

2024 ADVERTISING MEDIA KIT

Reach over 20,000 history professionals and organizations through AASLH's nationally recognized publications and events.

AASLH is the only national association of its kind for professionals in the field of state and local history. We serve all-volunteer run museums, national historical institutions, and everyone in between with diverse programs and services that meet the needs of all our members while progressively advancing the goals and standards of the field of state and local history.

Who is a Member of AASLH?

Individuals

- Directors & CEOs
- Administrators
- Archivists & Librarians
- Curators, Conservators & Collection Managers
- Educators & Program Managers
- History & Museum Studies Professors
- Graduate Students
- Historians & Preservationists
- Independent Historians & Consultants

Institutions

- History Museums
- Historic House Museums
- Historic Sites
- Historical Societies
- Cultural Centers
- Libraries & Archives
- Academic Programs
- Art Museums
- & More

History News Magazine

History News magazine is the official publication of AASLH.

Written by and for history professionals, each issue of the quarterly magazine provides industry articles, columns, Technical Leaflets, and authoritative discussions of current issues facing history organizations. It is consistently ranked as one of the top benefits of AASLH membership.

At least one copy of each *History News* issue is sent to every individual and institutional member, with higher institutional levels receiving up to ten copies for their senior staff. In addition to the physical reach, AASLH members *and their entire staff* can download the most recent 12 issues of the magazine for free on our website, and every member has access to the entire collection of issues on JSTOR.

ADVERTISING RATES

Ad Size	1x	2x	4x
Full	\$850	\$810	\$750
Full, Inside Front Cover	\$1,210	\$1,100	\$1,025
Full, Inside Back Cover	\$1,210	\$1,100	\$1,025
1/2 Horizontal	\$630	\$600	\$550
1/3 Square	\$545	\$525	\$480
1/2 Back Cover Horizontal	\$790	\$765	\$715
1/4 Back Cover Vertical	\$710	\$690	\$645

2024 DEADLINES

Issue	Reserve	Art Due
2024.1	March 29	April 5
2024.2	May 31	June 7
2024.3	July 26	August 2
2024.4	October 25	November 1

DIMENSIONS

Ad Size	Width	Height
Full, Bleed*	8.5"	11"
Full, No Bleed	7.5"	9.75"
1/2 Horizontal	7.5"	4.875"
1/3 Square	4.875"	4.875"
1/4 Back Cover Vertical	3.375"	4.875"

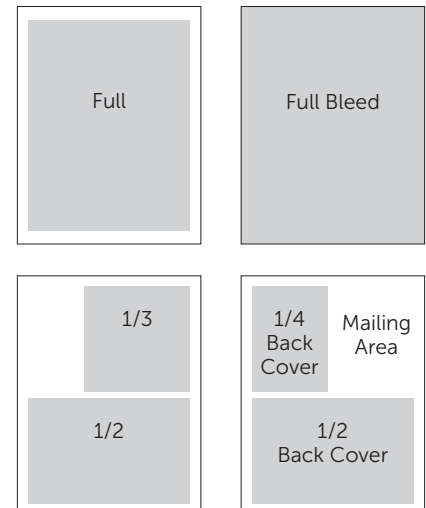
Provide ad in PDF format, 300 DPI, 4-color

*Add .125" each side for bleed edge

AASLH reserves the right to reject advertising material that is not consonant with the mission, values, or goals of the organization.



AD SIZE REFERENCE



Professional Development

AASLH Professional Development is used by over 1,500 individual users per year and includes options for people at all stages of their careers. Most attendees are AASLH members.

For a full list of upcoming webinars, workshops, and online courses, reach out to Rey Regenstreif-Harms at regenstreif-harms@aaslh.org.

Webinars

- Opportunity to provide AASLH with a 1-2 minute commercial video to be played before each applicable webinar and included in the webinar recording
- Name and link in webinar recording description for as long as the webinar is included in the AASLH Resource Center
- Listed as the Presenting Sponsor in the upcoming events of *The Weekly Dispatch* (sent to over 20,000 people) for each webinar
- 1-2 social media mentions per webinar (subject to approval)

1 Webinar: \$400

3 Webinars: \$1,000

STATISTICS

8-12

Webinars Per Year

3,500

Viewers Per Year

20,000

Average Reach Per Week

13.9k

Twitter Followers

16.8k

Facebook Followers

2.5k

Linkedin Followers



Infomercial

\$500

Introduce AASLH members to your products.

