this weekly e-newsletter that has the highest circulation of any AAM publication. Advertising and advertorial opportunities help tell your story. Ads range from \$600–\$1,500. See page 6 for details.

## Museum Junction

Museum Junction is an extremely popular online discussion forum. A total of 16,000 AAM members receive daily e-mails notifying them of the latest trending topics. Ads are available in each of these daily e-mails and within the content of Museum Junction for \$3,000 per month. See page 7 for details.

## AAM Website

The AAM Website had more than 6.3 million page views in 2017, and has an exciting new look for 2018. It now features expanded content focusing on several key categories of interest to museums along with dedicated pages for popular AAM member services. Ads range from \$600 to \$8,900 depending on the ad placement and duration. See page 8 for details.

## AAM Annual Meeting & MuseumExpo Program

Every year the AAM Annual Meeting & MuseumExpo is where 5,000 museum executives gather to learn, network and visit the exhibition of more than 200 leading companies serving the museum industry. They rely on the program to guide them through the show, and buying an ad in this key publication can support your show presence. Ads range from \$1,995–\$4,500. See page 9 for details.

**It's easy to place an ad.** After you select the ads you want, fill out the contract on page 10 and return it to AAM Advertising Sales Representative Al Rickard at [arickard@assocvision.com](mailto:arickard@assocvision.com).



# Museum Magazine

The bimonthly *Museum* magazine offers unparalleled access to more than 25,000 individuals, institutions and companies representing museum industry CEOs, directors, curators, finance officers, exhibition personnel, educators, visitor services staff, consultants and many others who purchase or recommend products and services for museum organizations. Whatever type of museum you're targeting—art, history, science and technology, aquariums, arboretums, youth or historic sites—you'll find it represented in *Museum's* readership. Together these institutions spend \$15.7 billion annually in many areas, including products, services, construction and facilities management.

Ask about our Digital Ad Opportunities in Museum Magazine!  
Call AAM Advertising Sales Representative  
Al Rickard at  
703-402-9713.

## Editorial Content

As the museum industry's own flagship publication, *Museum* is in a unique position to draw reader interest with editorial coverage simply not available from any other source. Feature articles provide detailed analysis and commentary on topics including leadership development, exhibitions, standards and practices, finance, risk management, fundraising, marketing, public relations, supply and resources, sustainability, architecture, and facilities development and management.

### ● 2018 EDITORIAL CALENDAR

Each issue of *Museum* magazine delves into a key interest area for readers.

- JAN/FEB**     **TRUSTEES** – Topics such as best governance practices, how trustees can support advocacy, the fundraising role of boards, succession planning, and more will make this an issue that museum executives will want to share with all their board members.
- MAR/APR**     **AAM ANNUAL MEETING & MUSEUM EXPO PREVIEW AND LIFELONG LEARNING** – A preview of the 2018 AAM Annual Meeting & MuseumExpo plus a host of articles on lifelong learning, coinciding with the AAM2018 theme, "Educate, Engage, Elevate! Museums on the Rise." Topics such as museum schools, use of assistive technology, digital badging, and museum careers will be covered.
- MAY/JUNE**     **EMERGENCY PREPAREDNESS** – Museums need to expect the unexpected, and this issue will help them get there. Topics such as emergency preparedness documents, how to respond to tragedies, active shooter guidelines from DHS and more will be included.
- JULY/AUG**     **BEING GREEN** – Green practices, getting started on green initiatives, LEED certification of new buildings, historic preservation perspectives, animal conservation efforts, and climate change awareness are among the topics to be considered for this issue.
- SEPT/OCT**     **GLOBAL THINKING** – Lessons from the International Community from AAM2018 will be highlighted along with outcomes from the 2017 Conference of the Americas in Medellin, Colombia.
- NOV/DEC**     **SMALL MUSEUMS** – Potential topics include what can be learned from small museums, how large museums can partner, daily struggles, how museum staff wear many hats, and what to expect when changing jobs from large to small museum or small to large museums.

### ● ADVERTORIAL OPPORTUNITY

Want the opportunity to provide more in-depth information about your products and services? Please see page 5 for more information.

## Requirements for Museum Advertorials

Advertorials can range from 400 words (for a single page with images) to 1,000 words (for two pages with images). Submit copy to AAM by the 15th of the month two months in advance of the issue date for approval. The advertiser/ad agency is then responsible for laying out the advertorial according to guidelines provided by AAM, including placing the word "ADVERTISEMENT" at the top of each advertorial page. The layout must comply with Design Accessibility Standards as outlined on page 11 of this media kit. Each advertorial may only run once in the magazine.

