

2022 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	\$770	\$735	\$680
Full, Inside Front Cover	\$1,100	\$1,000	\$930
Full, Inside Back Cover	\$1,100	\$1,000	\$930
1/2 Horizontal	\$570	\$545	\$500
1/3 Square	\$495	\$475	\$435
1/2 Back Cover Horizontal	\$720	\$695	\$650
1/4 Back Cover Vertical	\$645	\$625	\$585

DEADLINES

Issue	Reserve	Art Due
Winter 2022	February 14, 2022	February 21, 2022
Spring 2022	April 4, 2022	April 11, 2022
Summer 2022	July 5, 2022	July 11, 2022
Autumn 2022	October 3, 2022	October 10, 2022
Winter 2023	January 9, 2023	January 16, 2023

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"

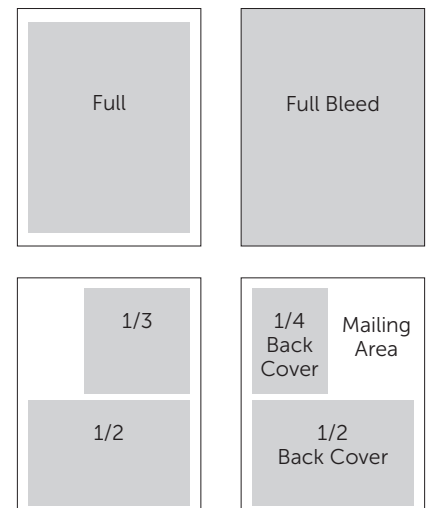
Provide ad in PDF format, 300 DPI, 4-color

*Add 1.25" 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



Webinars

AASLH Professional Development webinars are 60-90 minutes in length and are taught by well sought after public history experts.

Webinar sponsorships are highly competitive as they are first come, first serve. Your support allows AASLH to provide an enhanced experience for professional development participants while exposing your organization, products, and/or services to over 20,000 history professionals.

2022 AASLH Webinar Presenting Sponsor

\$7,500 | 1 Available

Sponsor the full year of AASLH webinars. Sponsor benefits will extend throughout the year and will also be included on webinar recordings.

- Opportunity to provide AASLH with a 1-2 minute commercial video to be played before each applicable webinar and included in the webinar recording
- Listed as sponsor on the AASLH webinar page for the whole year with a logo and a 100-word description
- Name and link in webinar event description for the entire 2022 calendar year
- Name and link in webinar recording description for as long as the webinar is included in the AASLH Recorded Webinar Library
- 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)
- 10 complimentary webinar registrations

Deadline: February 15, 2022

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.

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:

☐ Winter 2022 ☐ Spring 2022 ☐ Summer 2022 ☐ Autumn 2022 ☐ Winter 2023

<i>History News Ad</i>	1x	2x	4x	Total
<input type="checkbox"/> Full	<input type="checkbox"/> \$ 770	<input type="checkbox"/> \$ 735	<input type="checkbox"/> \$ 680	\$
<input type="checkbox"/> Full, Inside Front Cover	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$ 930	\$
<input type="checkbox"/> Full, Inside Back Cover	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$ 930	\$
<input type="checkbox"/> 1/2	<input type="checkbox"/> \$ 570	<input type="checkbox"/> \$ 545	<input type="checkbox"/> \$ 500	\$
<input type="checkbox"/> 1/3	<input type="checkbox"/> \$ 495	<input type="checkbox"/> \$ 475	<input type="checkbox"/> \$ 435	\$
<input type="checkbox"/> 1/2 Back Cover	<input type="checkbox"/> \$ 720	<input type="checkbox"/> \$ 695	<input type="checkbox"/> \$ 650	\$
<input type="checkbox"/> 1/4 Back Cover	<input type="checkbox"/> \$ 645	<input type="checkbox"/> \$ 625	<input type="checkbox"/> \$ 585	\$
Subtotal				\$

Webinar	<input type="checkbox"/> Presenting Sponsor \$7,500	<input type="checkbox"/> Infomercial \$500	\$
Total			\$

AASLH Conference Advertising

Connect with public history practitioners at the 2022 AASLH Annual Conference in Buffalo, NY, on September 14-17. Advertise your organization, institution, services, or products to conference attendees and a total estimated reach of 20,000 history professionals.