Team up with AASLH to create a 1-hour introduction to what you can do for AASLH members. We encourage organizations interested in this option to include former collaborators or your current partners to let interested AASLH members ask questions and learn from their peers as well. AASLH does not charge any registration fee for these webinars.

- Name, logo, link and 100-word profile on the webinar page for duration of the season
- Name and link in webinar event description
- Name and link in webinar recording description for the life of the webinar recording

Looking for an alternative sponsorship opportunity?

Please contact Rey Regenstreif-Harms at regenstreif-harms@aaslh.org.

Professional Development

AASLH Online Courses are designed for busy history-doers.

Each course is offered twice a year but class sizes are limited. Four or five online courses are offered each season. This can include sponsorship of ARCUS courses.

Online Courses

- Name and link in Online Course description in the AASLH Resource Center
- Listed as the Presenting Sponsor in the upcoming events of *The Weekly Dispatch* (sent to over 20,000 people) for each online course
- 1-2 social media mentions per webinar (subject to approval)
- 1 sponsored email will be sent to attendees by AASLH for each sponsored course
- 1 Free registration for each sponsored course

1 Online Course: \$800

3 Online Courses: \$2,000

Workshops

AASLH offers 8-10 workshops per year. AASLH workshops are a chance for participants to engage in intensive learning on a particular topic as well as discussion with faculty and classmates.

- Name and link in Online Course description in the AASLH Resource Center
- Listed as the Presenting Sponsor in the upcoming events of *The Weekly Dispatch* (sent to over 20,000 people) for each online course
- 1-2 social media mentions per webinar (subject to approval)
- 1 sponsored email (or handout for in person workshops) will be sent to attendees by AASLH for each sponsored workshop
- 1 Free registration for each sponsored workshop

Virtual Workshop Sponsorship: \$1,250

In Person Workshop Sponsorship: \$1,500



Community

According to AASLH's most recent membership survey, the **number one motivation for individuals and institutions** to become members is **to stay up-to-date on current news and issues** in the history community.

The Weekly Dispatch

The Weekly Dispatch, AASLH's weekly email newsletter, is **one of the primary ways AASLH shares history news, trends, and updates**. This newsletter is widely popular as a source of information for the history community, with a minimum open rate of 30%. *The Weekly Dispatch* has recorded **an open rate as high as 47%**. An open rate is the percentage of subscribers who open the email.

The Weekly Dispatch is delivered on Tuesdays to **more than 31,000 members and non-members**.

An advertisement in the newsletter is a great way to **reach thousands of history practitioners and organizations across the country**. We only accept two ads in each issue, giving your ad additional high visibility.

Receive a discount when advertising in multiple issues!

ADVERTISING RATES

Ad Placement	1x	2x	4x
Top Banner	\$1,200	\$1,000	\$800
Middle Banner	\$1,000	\$800	\$650

2024 DEADLINES

Delivered	Reserve	Art Due
every Tuesday	2 weeks prior	1 week prior

Ad artwork is due the Wednesday before the newsletter is distributed.

The Weekly Dispatch will not be published on July 4, September 12, and December 26.

DIMENSIONS

File	Width	Height
PNG and JPEG files accepted	1200 px	340 px

Artwork should be sent to Eric Morse, Marketing and Sales Manager, at morse@aaaslh.org.

AASLH reserves the right to reject advertising material that is not consonant with the mission, values, or goals of the organization.



Community

AASLH Affinity Communities are member-led organizations bringing together people interested in a specific area of history work or at a specific type of site.

A community sponsorship includes:

- Listed as the sponsor on the AASLH website
- Sponsoring any sessions the community organizes at the Annual Conference
- Listed sponsor on any online networking events the community organizes throughout the year

Affinity Community Sponsorship \$1,000

Choose from the following list of communities:

- Climate and Sustainability
- Educators and Interpreters
- Emerging History Professionals
- Field Services Alliance
- Historic House Museums
- History in our Parks
- Military History
- Nomenclature
- Religious History
- Small Museums
- Women's History



Advertising & Marketing Form

Return this form to Rey Regenstreif-Harms at regenstreif-harms@aaslh.org,
by fax at 615-327-9013, or by mail to AASLH, 2021 21st Ave S. Suite 320, Nashville, TN 37212.

