



AMERICAN
ANTHROPOLOGICAL
ASSOCIATION

Advancing Knowledge, Solving Human Problems



2023 Media Guide

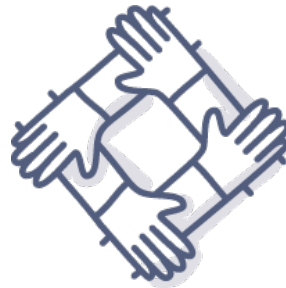
All About AAA and CASCA



The American Anthropological Association and the Canadian Anthropology Society/Société canadienne d'anthropologie combine to make up the world's largest group of for professional anthropologists, with more than 8,000 members, including 300 university departmental partners, in 100 different countries throughout the world. Dating as far back as 1902, these associations remain a valuable and trusted resource for their members.



**300+ UNIVERSITY
DEPARTMENTAL PARTNERS**



8,000+ MEMBERS



**SPEAK OVER 100
DIFFERENT LANGUAGES**



**COVERS ARCHAEOLOGY,
LANGUAGE, HUMAN
BIOLOGY, AND CULTURE**



**MEMBERS WORK IN
ACADEMIA, NONPROFITS,
GOVERNMENT AGENCIES
AND CORPORATIONS**

2023 Annual Meeting Overview



Join us for the 2023 AAA/CASCA Meeting
November 15-19, in Toronto Canada!

The American Anthropological Association & Canadian Anthropology Society /Société canadienne d'anthropologie Meeting is the premier event for 5,000+ anthropologists from all sectors and 100 countries, providing you with a unique opportunity to network, showcase products/services, and meet potential new clients. Make your plans to reach key decision-makers within their institutions and influencers from more than 2,300 organizations across the US, Canada and around the world.



Exhibitor Packages & Sponsorships

Standard Exhibitor Package

\$2,200 USD

Includes:

- 10x10 Booth Space
- 2 Full Event Registrations
- Listing as official exhibitor on the Annual Meeting Website
- Identification Signage

Premium Exhibitor Package

\$4,400 USD

Includes:

- 10x20 Booth Space
- 4 Full Event Registrations
- Listing as official exhibitor on the Annual Meeting Website
- Identification Signage

Sponsorship Add-on Items (purchase deadline 8/25/23, ads due 9/1/23)	Avail.	Cost
Kick-off Email: Exclusive sponsor of the “know before you go” style email, sent a few days prior	1	\$850 USD
Onsite Daily Email: Official sponsor of “The Daily” email that highlights key events for the day	4	\$500 USD
Coffee/Snack Breaks: Official sponsor of coffee and/or snack break	2	\$750 USD
Meter Board Signage: Signage designed by Company, to be placed in public areas of the meeting	4	\$1,000 USD
Wi-Fi: Exclusive sponsor of conference Wi-Fi	1	\$2,500 USD
Mobile App: Exclusive sponsor of conference Mobile App	1	\$3,500 USD
Accessibility (ASL/CART): Exclusive sponsor of conference Accessibility (ASL/CART)	1	\$1,000 USD
Registration: Exclusive sponsor of conference Registration	1	\$5,000 USD

At-A-Glance Onsite Guide (purchase deadline 8/4/23, ads due 9/1/23)	Avail.	Cost
Premium Cover Position	3	\$3,000 USD
Full Page Position	14	\$1,800 USD
Half Page Position (Vertical or Horizontal)	5	\$1,000 USD

Sponsorship Specs & Deadlines

All materials are due by **September 1, 2023**

At-A-Glance Onsite Guide	Specs
Premium Cover Position	8.25" x 10.75" trim 8.75" x 11.25" w/bleed
Full Page Position	8.25" x 10.75" trim 8.75" x 11.25" w/bleed
Half Page Position (Vertical)	10.75" x 4.125" no bleed
Half Page Position (Horizontal)	8.25" x 5.375" no bleed

Sponsorship Add-on Items	Specs
Kick-off Email.	728 x 90
Onsite Daily Email	728 x 90
Coffee/Snack Breaks	High Res Logo
Meter Board Signage	38" x 87" (bottom 6" covered by base)
Wi-Fi	High Res Logo
Mobile App	High Res Logo
Accessibility (ASL/CART)	High Res Logo
Registration	High Res Logo

Specifications

Format:

PDF/CMYK/300 dpi

File Naming Convention:

AdvertiserName_AdType.pdf

Submit Ads to:

sales@americananthro.org

TO LEARN ABOUT EVENT & ADVERTISING OPPORTUNITIES, PLEASE EMAIL sales@americananthro.org

Annual Meeting Additional Info

HAPPY 6 YEAR ANNIVERSARY!!