## Sample Advertorial/Ad Layouts



## 2018 Museum Magazine Advertising Rates

AD SIZE	1X	3X	6X
Full Page	\$3,950	\$3,450	\$2,950
1/2 Page	\$2,500	\$2,250	\$1,950
1/4 Page	\$1,750	\$1,550	\$1,450
Cover 4	\$4,950	\$4,450	\$3,950
Covers 2 and 3 and Opposite Cover 2 (pg 1)	\$4,750	\$4,250	\$3,750
Ad/Advertorial Spread	\$4,950	\$4,450	\$3,950

AAM Industry Partner members receive a 15% discount on full-price ads in *Museum* magazine. (Visit [aam-us.org/membership](http://aam-us.org/membership) for more information.)

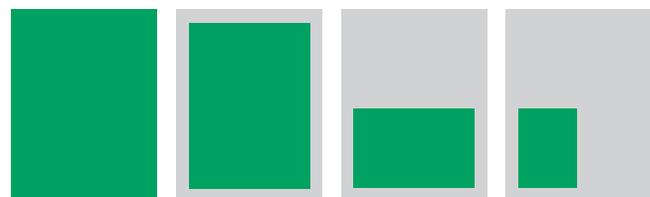
Rates are gross—15% discount for advertising agencies.

## Contract Reservation and Materials Deadlines

ISSUE	CONTRACT DUE	MATERIALS DUE
Jan/Feb	Nov. 17	Nov. 22
Mar/Apr	Jan. 19	Jan. 26
May/June	Mar. 16	Mar. 30
July/Aug	May 18	May 31
Sept/Oct	July 13	July 27
Nov/Dec	Sept. 14	Sept. 28

## Material Specifications

AD SIZE	WIDTH	HEIGHT
Full Page, Covers 2 & 3— <b>Bleed</b>	8.5"	11.125"
Full Page, Covers 2 and 3— <b>No Bleed</b>	7.125"	9.75"
Cover 4	8.5"	8.75"
1/2 page horizontal	7.125"	4.65"
1/4 page	3.5"	4.65"
Advertorial Page	7.125"	9.5"



Full Page, Covers 2 & 3—**Bleed**

Full Page, Covers 2 and 3—**No Bleed**

1/2 page horizontal

1/4 page

The trim size of *Museum* magazine is 8.25 inches wide by 10.875 inches high.

Please keep all text and important images .5 inches inside the trim or outer edge of the page.

Ad material must be a high-resolution (300 dpi), press-quality PDF.

Submit ad material to AAM Advertising Sales Representative Al Rickard at [arickard@assocvision.com](mailto:arickard@assocvision.com).

# Aviso E-Newsletter

Reach the largest possible audience—26,000 museum professionals—through the *Aviso* e-newsletter. Published weekly on Tuesdays, it reaches all AAM museum member professionals and has an open rate of more than 35 percent.

*Aviso* provides insight into key issues facing the museum industry, covers breaking news, reports on legislative updates, publicizes seminars and workshops, and includes a calendar of upcoming events.

Choose from three display ad options shown below or the advertorial option described at the right. We also offer classified ads at \$1.99 per word to museums, corporations, government agencies, educational institutions, and other organizations.

Top banner ad

Middle banner ad

Classified ad



Industry Partner Showcase Ad

Interior Banner Ad

## • ADVERTORIAL OPPORTUNITY

You can also write an article to appear in *Aviso*. Called an “Industry Partner Showcase,” this advertorial is written by you and appears within the editorial content of *Aviso*. It should be written as a news-style article and contain useful information that goes beyond just the promotional angle. We encourage you to highlight a successful case study involving an AAM member museum that has used your product or service.

About 75 words of the advertorial will appear in *Aviso* with a link to your website where the full advertorial will appear. You can also place your logo or a photo next to the advertorial. Some Industry Partner Showcases also receive additional exposure through AAM social media posts on Twitter and Facebook.

