How can you reach some of western Pennsylvania’s most affluent, well-educated, and culturally involved residents?
CARNEGIE delivers the depth, diversity, and excitement of the four Carnegie Museums of Pittsburgh!

CARNEGIE magazine is published bi-monthly by Carnegie Museums of Pittsburgh for its members and donors.

Six times a year, CARNEGIE magazine delivers the depth, diversity, and excitement of the four Carnegie Museums: Carnegie Museum of Art, Carnegie Museum of Natural History, Carnegie Science Center, and The Andy Warhol Museum. Each issue is packed with previews of the latest exhibitions, behind-the-scenes peeks at the dynamic offerings of the four museums, and a look at the work of the museums’ internationally renowned curators and scientists. CARNEGIE magazine also presents its culturally involved members with updates on the local arts scene and delves into groundbreaking research going on right here in western Pennsylvania.

“CARNEGIE magazine is something cultural coming into my home on a regular basis. It adds another dimension to our lives.”

Carnegie Museums Member

About our READERS

One out of every 25 Pittsburghers is a Carnegie Museums of Pittsburgh member, and those members are among the most affluent, influential, literate, and culturally involved consumers in the greater Pittsburgh area.

Individuals and families join Carnegie Museums for the inspirational, educational, cultural, fun, and family-oriented experiences they find at the four museums. As members, they read and refer to CARNEGIE magazine to find out what’s happening at the museums they support and stay connected with Pittsburgh’s thriving cultural community.
How do readers use CARNEGIE Magazine?

In a 2002 readership survey:

- 75 percent of all respondents said they read the magazine’s cover story or feature stories, the calendar of events, and articles about the individual museums;
- 60 percent of all respondents stated they used the magazine to plan their personal and family activities; and
- 85 percent of all respondents indicated they believe CARNEGIE magazine is an informative, helpful, and useful resource.

Top five reasons to advertise in CARNEGIE:

- To reach a diverse, highly educated, and sophisticated audience.
- To reach an affluent and family-oriented audience with discretionary income.
- It’s an efficient media buy.
- Your ad will be seen easily with a guaranteed 40:60 ads:editorial ratio.
- With four museums represented in one magazine, it’s like placing an ad in four different publications at once.
Net Advertising Rates

<table>
<thead>
<tr>
<th></th>
<th>Black &amp; White</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1x</td>
<td>3x</td>
<td>6x</td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>$1820</td>
<td>$1700</td>
<td>$1545</td>
<td></td>
</tr>
<tr>
<td>Two-Thirds Page</td>
<td>$1365</td>
<td>$1260</td>
<td>$1075</td>
<td></td>
</tr>
<tr>
<td>One-Half Page</td>
<td>$1075</td>
<td>$965</td>
<td>$845</td>
<td></td>
</tr>
<tr>
<td>One-Third Square</td>
<td>$600</td>
<td>$520</td>
<td>$465</td>
<td></td>
</tr>
</tbody>
</table>

Four-Color

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>$3035</td>
<td>$2700</td>
<td>$2270</td>
</tr>
<tr>
<td>Two-Thirds Page</td>
<td>$1855</td>
<td>$1565</td>
<td>$1265</td>
</tr>
<tr>
<td>One-Half Page</td>
<td>$1570</td>
<td>$1275</td>
<td>$1030</td>
</tr>
<tr>
<td>One-Third Square</td>
<td>$1105</td>
<td>$840</td>
<td>$665</td>
</tr>
</tbody>
</table>

Cover and premium positions: Up to an additional 15%
Non-profit rate: 15% off rates listed above

Production Requirements

Mechanical Sizes:
Full Page Bleed – 8 7/8” x 11 1/4”
Book Trim Size – 8 1/2” x 10 7/8”
Page Live Area – 7 1/4” x 10”

133 line screen – maximum 300% Total Coverage Area.

Proofs: Advertisers must provide accurate proofs. Black & white laser, color laser,
or inkjet proofs are for digital ad content only.

Digital File Specs: PDFs are required. Files received in any other format are
subject to additional charges to the Advertiser.

Media: Email preferred. Zip Disk or CD-ROM accepted (must fax copy of ad if
emailing files).

Production Charges: Any changes required in furnished materials will be billed
at prevailing printer’s rates. Cost for size alterations, color separations, halftone
screening, ad design, and layout will be charged to the Advertiser.