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. 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 Preliminary Program and Onsite Guide. 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

1,400

History Professional
Attendees in 2019

20,000

Reach

5,000+

AASLH Members

70%

Institutional Members

30%

Individual Members

40-50

Exhibit Hall Vendors
Historically

About the 2022 AASLH Annual Conference September 14-17, 2022



Our conference theme, ***Right Here, Right Now: The Power of Place***, suggests many questions. What place is important to you? To your community? Do you see these stories reflected in your museums, historic sites, and the local cultural sector? Who decides what places are saved or interpreted and what ends up being worth saving?

Our Annual Meeting host city, Buffalo, is a perfect location for exploring the importance of place. Buffalo was at one point the “Gateway to the West.” But we also need to consider the impact on Indigenous communities facing a continuing societal upheaval that began centuries before and intensified during the Revolution. Consider the mighty Niagara Falls. What do we see? An environmental marvel? A resource to be exploited? A diverse community living amidst one of the most prominent tourist attractions in the world? How much of our perspective is determined by who tells the history of these places?

We encourage you to direct your advertising to the theme as we gather in Buffalo and reexamine ideas about our natural and built environments and to reorient when and where we find our country’s history.

AASLH Conference Advertising

Sponsorship Opportunities

Sponsors of the AASLH Conference get comprehensive brand exposure in the Preliminary Program and Onsite Guide, 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 benefits, in addition to the specific benefits associated with each type:

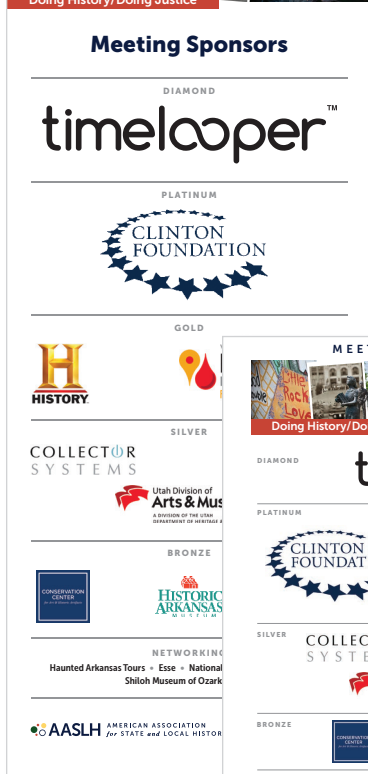
- Recognition and direct link on AASLH website through November 2022
- Recognition on conference signage
- Recognition in the conference app

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 2022
- 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.”



Sponsors are featured on conference signage and in the programs.

Important Dates & Deadlines

March 14: Preliminary Program

May 31: Exhibit Booth Early Bird Price

June 6: Onsite Guide, conference app, and conference signage

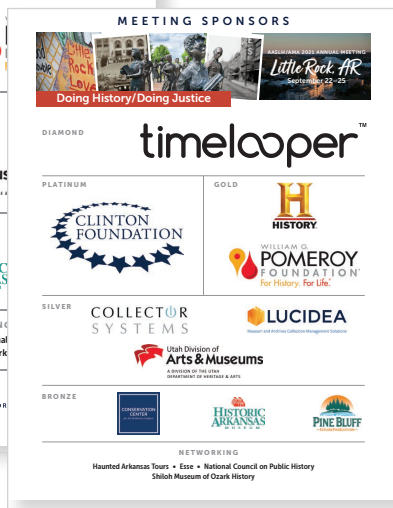
July 5: Tote Bag insert reservation

September 5: Tote Bag inserts must arrive onsite

September 14-17: Conference in Buffalo

September 16-17: Exhibit Hall open

November 1-4: Online Conference



Location & Headquarters Hotel

Hyatt Regency Buffalo Hotel & Conference Center
2 Fountain Plaza
Buffalo, NY 14202
716-566-1234

Booking Information

Room Rate: TBA per night plus applicable taxes

August 21: Cut-off date for room registration

Have an idea for a sponsorship you don't see?

