



*Society for the  
Preservation of Natural History Collections*

## NEWSLETTER ADVERTISING

The Society for the Preservation of Natural History Collections is an active, international group of museum professionals from universities, museums, and cultural institutions. The membership includes people working at all levels, from administration to collection management, and in education, and exhibits. The SPNHC newsletter is published twice a year, and has a standard mailing of 600 copies. It is filled with a mixture of feature stories, reports from the president and board members, committee activities, professional development opportunities, recent publications of interest, and a calendar of upcoming meetings and events.

### Why Advertise in the SPNHC Newsletter?

Members of SPNHC are the people who use your products and services. They are often the decision makers about products and procedures that will be used in their institutions. These people want to know about products and services that will help them do their jobs more effectively. They are interested in the latest techniques and materials available, as well as educational and travel opportunities, new publications, and events and programs related to natural history and collections.

All advertisements should be submitted as .tif or .pdf files, formatted for a PC. It is recommended that image resolution be 300 dpi. The software program used to produce the SPNHC Newsletter is Adobe Pagemaker. Electronic files may be e-mailed or sent on a disk to Andrew Bentley, the editor, at [abentley@ku.edu](mailto:abentley@ku.edu). Any necessary printer's charges will be billed to the advertiser. Payment must accompany the insertion order and tear sheets will be sent after publication.

There is limited space in each Newsletter (maximum two full pages of advertising total), and space will be allotted on a first-come, first-served basis. Ad placement is at the discretion of the editor. So do not delay, and send your ad today!

### Save More by Becoming a Corporate Member of SPNHC

Advertisers who are involved with the Society as Corporate Members receive a discount on advertising in the SPNHC Newsletter. Non-profit corporate members get an even better deal!

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One sixth page [ $2\frac{1}{4}'' \times 4\frac{3}{4}''$ ] vertical only	\$ 80	\$ 75	\$ 65
One quarter page [ $3\frac{3}{4}'' \times 4\frac{3}{4}''$ ] vertical only	\$150	\$125	\$ 75
Half page [ $7\frac{1}{2}'' \text{ w} \times 4\frac{3}{4}'' \text{ h}$ ] horizontal only	\$350	\$225	\$175
Full page [ $7\frac{1}{2}'' \text{ w} \times 9\frac{1}{2}'' \text{ h}$ ]	\$500	\$375	\$250

**Deadlines:** Spring Issue: Copy Deadline is 1 February, Bulk-mailing goes out in mid-March  
 Fall Issue: Copy deadline is 1 August. Bulk-mailing goes out in mid-September

**If you have not seen the SPNHC Newsletter, go to our web site at:**

*<http://www.spnhc.org/publications/newsletter.html>*