Closing Dates: Check CARNEGIE magazine Editorial Calendar or contact
Mohr & More Media Sales at 412.366.2080.

Send all artwork, contracts, and copy to:
Terry Mohr
Mohr & More Media Sales
103 Ennerdale Lane
Pittsburgh, PA 15237
T 412.366.2080
F 412.366.2080
C 412.302.8424
E tdmohr@comcast.net

For more information, visit our Web site at www.carnegiemuseums.org.
### Editorial Calendar 2004

**Carnegie Magazine**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Editorial Features</th>
<th>Closing Date</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>March/April</strong></td>
<td><strong>Cover Story</strong>&lt;br&gt;<em>Romantic Landscapes</em> – Carnegie Museum of Art presents three complementary exhibitions featuring prints, paintings, and photographs from the Romantic period. <em>Hudson River School: Masterworks from the Wadsworth Athenaeum Museum of Art</em> features 55 paintings of the Hudson River Valley by artists such as Thomas Cole, Frederic Church, and others from the first school of American landscape painting. <em>The Romantic Print in Britain</em>, organized by the Yale Center for British Art, maps the evolution of the Romantic preoccupation with the natural and man-made worlds. <em>Eloquent Vistas: The Art of Nineteenth Century American Landscape Photographers</em>, organized by the George Eastman House in Rochester, New York, features nineteenth century photographs of America’s then-expanding frontier.</td>
<td>January 28, 2004</td>
</tr>
<tr>
<td><strong>May/June</strong></td>
<td><strong>Special Issue</strong>&lt;br&gt;<em>The Andy Warhol Museum Celebrates its 10th Anniversary</em> – The Andy Warhol Museum takes a look at Warhol's life and how Pittsburgh made him the man and artist he was. Members of the Board, staff, and local celebrities remember the museum’s beginning and explore Warhol’s current reputation and influence both here in the United States and abroad. Readers will learn how the museum has thrived and what Director Thomas Sokolowski has planned for the next 10 years.</td>
<td>March 30, 2004</td>
</tr>
<tr>
<td><strong>July/August</strong></td>
<td><strong>Cover Story</strong>&lt;br&gt;<em>Exploring the World of Dinosaurs</em> – Carnegie Museum of Natural History’s research expertise in biodiversity is helping to shape the museum’s signature new exhibit called <em>Dinosaurs In Their World</em>.&lt;br&gt;<strong>Other Features</strong>&lt;br&gt;<em>Lebbeus Woods</em> - The experimental architect-engineer-theorist explores new patterns of urban design and the influence of politics on architectural planning.&lt;br&gt;<em>Carnegie Hero Fund Celebrates A Centennial</em> - The Harwick Mine disaster in 1904 triggered Andrew Carnegie to create a fund in Pittsburgh that has honored the unsung “heroes of civilization” for more than a century.</td>
<td>May 26, 2004</td>
</tr>
<tr>
<td><strong>September/October</strong></td>
<td><strong>Cover Story</strong>&lt;br&gt;<em>Andy Warhol’s Time Capsules</em> – This exhibition of the complete contents of 15 of Andy Warhol’s three-dimensional diaries is the first to ever explore Warhol’s life in all its minutiae.&lt;br&gt;<strong>Other Features</strong>&lt;br&gt;<em>Early Learners and Museums</em> - Learn what are the characteristics in early child and pre-school development that museums see as important areas for education.&lt;br&gt;<em>Birds Aloft—Migrating Birds</em> - Western Pennsylvania is a busy flyway all year long as the migration habits of birds adapt in response to environmental change.</td>
<td>July 28, 2004</td>
</tr>
<tr>
<td><strong>November/December</strong></td>
<td><strong>Special Issue</strong>&lt;br&gt;<em>The Carnegie International</em> – <em>The Carnegie International</em> is the most important and prestigious international survey of contemporary art in North America. A highly anticipated event in the cultural community worldwide, this time-honored survey has proven to be a bellwether of contemporary artistic directions in the Americas, Europe, Asia, and elsewhere. The 2004 <em>International</em> is the 54th in the survey series founded at the behest of Andrew Carnegie in 1896. It will feature paintings, sculpture, photography, works on paper, and film and video works by established and emerging artists.&lt;br&gt;<em>Interview with Joanna Haas</em> - The new director of Carnegie Science Center talks about the challenges of running the world’s largest science and sports exhibit center, and what the future may have in store.</td>
<td>Sept. 27, 2004</td>
</tr>
</tbody>
</table>
CARNEGIE Magazine
2004 Advertising Space Agreement