Name _____

Organization _____

Email _____

Phone _____

Address _____

City _____ State _____ Zip _____

Payment may be made via credit card, check, or by invoice. Please complete your preferred payment below:

☐ **Check** (Make payable to AASLH) ☐ **Invoice** ☐ **MasterCard** ☐ **Visa** ☐ **AmEx** ☐ **Discover**

Card Number _____ Security Code _____ Exp Date _____

Name on Card (Please Print) _____

Signature _____ Date _____

Check all appropriate boxes:

Reserve these Issues: ☐ 2024.1 ☐ 2024.2 ☐ 2024.3 ☐ 2024.4

<i>History News Ad</i>	1x	2x	4x	Total
<input type="checkbox"/> Full	<input type="checkbox"/> \$ 850	<input type="checkbox"/> \$ 810	<input type="checkbox"/> \$ 750	\$
<input type="checkbox"/> Full, Inside Front Cover	<input type="checkbox"/> \$ 1,210	<input type="checkbox"/> \$ 1,100	<input type="checkbox"/> \$ 1,025	\$
<input type="checkbox"/> Full, Inside Back Cover	<input type="checkbox"/> \$ 1,210	<input type="checkbox"/> \$ 1,100	<input type="checkbox"/> \$ 1,025	\$
<input type="checkbox"/> 1/2	<input type="checkbox"/> \$ 630	<input type="checkbox"/> \$ 600	<input type="checkbox"/> \$ 550	\$
<input type="checkbox"/> 1/3	<input type="checkbox"/> \$ 545	<input type="checkbox"/> \$ 525	<input type="checkbox"/> \$ 480	\$
<input type="checkbox"/> 1/2 Back Cover	<input type="checkbox"/> \$ 790	<input type="checkbox"/> \$ 765	<input type="checkbox"/> \$ 715	\$
<input type="checkbox"/> 1/4 Back Cover	<input type="checkbox"/> \$ 710	<input type="checkbox"/> \$ 690	<input type="checkbox"/> \$ 645	\$
Total				\$

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Name _____

Organization _____

Email _____

Phone _____

Address _____

City _____ State _____ Zip _____

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Card Number _____ Security Code _____ Exp Date _____

Name on Card (Please Print) _____

Signature _____ Date _____

Check all appropriate boxes:

<i>The Weekly Dispatch Ad</i>	1x	2x	4x	Total
<input type="checkbox"/> Top Banner	<input type="checkbox"/> \$ 1,200	<input type="checkbox"/> \$ 1,000	<input type="checkbox"/> \$ 800	\$
<input type="checkbox"/> Middle Banner	<input type="checkbox"/> \$ 1,000	<input type="checkbox"/> \$ 800	<input type="checkbox"/> \$ 650	\$
Total				\$

Reserve these Dates: • _____ • _____ • _____ • _____

Affinity Communities	Total
<input type="checkbox"/> Affinity Community Sponsorship \$1,000 each	\$

Select Community:

- | | | | |
|---|---|---|---|
| <input type="checkbox"/> Climate and Sustainability | <input type="checkbox"/> Educators and Interpreters | <input type="checkbox"/> Emerging History Professionals | |
| <input type="checkbox"/> Field Services Alliance | <input type="checkbox"/> Historic House Museums | <input type="checkbox"/> History in our Parks | <input type="checkbox"/> Military History |
| <input type="checkbox"/> Nomenclature | <input type="checkbox"/> Religious History | <input type="checkbox"/> Small Museums | <input type="checkbox"/> Women's History |

Page Total (if applicable)	\$
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Professional Development Sponsorship Form

Return this form to Rey Regenstreif-Harms at regenstreif-harms@aaslh.org,
by fax at 615-327-9013, or by mail to AASLH, 2021 21st Ave S. Suite 320, Nashville, TN 37212.

Name _____

Organization _____

Email _____

Phone _____

Address _____

City _____ State _____ Zip _____

Payment may be made via credit card, check, or by invoice. Please complete your preferred payment below:

☐ **Check** (Make payable to AASLH) ☐ **Invoice** ☐ **MasterCard** ☐ **Visa** ☐ **AmEx** ☐ **Discover**

Card Number _____ Security Code _____ Exp Date _____

Name on Card (Please Print) _____

Signature _____ Date _____

Check all appropriate boxes:

Online Courses	1x	3x	Total
<input type="checkbox"/> Professional Development Sponsorship	<input type="checkbox"/> \$ 800	<input type="checkbox"/> \$ 2,000	\$ _____