We'd love to work with you to create an individualized package.

Contact Rey Regenstreif-Harms at regenstreif-harms@aaslh.org.

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. A full-color print copy will be mailed to each AASLH member. It is where potential attendees learn the daily agenda, read the details of each session, and are introduced to panelists.

March 14: Reservation Deadline

April 4: Artwork Deadline

Onsite Guide

The Onsite Guide is the most used print piece associated with the Annual Conference, including a Schedule-at-a-Glance, exhibitor directory, and onsite logistical information. Every attendee receives a full-color guide at registration and typically carries it around with them from session to session.

June 6: Reservation Deadline

June 27: Artwork Deadline



ADVERTISING RATES

Ad Size	Preliminary	Onsite
Full	\$800	\$600
Full, Inside Front Cover	\$900	\$700
Full, Inside Back Cover	\$900	\$700
1/2, Back Cover*	\$700	\$500
1/2 Horizontal	\$600	\$400
1/4 Vertical	\$400	\$200

*Preliminary: 1 available; Onsite: 2 available

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 1.25" each side for bleed edge

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Tote Bag Insert

\$425

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.

July 5: Reservation Deadline

September 10: 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.”

Exhibitors are listed on conference signage and in the Onsite Guide.



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 Onsite Guide

Cost & Deadlines

- Early Bird Rate: \$825 (before May 31)
- Standard Rate: \$925 (after May 31)
- Early Dismantle: \$200
- Additional Exhibitors: \$75 per person

Important Dates

September 14: Exhibit Hall set up
September 14-17: Conference in Buffalo
September 15-16: Exhibit Hall open
September 16: Exhibit Hall break down



EXHIBITORS	Booth #
AASLH	Booth 402
Visit Buffalo/Niagara	Booth 205
Association of Living History, Farm, and Agricultural Museums	Booth 202
Arkansas Museum Association	Booth 203
Bacon Design by Chameleon	Booth 201
Better Lenses Creative Audio	Booth 204
Citizen Presidential Center	Booth 206
Collector Systems	Booth 207
Dancing Company Publishers & Writers	Booth 208
Lucky's Place	Booth 209
Mid-America Arts Alliance	Booth 403
Northeast Document Conservation Center	Booth 404
Pine Bluff Advertising and Promotional Communications	Booth 405
Quadrant	Booth 406
RedCOVERY Software	Booth 407
Riggs Ward Design	Booth 408
Rosman & Winkfield	Booth 409
Split Rock Studios	Booth 410
TimeLapse	Booth 411
Town-Mate Systems	Booth 412
William C. Penney Foundation	Booth 413

EXHIBIT HALL FLOOR PLAN
401 402 403 404 405 406 407 408 409 410 411 412 413
360 Lounge
400 402 404 406 408
301 303 305 307 309
201 203 205 207 209
101 103 105 107 109
Entrance



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 Onsite Guide • 6 total complimentary registrations • Exhibit booth • Tote bag insert • Full page ad in the Preliminary Program • Full page ad in the Onsite Guide • Pre- and Post-Conference contact lists • Full page ad in <i>History News</i>, (Autumn 2022 issue) • 4 social media mentions • 1 Daily Presenting Sponsor position in the Online Annual Conference 		
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 • Full page ad in the Onsite Guide • Pre- and Post-Conference contact lists • Full page ad in <i>History News</i>, (Autumn 2022 issue) • 2 social media mentions 		
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 • Full page ad in the Onsite Guide • Pre- and Post-Conference contact lists • Full page ad in <i>History News</i>, (Autumn 2022 issue) 		
GOLD (KEYNOTE) \$3,000 2 Available	<ul style="list-style-type: none"> • 3 complimentary registrations • Exhibit booth • Pre- and Post-Conference contact lists • 1/2 ad in the Preliminary Program • 1/2 page ad in the Onsite Guide • 1/3 page ad in <i>History News</i> (Autumn 2022 issue) 		
SILVER \$2,000	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"> • 1 complimentary registration • Exhibit booth • 1/4 page ad in the Onsite Guide 		
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 2022) 		