Advertiser ____________________________________________________________

Street Address _______________________________________________________ 

City __________________________ State ________ Zip ______________

Contact Name __________________________ Telephone ________________ Fax ____________

E-mail ______________________________________________________________

Agency Name and Address (if applicable):
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________

Issue(s) of insertion (check all that apply):
☐ Jan/Feb       ☐ Mar/Apr       ☐ May/Jun      ☐ Jul/Aug       ☐ Sep/Oct       ☐ Nov/Dec

Ad size (check one):
☐ One-Third Page (square, 4 3/4” x 4 7/8”)
☐ One-Half Page (horizontal, 7 1/4” x 4 3/4”)
☐ Two-Thirds Page (vertical, 4 3/4” x 10”)
☐ Full Page (7 1/4” x 10”)

Ad color (check one):
☐ Four Color
☐ Black & White

Cost per issue __________________________

Additional for premium placement __________________________

Non-profit discount __________________________

x Number of issues ________________________

Total Amount due _________________________

Authorized by (print name) ____________________________________________

Title ________________________________________________________________

Signature ___________________________ Date _____________________________

Special Billing Instructions (if applicable) ______________________________

Advertiser hereby authorizes CARNEGIE Institute to insert Advertiser’s advertisement(s) in CARNEGIE magazine as indicated above. If the frequency of ads indicated above is not met, Advertiser will be short-rated.

Make checks payable to Carnegie Institute and send all contracts, checks, and artwork to:

Terry Mohr
Mohr & More Media Sales
103 Ennerdale Lane
Pittsburgh, PA 15237

T 412.366.2080     C 412.302.8424
F 412.366.2080     E tdmohr@comcast.net

Payment Terms
• Payment in full is due 30 days from invoice date. A 15 percent commission is allowed to recognize advertising agencies on space, color, and position charges. However, no agency commission will be allowed if payment is not received within 60 days from invoice date. Production and mechanical charges, including insertion fees, are non-commissionable.
• The Publisher reserves the right to request a credit application from an Advertiser and to request pre-payment of advertising space reserved.
• The Publisher may refuse to publish future advertising if an Advertiser’s account becomes delinquent.
• In the event of non-payment, Publisher reserves the right to hold an Advertiser and/or its advertising agency jointly and separately liable for such monies as are due and payable to CARNEGIE Institute.

Advertising Terms & Agreements
• CARNEGIE magazine reserves the right to review and possibly reject any advertising. Publisher also reserves the right to reduce or limit space requested by an Advertiser.
• A contract year is six (6) consecutive issues.
• Deadlines and cancellation dates are per the published Schedule of CARNEGIE magazine deadlines. Cancellations will not be accepted after the scheduled closing date for reservations, and the scheduled insertion will be billed regardless of whether the ad actually is printed in the issue.
• New materials are due at least 15 business days prior to the issue date or the publisher has permission to pick up the ad used in the previous issue.
• Requested positions are not guaranteed unless a special position premium has been paid or the position is agreed to in writing.
• CARNEGIE magazine shall be under no liability for failure, for any reason, to insert an ad.
• All Advertisers must adhere to the Mechanical Specification page contained in the CARNEGIE magazine Media Kit. Rates are based on camera-ready art or acceptable electronic materials. Any revision or special handling required for advertising materials will be billed to the Advertiser, and CARNEGIE magazine shall be under no liability for accuracy of changes requested.
• CARNEGIE magazine does not assume liability for the return of advertising material.
• Publisher is not responsible for errors in editorial or design that are found in artwork received from an Advertiser or its advertising agency or graphic designer. The Advertiser assumes liability for all content, including text and illustrations in advertising published and also assumes responsibility for any claims made against CARNEGIE magazine, including the cost of defending such a claim.
• Advertiser shall have the right to terminate this agreement upon giving CARNEGIE magazine written notice at least 30 days before it wishes to terminate said agreement.