Reserve these Courses: • _____ • _____ • _____

Workshop Sponsorships	Virtual	In Person	Total
<input type="checkbox"/> Professional Development Sponsorship	<input type="checkbox"/> \$ 1,250	<input type="checkbox"/> \$ 1,500	\$ _____

Reserve these Workshops: • _____ • _____ • _____ • _____

Webinars / Infomercials	1x	3x	Total
<input type="checkbox"/> Webinars	<input type="checkbox"/> \$ 400	<input type="checkbox"/> \$ 1,000	\$ _____
<input type="checkbox"/> Infomercials	<input type="checkbox"/> \$ 500		\$ _____

Name of Webinar(s): • _____ • _____ • _____

AASLH Conference Advertising

Connect with public history practitioners at the 2024 AASLH Annual Conference in Mobile, AL, on September 11–14. Advertise your organization, institution, services, or products to conference attendees and a total estimated reach of 25,000 history practitioners.

Why attend the Annual Conference?

History and museum professionals from all over the country attend the AASLH Annual Conference to learn new techniques, solve challenges together, and find new products or services to improve their practice of history. As an exhibitor or sponsor, you have a unique opportunity to meet prospective clients and network at dozens of sessions, tours, evening events, luncheons, and more.

Sponsor: Get maximum brand exposure as an Annual Conference Sponsor. Packages start at \$500.

Exhibit: Reserve a booth in our two-day Exhibit Hall. Packages start at \$825.

Advertise: Raise awareness of your organization or product with a full-color ad in our online Preliminary Program. Prices start at \$200.

“What an incredible event — very valuable! It was a great opportunity to learn about the many important initiatives that are going on at museums and historical associations across the USA. The trade show was excellent for making and renewing contacts with vendors.”

STATISTICS

780

History Practitioners
Attendees in 2023

25,000

Reach

5,000+

AASLH Members

70%

Institutional Members

30%

Individual Members

40-60

Exhibit Hall Vendors
Historically

AASLH ANNUAL CONFERENCE

DOING HISTORY

MOBILE, AL
SEPTEMBER 11-14, 2024

AASLH Conference Advertising

Sponsorship Opportunities

Sponsors of the AASLH Conference get comprehensive brand exposure in the Preliminary Program and on the website, in the Conference App, and on conference signage along with a host of other great benefits to help you reach AASLH members and conference attendees.

All sponsorship packages include the following recognition, plus:

- Direct link on AASLH website through November 2024
- Conference signage logo and/or listing
- Conference App



Sponsors are featured on conference signage and in the program.

Important Sponsorship Information

- General sponsorships are open now. The list of events available to sponsor will be posted on the AASLH website in early spring of 2024
- Sponsorships are competitive and preference is given on a first come, first served basis
- All social media mentions are deployed by AASLH and are subject to approval



“It was my first time attending and I loved it! It's a good size (smaller than AAM, but bigger than regional conferences). I liked meeting new colleagues, getting new ideas, and just the general air of excitement that comes from putting a whole bunch of nerdy museum/history types all in one space. I'm already looking into how I can attend next year's conference.”

Important Dates & Deadlines

April 12

Preliminary Program reservation

April 19

Preliminary program deadline

May 31

Exhibit Booth Early Bird Price

June 21

Conference App and conference signage reservation

August 2

Tote Bag insert reservation

September 2

Tote Bag inserts must arrive onsite

September 11-14

Conference in Mobile

September 12-13

Exhibit Hall open

AASLH Conference Advertising

Preliminary Program

The Conference Preliminary Program for many is the first point of advertising for the AASLH Conference and is available on aaslh.org as early as spring. It will be emailed to our entire database. It is where potential attendees learn the daily agenda, read the details of each session, and are introduced to panelists.

April 12: Reservation Deadline

April 19: Artwork Deadline

ADVERTISING RATES

Ad Size	Preliminary Program
Full	\$800
Full, Inside Front Cover	\$900
Full, Inside Back Cover	\$900
1/2 Horizontal	\$600
1/4 Vertical	\$400

DIMENSIONS

Page Size	Width	Height
Full, Bleed*	8.5"	11"
Full, No Bleed	7.5"	9.75"
1/2 Horizontal	7.5"	4.875"
1/4 Vertical	3.375"	4.875"

Provide ad in PDF format, 300 DPI, 4-color

*Add .125" each side for bleed edge

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Tote Bag Insert

\$450

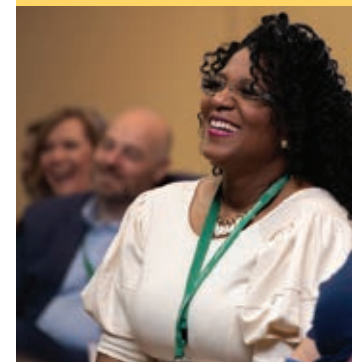
Promote your organization, product, or service. Simply deliver 1,000 pieces of literature, stickers, or small items to the conference location prior to the start of conference and we'll insert it in every attendee's tote bag.