AASLH Conference Advertising

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:

Program Ad	Prelim	Onsite	Total
<input type="checkbox"/> Full	<input type="checkbox"/> \$800	<input type="checkbox"/> \$600	\$
<input type="checkbox"/> Full, Inside Front	<input type="checkbox"/> \$900	<input type="checkbox"/> \$700	\$
<input type="checkbox"/> Full, Inside Back	<input type="checkbox"/> \$900	<input type="checkbox"/> \$700	\$
<input type="checkbox"/> 1/2, Back Cover	<input type="checkbox"/> \$700	<input type="checkbox"/> \$500	\$
<input type="checkbox"/> 1/2	<input type="checkbox"/> \$600	<input type="checkbox"/> \$400	\$
<input type="checkbox"/> 1/4	<input type="checkbox"/> \$400	<input type="checkbox"/> \$200	\$
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 \$3,000	\$
<input type="checkbox"/> Silver \$2,000	\$
<input type="checkbox"/> Bronze \$1,500	\$
<input type="checkbox"/> Networking \$500	\$

Exhibit Booth	Total
<input type="checkbox"/> Early Bird (Before May 28)	<input type="checkbox"/> \$ 825 \$
<input type="checkbox"/> Standard (After May 28)	<input type="checkbox"/> \$ 925 \$
<input type="checkbox"/> Early Dismantle	<input type="checkbox"/> \$ 200 \$
<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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Online Conference Advertising

The AASLH Online Annual Conference will take place November 1-4 via Zoom.

With 4 days of sessions, discussion, and keynotes bringing people from across the country together from their homes, classrooms, and offices. Last year, over 1,100 people participated in the Online Conference.

The theme of ***Right Here, Right Now/The Power of Place*** will also be the theme for this year's Online Annual Conference.



PREMIER

\$4,000 | 1 Available

The Premier Sponsor will be the Closed Captioning Sponsor for the entire Online Annual Conference. Closed captioning is provided for all synchronous sessions and general sessions.

- 4 complimentary registrations
- Commercial video (must be provided) or advertising read (script must be provided) announcing company as Closed Captioning Sponsor played before each session with live closed captioning
- Pre- and post-conference contact lists
- 1/2 ad in *History News* (Winter 2023 issue)
- 2 social media mentions

DAILY PRESENTING

\$2,000 | 3 Available

The Daily Presenting Sponsor will be the sponsor for one day of synchronous sessions and discussion groups.

- 3 complimentary registrations
- Commercial video (must be provided) or advertising read (script must be provided) played before each session with live closed captioning
- 1/3 page ad in *History News* (Winter 2023 issue)
- 2 social media mentions

GENERAL SESSION

\$1,000 | 4 Available

The General Session Sponsor will be the sponsor for one of our General Sessions featuring well known members of the history field.

- 2 complimentary registrations
- Commercial video (must be provided) or advertising read (script must be provided) played before each session with live closed captioning
- 1 social media mention

NETWORKING

\$250

The Networking Sponsor will be the sponsor for one of our Networking Sessions bringing together people in the field interested in specific topics.

- 1 complimentary registration
- Commercial video (must be provided) or advertising read (script must be provided) played before each session with live closed captioning
- 1 social media mention

AASLH Online Conference Advertising

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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:

Sponsorship	Additional Details/Notes	Total
<input type="checkbox"/> Premier \$4,000		\$
<input type="checkbox"/> Daily Presenting \$2,000		\$
<input type="checkbox"/> General Session \$1,000		\$
<input type="checkbox"/> Networking \$250		\$
<input type="checkbox"/> Other		\$
Subtotal		\$
Total		\$