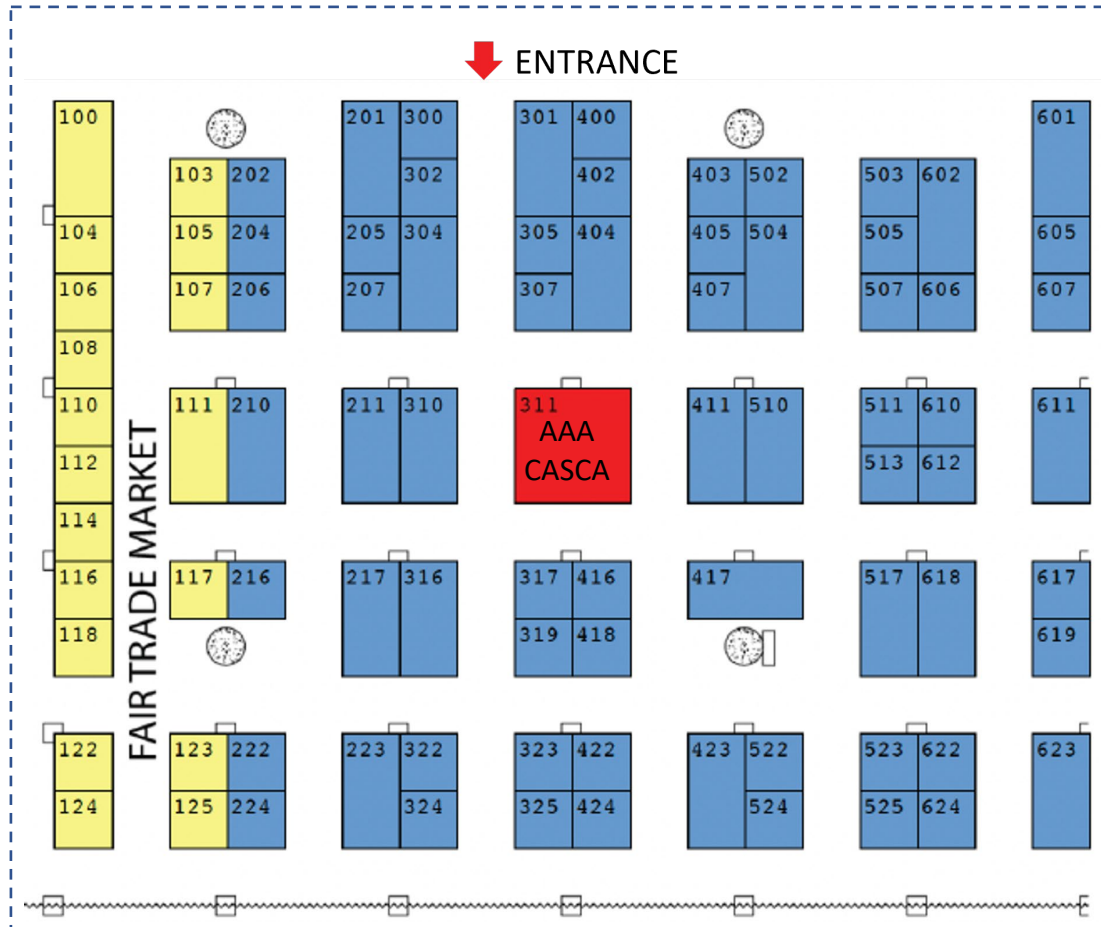
For the sixth year, we are excited to offer the **FairTrade Market** in the 2023 exhibit hall. We have partnered with the Fair Trade Federation, a globally recognized leader in the fair-trade movement, to fill the marketplace with vendors whose missions align with the values of our attendees. This initiative infuses our meeting with unique opportunities for attendees to purchase goods from vendors that support the same goals as them.

Limited discounted booths are available in the Anthro Fair Trade Market and some past exhibitors include:

- Dunitz & Company, Inc. (FTF)
- HoonArts Fair Trade (FTF)
- Ten Thousand Villages (FTF)
- Pearls with Purpose
- Fair Trade Winds(FTF)
- Azizi Life (FTF)
- Amazon Ecology (FTF)



2023 Annual Meeting Floor Plan



2023 Exhibit Hall Hours

Thursday	November 16 th	9:00 AM – 5:00PM
Friday	November 17 th	9:00 AM – 5:00PM
Saturday	November 18 th	9:00 AM – 4:00PM

SAVE THE DATE for 2024
American Anthropological Association
 Annual Meeting
 November 20th thru 24th
 Tampa, Florida

PRINT Advertising Opportunities

Anthropology News: Feature articles, visual essays, AAA news, and more!
Distributed to over **8,000 members** throughout the United States, Canada and globally, including nearly **300 department/institutional subscribers**.



