



# ADVERTISING & SPONSORSHIP PROSPECTUS



[www.oah.org](http://www.oah.org)

# SPONSORSHIP

## Pick Your Level of Sponsorship

As a sponsor, you will be recognized as a true partner. You qualify for one of these levels based on your total purchase of ads, booth space, and sponsorships. Choose one of the sponsorship levels below to increase your exposure:

### All three levels receive:

- Acknowledgement and logo in Annual Meeting Program, On-site Program, and web listing
- Signage at the conference

### CLIO | \$10,000+

- Four additional conference passes
- Table space for promotional material in registration area
- Recognition in the OAH Awards Program
- 100 word description on web listing and mobile app
- 25 word description in the Annual Meeting Program and Onsite Program
- Tote Bag Insert
- One free email blast to attendees

### STEAMBOAT | \$5,000+

- Three additional conference passes
- 50 word description on web listing and mobile app

### RAINTREE | \$3,000+

- Two additional conference passes
- 25 word description on web listing and mobile app

## Premium Sponsorships

### Tote Bag | \$10,000

### Hotel In-Room Channel | \$9,500

This loop could just be the most direct way to reach attendees. Played in headquarter hotels, it's a great way to provide in-depth product info and drive traffic to your booth.

### Hotel Key Cards | \$5,000

### Mobile App | \$5,000

### Lanyards | \$3,000

## Networking Sponsorships

All networking sponsorships receive onsite signage, table signs, and recognition in Annual Meeting publications.

### Opening Night Reception | \$12,000

Maximize your visibility during the Opening Night Reception. This event attracts over 400 attendees.

### OAH President's Reception | \$10,000

Sponsor the celebration of outgoing OAH president. Attract over 350 attendees.

### Distinguished Members Reception | \$7,000

This invite-only event gathers over 300 of OAH's highest donors and longtime members.

## Targeted Sponsorships

### Wireless Internet | \$9,000

Includes network name and homepage dedicated to you as well as signage.

### Charging Station | \$4,000

Two stations located in the Library Lounge inside the Exhibit Hall.

### Coffee Break | \$4,000

A three-hour coffee break stationed near your booth during one of two lunch breaks.

### Water Refill Stations | \$2,500

Sponsor up to three water stations at the event.

### Sponsor the Plenary Hall | \$2,000

Plenary Hall is located in the Exhibit Hall. Sponsor this location where our keynote presenters speak. Plenaries attract over 400 attendees.

## OAH Annual Meeting Advertising

### 1. The *OAH Annual Meeting Program*

The *OAH Annual Meeting Program* mails to all OAH members in January. Reserve your space by October 17 of the previous year and reach over 7,500 professional scholars, educators, including university administrators, public historians, and graduate students in advance of the conference!

**Full Page | \$1,375**

**Half Page | \$900**

**Inside front cover and Inside back cover | \$1,950**

**Back Cover | \$2,150**

Circulation: approximately 9,000

Print Date: December

**Orders due no later than October 15**

**Artwork due November 1**

### 2. *OAH Onsite Program*

Contains all the information the attendees need to get the most out of their attendance—location and hours of the Exhibit Hall, updated sessions and room locations, meal and break times, extra-curricular activities, and the like. All ads are full color.

**Full Page | \$950**

**Half Page | \$600**

**Quarter Page | \$350**

**Inside front cover and Inside back cover | \$1,500**

**Back Cover | \$1,900**

Circulation: approximately 2,000

Print Date: March

**Orders due no later than February 1**

**Artwork due February 15**

### 3. Digital (OAH ANNUAL MEETING PAGES)

Submit a banner ad during the months leading up to the OAH Annual Meeting. More than 27,000 visitors will access the Annual Meeting pages on the OAH website between January and April. Direct traffic to the URL of your choice and remind them to visit your booth at the Annual Meeting.

**300px(w) by 100px(h) (40kb) | \$650**

- Ads appear in the right-hand column of the page
- Each ad will rotate through three designated positions
- Your ad will stay on the website until April 30

<http://www.oah.org/meetings-events/meetings-events/>

**Ask about other OAH advertising opportunities to enhance your Annual Meeting presence!**

#### *The American Historian*

The OAH quarterly magazine that connects over 7,500 American history authors, influencers, and educators, year round. Time your advertisement with the Annual Meeting for maximum exposure.

