



Congress Advertising Options

The Medieval Institute accepts paid advertisements to be included in the Congress program or in attendee registration packets for the 47th International Congress on Medieval Studies, May 10–13, 2012.

Programs are mailed annually to nearly 10,000 scholars in the United States, Canada, and 46 other countries around the world, representing a unique opportunity to reach a carefully targeted audience with your advertising.

Advertising space is also available in the form of flyers inserted in the Congress registration packets, distributed to all Congress attendees (over 3,000 expected).

Please be certain that your ad reservations, payments, digital copy, and flyers reach us by the given deadline dates.

Elisabeth Carnell, Congress Coordinator, will receive and process reservations, payments and PDFs for ads.



Congress Program Ads

Page Rates:

Full Page: \$365.00 per page
1/2 Page: \$235.00 per half-page

Page Size: Full Page: 5.5" x 8.25"
1/2 Page: 5.5" x 3.75"

Format:

Send black and white PDF(s) only as an email attachment(s). No color PDFs will be accepted. All fonts and images must be embedded. All images must be high resolution (300 dpi).

Deadlines:

Reservations: November 1, 2011
Payments: November 15, 2011
Ad PDF: November 15, 2011

All reservations, payments, PDF ads, and questions should be directed to:

Elisabeth Carnell, *Congress Coordinator*
The Medieval Institute
Western Michigan University
1903 W. Michigan Ave.
Kalamazoo, MI 49008–5432
Phone: (269) 387–8745 or 387–8717
Fax: (269) 387–8750
email: elisabeth.carnell@wmich.edu



Registration Packet Ads

Page Rates: \$285.00 per flyer
Sheet Size: 8.5" x 11" (maximum)

Flyers must be pre-printed. We expect to prepare 3,200 pre-registration packets. Additional flyers you provide will be distributed to on-site registrants.

Deadlines:

Reservations: March 15, 2012
Payments: April 1, 2012
Pre-Printed
Flyers: April 1, 2012



Meetings and Receptions

If your organization would like to hold a business meeting or host a reception at the 47th Congress, please complete the Meeting/Reception Reservation Form and submit it by post or fax to the Medieval Institute.

The Meeting/Reception Reservation Form is available at:

www.wmich.edu/medieval/congress

If you have questions please contact:

medieval-institute@wmich.edu