## Aviso Advertising Rates

TYPE	1X	3X	6X or more
Top Banner	\$1,500	\$1,200	\$1,000
Middle Banner	\$1,200	\$900	\$750
Interior Banner	\$900	\$750	\$600
Industry Partner Showcase Advertorial	\$1,000	\$850	\$700

AAM Industry Partner members receive a 15% discount on full-price ads. (Visit [aam-us.org/membership](http://aam-us.org/membership) for more information.) Rates are gross—15% discount for advertising agencies.

## Contract Reservation and Material Deadlines

Ad contracts and ad material plus a weblink to use with your ad are due one week before the Tuesday publication date you select. Industry Partner Showcase contracts and materials are due two weeks before the publication date.

## Aviso Advertising Material Specifications

TYPE	SIZE
Top Banner	650 pixels wide x 80 pixels high
Middle Banner	650 pixels wide x 80 pixels high
Interior Banner	320 pixels wide x 120 pixels high

Ad material must be in PNG or GIF format. Recommended size is 100 KB or less. We recommend that ads be 80% image and 20% text and all text should be at least 12 points in size. See the Accessibility Standards on page 11 of this media kit for further information.

Submit ad material to AAM Advertising Sales Representative Al Rickard at [arickard@assocvision.com](mailto:arickard@assocvision.com).

# Museum Junction

What if your ad could be delivered daily to your best museum prospects in an e-mail update linked to their favorite online networking forum? Well, it can.

The AAM Museum Junction Open Forum is an extremely popular discussion platform for more than 16,000 museum professionals who receive the daily Museum Junction Open Forum Digest. This daily e-mail alerts these professionals to the latest posts on topics that interest them and has a 15–20% open rate. More than 500,000 Digest e-mails are delivered each month, meaning that your monthly ad will be viewed 75,000–100,000 times.

Your ad also appears on the Museum Junction Open Forum Homepage. When museum professionals click on the Open Forum link in the Digest, it takes them to the online Open Forum, which receives approximately 10,000 unique page views per month. Your ad appears next to each discussion post, giving you multiple placements on this page.

Only one ad per month is available in this popular platform, so act now to reserve your exclusive spot!

## Museum Junction Advertising Rates

AD TYPE	MONTHLY RATE
---------	--------------

Open Forum Digest Ad Plus Homepage Ad	\$3,000
---------------------------------------	---------

AAM Industry Partner members receive a 15% discount on full-price ads. (Visit [aam-us.org/membership](http://aam-us.org/membership) for more information.) Rates are gross—15% discount for advertising agencies.

## Museum Junction Advertising Material Specifications

AD TYPE	SIZE
---------	------

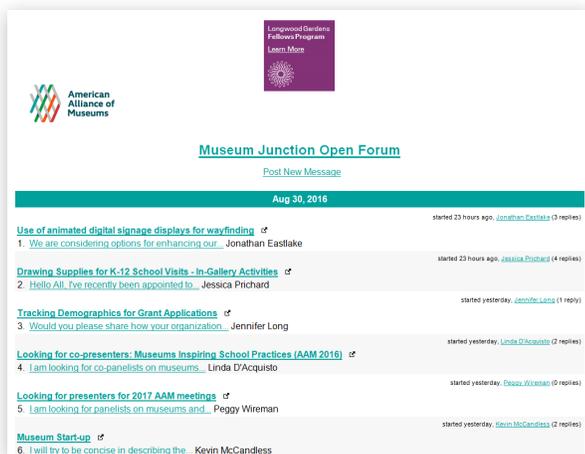
Museum Junction Open Forum Digest Ad	125 pixels wide x 125 pixels high
--------------------------------------	-----------------------------------

Museum Junction Open Forum Ad	125 pixels wide x 125 pixels high
-------------------------------	-----------------------------------

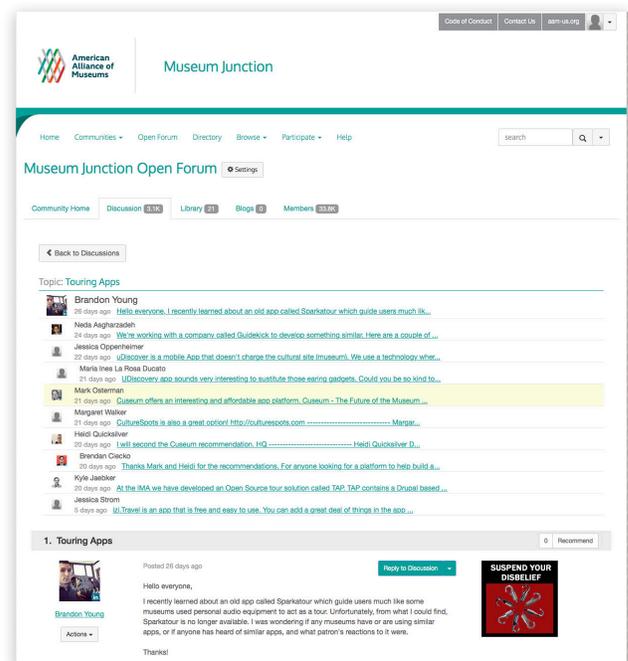
Ad material must be in PNG format. Recommended size is 100 KB or less.