August 2: Reservation Deadline

September 2: Arrival Deadline



“I almost always learn something new. Even when a session just reinforces the best practices/information that I already know, it's still energizing. I love networking and making new connections and seeing old friends.”



AASLH Conference Advertising

Exhibit at the Annual Conference

Showcase your products and expertise in the Exhibit Hall, meet potential clients and speak one-on-one in a fun, informal environment. Morning and afternoon coffee and snack breaks are held in the Exhibit Hall to encourage attendees to visit your booth.

Reserve early to get the best spot. The floor plan for the Exhibit Hall will be released closer to the conference, and those who registered early will be given preference in order of registration date.



“The combination of inspirational (e.g. keynotes) events and practical sessions... is a good mix. I left with lots of interesting ideas that I felt I will be able to put into practice right away.”



EXHIBIT HALL

The Exhibit Hall is the place to be during #AASLH2023! Meet and network with vendors, suppliers, and colleagues. Check out the latest technology and services being offered. Enjoy refreshments and ongoing activities. Work a puzzle, do some coloring, build a pipe cleaner sculpture, or choose a conversation starter and make a new friend.

THURSDAY, SEPTEMBER 7

9 am	Exhibit Hall Opens
9:30 – 10:30 am	Opening Reception
3:15 – 4:15 pm	Refreshment Break
4:15 pm	Exhibit Hall Closes

FRIDAY, SEPTEMBER 8

9 am	Exhibit Hall Opens
9:45 – 10:45 am	Refreshment Break
9:45 – 10:45 am	NCPH Poster Session
10 – 10:30 am	AASLH Series Book Signings at Rowman & Littlefield Booth #45
3 – 3:45 pm	Closing Reception
3:45 pm	Exhibit Hall Closes

Exhibit Hall Floor Plan

7	6	5	4	3	2	1
9	10	11	12	13	14	15
22	21	20	19	18	17	16
23	24	25	26	27	28	29
36	35	34	33	32	31	30
37	38	39	40	41	42	43
50	49	48	47	46	45	44

EXHIBITORS

Exhibitor	Booth #	Exhibitor	Booth #
AASLH	43	Mid-America Arts Alliance/ExhibitsUSA	9
AASLH Affinity Communities	6	The National Association for Interpretation	22
The American Battlefield Trust	27	National Council on Public History	18
Arca Publishing	29	National Endowment for the Humanities	2
The Archives of History	14	National Park Service UGRR	7
Art Display Essentials, a 10-31 Company	30	Network to Freedom	4
Better Lemon Creative Audio	41	National Trust Insurance Services, LLC	7
Boise State University	5	Northeast Document Conservation Center (NECCC)	40
Department of History	21	Palmer Publications	14
Clio	21		

EXHIBIT HALL

The Exhibit Hall is the place to be during #AASLH2023! Meet and network with vendors, suppliers, and colleagues. Check out the latest technology and services being offered. There will be refreshments available during scheduled breaks, but that is not the only time when something is happening in addition to the scheduled activities in the Exhibit Hall. There are ongoing activities in case you need to take a break from sessions. Pick a table and work a puzzle, do some coloring, build a pipe cleaner sculpture, or choose a conversation starter and make a new friend.

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Exhibit Booth Package

- 8' x 10' booth space with company sign
- 6' skirted table
- Backdrop
- Side rail dividers
- 2 chairs
- A wastebasket
- 2 complimentary full-conference registrations for booth staff
- Pre- and post-conference attendee contact lists
- Company name and description in the Conference App

Cost & Deadlines

- Early Bird Rate: \$975 (before May 31)
- Standard Rate: \$1,100 (after May 31)
- Additional Exhibitors: \$75 per person

Important Dates

- September 11: Exhibit Hall set up
- September 11-14: Conference in Mobile
- September 12-13: Exhibit Hall open
- September 13: Exhibit Hall break down



Exhibitors are listed on conference signage and in the Conference App.