Print Circulation: 7,500 (U.S.: 95%; International: 5%)

Frequency: Quarterly

Published: February, May, August, and November

#### *OAH Update (e-newsletter)*

Purchase a banner in the OAH bi-monthly newsletter delivered to the inboxes of all OAH members.

#### *OAH Website*

The OAH homepage offers two highly visible ad positions that rotate on the primary and most visited web pages (excluding Annual Meeting pages) on a per month basis.

#### **Advertising Specifications and Information**

##### **Display ad sizes (width x height):**

Full page, 7.25" x 9.25"

Half page, 7.25" x 4.375"

Quarter page, 3.375" x 4.375"

Cover, 7.375" x 9.875"

(for bleeds add .125")

All ads full color

• Trim Size: 8.375" x 10.875"

• File Format: Uncompressed, press-ready, Adobe PDF files

• 4-Color: Files and linked images, must use CMYK-color profile.

• Resolution: 300dpi, including linked images

• Graphics assistance: Layout & production: \$60/hour

**\*Pick all three OAH Annual Meeting advertising opportunities and save 10%**

## Exhibit Space

10' x 10 Aisle Booth | \$1,375

10' x 10' Corner Booth | \$1,475

20' x 20' Island Booth (Four booths for the price of three) | \$4,125

### The fee for the booth includes:

- Four complimentary conference passes (additional passes available for a discounted fee) (\$660 value)
- 6ft draped table, two chairs, and wastebasket
- Draped 8' backwall and 3' sidewalls
- Booth identification sign
- Listing in *Annual Meeting Program*, *Onsite Program*, and web listing
- Wireless Internet

Exhibit Lite (Tabletop display)\* | \$900

**A budget friendly option.** Save hundreds on shipping and staffing. Pack your entire booth in a suitcase!

Display samples of your latest offerings and take orders on the spot. Attendees will appreciate the ability to purchase without the hassle of oversized luggage and baggage fees.

### The fee for the booth includes:

- Two complimentary conference passes (additional passes available for a discounted fee) (\$330 value)
- 8ft draped table, two chairs, and wastebasket
- Tabletop identification sign
- Listing in *Annual Meeting Program*, *Onsite Program*, and web listing
- Wireless Internet

\*Exhibit Lite Displays are limited to the 8ft table, no booth

## Exhibit Enhancements\*

Tote Bag Inserts | \$550

Email Blast | \$250

Email blasts are available to exhibitors and sponsors only and must be used in conjunction with participation at the OAH Annual Meeting. The OAH will email all pre-registered attendees once with the content the exhibitor or sponsor provides.

Upgraded web listing | \$125

Add a 100x75px logo and a 25 word description with a direct link to your web page on the online exhibitor list.

### \*Bundled Discount

Sign up for the above 3 enhancements and save 15%.

## Sales Contacts

**Malisa Minetree | Nami Novak**  
317 815 4688 | 317 201 7223  
[sales@oah.org](mailto:sales@oah.org)

Organization of American Historians  
112 N. Bryan Ave.  
Bloomington, IN, 47408

### Payment Terms:

**On Booth Orders:** A 50% deposit is due with the signed application and no later than October 17. Any outstanding balance is due by January 1 the following year. Contracts received on or after January 1 must be accompanied by full payment.

### Booth Cancellation:

Notification for cancellation must be made in writing. The exhibitor forfeits all monies paid and is obligated to pay the following rates: September 1: 50% of full payment; November 1: 75% of full payment; January 1: 100% of full payment.

### Payment Terms:

**On Advertising Orders:** All advertising orders are final. Once a signed insertion order is received, you are responsible for payment in full. Credit card required to secure reservation. If invoice is requested, payment is due within 30 days of receipt of invoice. Any invoice more than 60 days past due will incur a finance charge of 18% per annum on the unpaid balance. No refunds apply.