Submit ad material to AAM Advertising Sales Representative Al Rickard at [arickard@assocvision.com](mailto:arickard@assocvision.com). Questions? Call him at 703-402-9713.

## Museum Junction Open Forum Digest



## Museum Junction Open Forum Homepage



# AAM Website

The AAM Website had more than 6.3 million page views in 2016, and has an exciting new look for 2018. It now features expanded content focusing on several key categories of interest to museums along with dedicated pages for popular AAM member services.

For each of the new content areas, AAM will continually publish targeted articles throughout the year. Articles posted on the website are often promoted in the weekly AAM Aviso e-newsletter (26,000 member subscribers), Facebook (33,000 followers), Twitter (50,000 followers), and LinkedIn (43,000 followers), driving even more visitors to the website.

A large Vertical Box ad (300 pixels wide x 600 pixels high) is available in the top right corner of the following website pages at the following rates. A Vertical Box ad halfway down the right side of the AAM Website home page is also listed.

## AAM Website Advertising Material Specifications

All AAM Website ads are 300 pixels wide x 600 pixels high. Ad material must be in PNG or GIF format. Recommended size is 100 KB or less. We recommend that ads be 80% image and 20% text and all text should be at least 12 points in size. See the Accessibility Standards on page 11 of this media kit for further information.

Submit ad material to AAM Advertising Sales Representative Al Rickard at [arickard@assocvision.com](mailto:arickard@assocvision.com).

## Advertising Rate Discounts

AAM Industry Partner members receive a 15% discount on full-price ads. (Visit [aam-us.org/membership](http://aam-us.org/membership) for more information.) Rates are gross—15% discount for advertising agencies.

## AAM Website Advertising Rates

AAM Website Page	3-Month Rate	6-Month Rate	12-Month Rate
AAM Website Home Page (Halfway Down)	\$ 2,500	\$ 4,700	\$ 8,900
Careers & Jobs HQ Page (Top Right)	\$ 2,500	\$ 4,700	\$ 8,900
AAM Events Page (Top Right)	\$ 1,900	\$ 3,500	\$ 6,500
Museum Magazine Page (Top Right)	\$ 1,900	\$ 3,500	\$ 6,500
Information Center Page (Top Right)	\$ 1,200	\$ 1,900	\$ 3,500
Professional Development Page (Top Right)	\$ 1,200	\$ 1,900	\$ 3,500
Category Topic Summary Page (Top Right)	\$ 1,200	\$ 1,900	\$ 3,500
Advocacy Category Page/Article Pages (Top Right)	\$ 900	\$ 1,500	\$ 2,800
Annual Meeting Category Page/Article Pages (Top Right)	\$ 900	\$ 1,500	\$ 2,800
Career Management Category Page/Article Pages (Top Right)	\$ 900	\$ 1,500	\$ 2,800
Collections Stewardship Category Page/Article Pages (Top Right)	\$ 900	\$ 1,500	\$ 2,800
Diversity, Equity, Inclusion, Accessibility Category Page/Article Pages (Top Right)	\$ 900	\$ 1,500	\$ 2,800
Education Category Page/Article Pages (Top Right)	\$ 900	\$ 1,500	\$ 2,800
Exhibitions Category Page/Article Pages (Top Right)	\$ 900	\$ 1,500	\$ 2,800
Financial Sustainability Category Page/Article Pages (Top Right)	\$ 900	\$ 1,500	\$ 2,800
Future Forecasting Category Page/Article Pages (Top Right)	\$ 900	\$ 1,500	\$ 2,800
Global Thinking Category Page/Article Pages (Top Right)	\$ 900	\$ 1,500	\$ 2,800
Research and Reports Category Page/Article Pages (Top Right)	\$ 900	\$ 1,500	\$ 2,800
Technology Category Page/Article Pages (Top Right)	\$ 900	\$ 1,500	\$ 2,800
Toolkits Category Page/Article Pages (Top Right)	\$ 900	\$ 1,500	\$ 2,800

**BONUS for Category Page advertisers:** When your ad appears on one of the category landing pages, it also appears at the top right of each of the article pages within that category, providing valuable extra exposure as readers explore the content articles in that category.