Conference Sponsorship Levels

DIAMOND \$10,000 1 Available The Diamond Sponsor sees the maximum amount of brand exposure and reach through various points of contact with our attendees.	<ul style="list-style-type: none"> • Host a session included in the Conference App • 6 total complimentary registrations • Exhibit booth • Tote bag insert • Ad in the Conference App • Pre- and Post-Conference contact lists • Full page ad in <i>History News</i> (Autumn 2024 issue) • 4 social media mentions • 3 <i>Dispatch</i> banner ads 		
EMERALD \$7,500 2 Available	<ul style="list-style-type: none"> • 4 total complimentary registrations • Exhibit booth • Tote bag insert • Full page ad in the Preliminary Program • Ad in the Conference App • Pre- and Post-Conference contact lists • Full page ad in <i>History News</i> (Autumn 2024 issue) • 2 social media mentions • 2 <i>Dispatch</i> Banner ads 		
PLATINUM \$5,000 2 Available	<ul style="list-style-type: none"> • 4 total complimentary registrations • Exhibit booth • Tote bag insert • Full page ad in the Preliminary Program • Ad in the Conference App • Pre- and Post-Conference contact lists • 1/2 page ad in <i>History News</i> (Autumn 2024 issue) • 2 <i>Dispatch</i> Banner ads 		
GOLD (KEYNOTE) \$3,500 2 Available	<ul style="list-style-type: none"> • 3 complimentary registrations • Exhibit booth • Pre- and Post-Conference contact lists • 1/2 page ad in the Preliminary Program • 1/3 page ad in <i>History News</i> (Autumn 2024 issue) • 1 <i>Dispatch</i> Banner Ad 		
SILVER \$2,500	Tote Bag 1 Available <ul style="list-style-type: none"> • Name/Logo 	Name Badge Lanyard 1 Available <ul style="list-style-type: none"> • Name/Logo 	Evening Event 2 Available <ul style="list-style-type: none"> • Recognition on event signage and complimentary ticket to event
	<ul style="list-style-type: none"> • 2 complimentary registrations • Exhibit booth • Pre- and Post-Conference contact lists 		
BRONZE \$1,500	<ul style="list-style-type: none"> • 2 complimentary registrations • Exhibit booth • Pre- and Post-Conference contact lists • 1 <i>Dispatch</i> Banner Ad 		
NETWORKING \$500	<ul style="list-style-type: none"> • 1 complimentary registration • 1 complimentary ticket to the sponsored event • Choose from a list of events, including breakfasts, luncheons, tours, and coffee breaks (available spring 2024) 		

AASLH Conference Advertising

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Name _____

Organization _____

Email _____

Phone _____

Address _____

City _____ State _____ Zip _____

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Card Number _____ Security Code _____ Exp Date _____

Name on Card (Please Print) _____

Signature _____ Date _____

Check all appropriate boxes:

Program Ad	Prelim	Total
<input type="checkbox"/> Full	<input type="checkbox"/> \$800	\$
<input type="checkbox"/> Full, Inside Front	<input type="checkbox"/> \$900	\$
<input type="checkbox"/> Full, Inside Back	<input type="checkbox"/> \$900	\$
<input type="checkbox"/> 1/2, Back Cover	<input type="checkbox"/> \$700	\$
<input type="checkbox"/> 1/2	<input type="checkbox"/> \$600	\$
<input type="checkbox"/> 1/4	<input type="checkbox"/> \$400	\$
Subtotal		\$

Sponsorships	Total
<input type="checkbox"/> Diamond \$10,000	\$
<input type="checkbox"/> Emerald \$7,500	\$
<input type="checkbox"/> Platinum \$5,000	\$
<input type="checkbox"/> Gold \$3,500	\$
<input type="checkbox"/> Silver \$2,500	\$
<input type="checkbox"/> Bronze \$1,500	\$
<input type="checkbox"/> Networking \$500	\$

Exhibit Booth		Total
<input type="checkbox"/> Early Bird (Before May 31)	<input type="checkbox"/> \$ 975	\$
<input type="checkbox"/> Standard (After May 31)	<input type="checkbox"/> \$ 1,100	\$
<input type="checkbox"/> Additional Exhibitor	<input type="checkbox"/> \$ 75	\$
Subtotal		\$

Inserts	Total
<input type="checkbox"/> Tote Bag \$ 450	\$
Subtotal	\$

Page Total	\$
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