# AAM Annual Meeting & MuseumExpo Program

Each year at the AAM Annual Meeting & MuseumExpo, attendees rely on the comprehensive program to guide them through the event. The meeting attracts approximately 5,000 attendees from more than 50 nations each year and is the largest gathering of museum professionals in the world.

This coming year, Phoenix, Arizona, will host the AAM Annual Meeting & MuseumExpo from May 6–9, 2018.

Full-page and half-page ads are available in the program, which will be posted online three weeks before the event and distributed onsite in the registration area to attendees.



## Program Book Advertising Rates

AD SIZE	RATES
Full Page	\$3,395
1/2 Page	\$1,995
Inside Front Cover (cover 2)	\$4,000
Opposite Inside Front cover (page 1)	\$4,000
Inside Back Cover (cover 3)	\$4,000
Back Cover (cover 4)	\$4,500

AAM Industry Partner members receive a 15% discount on full-price ads. (Visit [aam-us.org/membership](http://aam-us.org/membership) for more information.) Rates are gross—15% discount for advertising agencies.

## Program Book Ad Contract and Material Deadlines

CONTRACT DEADLINE	MATERIALS DEADLINE
February 28, 2018	March 16, 2018

## Material Specifications

AD SIZE	WIDTH	HEIGHT
Full Page and Covers— <b>No Bleed</b>	7.125"	9.75"
Full Page and Covers— <b>Bleed</b>	8.5"	11.125"
1/2 page horizontal	7.125"	4.65"

The trim size of the program is 8.25 inches wide by 10.875 inches high.

Please keep all text and important images .5 inches inside the trim or outer edge of the page.

Ad material must be a high-resolution (300 dpi) press-quality PDF.

Submit ad material to AAM Advertising Sales Representative Al Rickard at [arickard@assocvision.com](mailto:arickard@assocvision.com).

## AAM Annual Meeting & MuseumExpo Website Ads

Advertising is available on the AAM Annual Meeting website during February, March, April, and early May leading up to the AAM Annual Meeting & MuseumExpo, to be held May 6-9, 2018 in Phoenix, Arizona. Vertical Sidebar ads are offered on three pages within this website for the rates shown below.

During the three months leading up to the AAM Annual Meeting, unique impressions are approximately 15,000 for the Registration page, 26,000 for the Schedule page, and 4,500 for the MuseumExpo page.

AAM ANNUAL MEETING WEBSITE PAGE ADVERTISING RATES	MONTHLY RATE	QUARTERLY RATE
Registration Page	\$700	\$1,800
Schedule Page	\$900	\$2,400
MuseumExpo Page	\$600	\$1,500

# ALLIANCE 2018 ADVERTISING CONTRACT

\* Please check:  Advertiser  Agency

ORGANIZATION NAME \_\_\_\_\_

ORGANIZATION CONTACT \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

E-MAIL \_\_\_\_\_

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

## Payment Information

Total cost for **Museum** insertions: \$ \_\_\_\_\_

Total cost for **Aviso**: \$ \_\_\_\_\_

Total cost for **Museum Junction**: \$ \_\_\_\_\_

Total cost for **website**: \$ \_\_\_\_\_

Total cost for **Annual Meeting & MuseumExpo Program** insertions: \$ \_\_\_\_\_

AAM Industry Partner Discount (15%) \$ \_\_\_\_\_

Agency Discount (Please see Terms & Conditions): \$ \_\_\_\_\_

**Total cost for all insertions:** \$ \_\_\_\_\_

Invoice

Charge my credit card:  per issue (to be charged one month prior to reservation date)

entire amount

VISA  MasterCard  AMEX

ACCOUNT# \_\_\_\_\_ EXP. DATE \_\_\_\_\_

NAME OF CARDHOLDER (Please print) \_\_\_\_\_

CREDIT CARD SIGNATURE \_\_\_\_\_

By signing above, you agree to follow all advertising conditions listed on the reverse of this contract.

## Museum Magazine (Print and Digital Editions)

ISSUE	PREFERRED POSITION	COST
<input type="checkbox"/> Jan/Feb	_____	\$ _____
<input type="checkbox"/> Mar/Apr	_____	\$ _____
<input type="checkbox"/> May/June	_____	\$ _____
<input type="checkbox"/> July/Aug	_____	\$ _____
<input type="checkbox"/> Sept/Oct	_____	\$ _____
<input type="checkbox"/> Nov/Dec	_____	\$ _____

Frequency:  6X  3X  1X

Ad Size:  Full Page (Bleed or non-Bleed)  1/2 Page Horizontal

1/4 Page Square

## AVISO Advertising

Ad Unit:  Top Banner  Interior Banner

Industry Partner Showcase Advertorial

Classified Ad (\$1.99 per word)

Issue Dates: \_\_\_\_\_

**Total:** \$ \_\_\_\_\_

## Museum Junction Advertising

Month(s) \_\_\_\_\_ Total \$ \_\_\_\_\_

## Website Advertising

Frequency:  1 month  3 months  6 months  12 months

Ad Page: \_\_\_\_\_

Month(s) \_\_\_\_\_ Total \$ \_\_\_\_\_

## AAM Annual Meeting & MuseumExpo Program

	PREFERRED POSITION	COST
<input type="checkbox"/> Final Program	_____	\$ _____

Ad Size:  Full Page  1/2 Horizontal

## Terms and Conditions

American Alliance of Museums ("Alliance") publications are published for and on behalf of the association's membership and to advance the museum profession. The Alliance therefore reserves the right to reject, omit or cancel advertising that it feels is not in the best interest of the membership or the profession.

### CLOSING DATES AND INSERTIONS

- Insertion orders must be confirmed in writing by space closing date listed on the rate card. Orders received after space reservation deadline will not be published in that issue. Verbal or electronic mail orders without contracts are not acceptable.
- Artwork must arrive by specified art closing dates. No typesetting or alterations will be done by the printer or the Alliance; no ad proofs will be available for advertiser to review prior to print run.
- Previous artwork will be repeated if new artwork is not received by the closing date.
- Artwork must be submitted to AAM Advertising Representative Al Rickard at:  
arickard@assocvision.com  
Call 703-402-9713 with questions.
- The word "advertisement" will be placed with copy that, in the publisher's opinion, resembles editorial manner. Publisher reserves the right to determine ad placement, although every effort will be made to fulfill ad placement requests.
- No conditions, printed or otherwise, appearing on the space order, billing instructions, or copy instructions that conflict with the publisher's stated policy will be binding on the publisher.
- Advertisers and agencies assume liability for content of advertisements and assume responsibility for any claims therefore made against the publisher.
- Artwork will be destroyed 12 months after the advertiser's last insertion of a specific ad.

### PAYMENT/BILLING

- The Alliance encourages advertisers to prepay upon submitting the insertion order. Invoices will be e-mailed or mailed with an ad tearsheet immediately following publication for advertisers that did not prepay.
- Payment must be received 30 days after the invoice date.
- The Alliance reserves the right to require full payment in advance for organizations with a poor credit history.
- AAM Industry Partner members receive a 15% discount.
- A 15% agency discount is applicable for recognized ad agencies.

### CANCELLATIONS

- No cancellations or changes in insertion orders will be accepted after the space reservation closing dates. Cancellations must be received in writing prior to the space closing date.
- Any advertiser canceling advertisements after the closing date must pay the full space charge.
- Advertisers who fail to comply with frequency contracts will be responsible for full fee at shorter rate and adjusted invoice generated for previous ads when relevant.

### DELINQUENT ACCOUNTS

- Those accounts that are outstanding for 60 days or more will be restricted from advertising until full payment is received. Accounts more than 90 days past-due will be referred to our collection agency.

### ACCESSIBILITY STANDARDS

- Accessibility is a key focal point for museums and for the work of AAM. Thus all graphics must be ADA compliant and fully accessible for all audiences. AAM reserves the right to make changes to ads that do not meet accessibility standards. You may find this webpage useful in understanding website accessibility guidelines: <https://www.ada.gov/pccatoolkit/chap5toolkit.htm>. This website may be useful for understanding print accessibility features: <http://www.cnib.ca/en/services/resources/Clearprint/Documents/CNIB%20Clear%20Print%20Guide.pdf>.