Position	Specs	Bleed	1X	3X	6X
Full Page	8.25" x 10.75"	8.75" x 11.25"	\$1,000 USD	\$850 USD	\$750 USD
Half Page	7.25" x 4.625"	No Bleed	\$600 USD	\$510 USD	\$450 USD

Inquire for details about premium cover positions and third page ads.

Issue	Topic	Ad Space	Ad Copy Due
Jan/Feb	Sex	11/25/22	12/2/22
Mar/Apr	Artificial Intelligence	1/27/23	2/3/23
May/Jun	Magic	3/31/23	4/7/23
Jul/Aug	TBD	5/26/23	6/2/23
Sep/Oct	TBD	7/28/23	8/4/23
Nov/Dec	TBD	9/29/23	10/6/23

Specifications

Format:

PDF/CMYK/300 dpi

File Naming Convention:

AdvertiserName_AdType_Month.pdf

Submit Ads to:

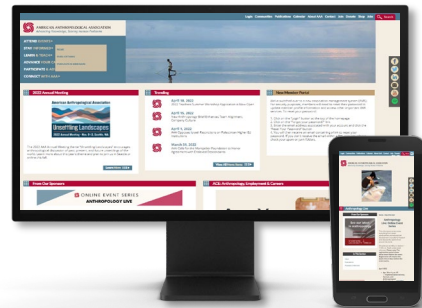
sales@americananthro.org

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DIGITAL Advertising Opportunities

AAA Website: 250k+ monthly page views, 100k+ sessions & 60k+ users

Weekend Reads and Member E-Newsletter: Sent to over 10,000 anthropologists.



	Frequency	Position	Specs	1 Mo.	3 Mo.	6 Mo.
AAA Website	Monthly (run of site)	Leaderboard	728x90 320x50	\$650 USD	\$615 USD	\$585 USD
Member E-Newsletter	1x Month	Leaderboard	728x90	\$500 USD	\$425 USD	\$375 USD
Member E-Newsletter	1x Month	Med. Rectangle	300x250	\$400 USD	\$340 USD	\$300 USD
Weekend Reads	2x Month	Leaderboard	728x90	\$500 USD	\$425 USD	\$375 USD

All ads due on the 15th of the month prior to the run date.

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Policies

All items exhibited, advertised, sponsored, and/or sold under the auspices of the American Anthropological Association (e.g., at the Annual Meeting, in AAA publications and on AAA's websites, or in direct mailings to the AAA membership) or the Canadian Anthropology Society/Société canadienne d'anthropologie (where applicable) must be of a nature that they can reasonably be considered to be (1) "tools of the trade" by anthropologists acting in their professional capacities as faculty, students, and/or practitioners; (2) of benefit to individual members (e.g., insurance offered at competitive rates because of group membership); or (3) of benefit to the AAA or CASCA while ensuring that individual members have adequate information regarding costs to subscribers (e.g., credit cards, a portion of whose profits go to the AAA or CASCA).

The character of the exhibits, advertisements, sponsorships, or sales is subject to the approval of the Executive Director or her/his designee, in consultation this year with CASCA. The AAA reserves the right to refuse any application for exhibit space, advertising, sponsorship, or sales, and to curtail or cancel any such exhibit, advertisement, sponsor, or sale which, in the sole judgment of the Executive Director, does not conform to these guidelines. This policy applies to unacceptable displays, advertisements, or sales of novelties and souvenirs, as well as the personal conduct of exhibits or their representatives.

As a part of the AAA's Comprehensive Policy on Sexual Harassment and Sexual Assault Prevention, we now require field schools or other research experiences advertised on our website or through AAA-supported advertising, draft and make available on demand a code of conduct prohibiting sexual assault and sexual harassment. Appropriate reporting mechanisms for those who do experience or witness sexual harassment or sexual assault will also be required.

Policies Continued

The AAA Executive Director, in consultation with CASCA will apply the following standards in judging the suitability of sponsorship, exhibitors, and advertising content:

- The organization or service has business integrity, which would reflect well on the Associations, their members and their Boards of Directors.
- The product or service advertised has value to AAA/CASCA members.
- The Associations reserve the right to refuse advertising submitted for the purpose of airing either side of controversial social, ethical or professional issues.
- The AAA/CASCA undertake to comply with the letter and the spirit of Title VII of the Civil Rights Act of 1964, the Age Discrimination in Employment Act of 1967, the Veterans' Re-employment Rights Act Handicap Bias, the Vietnam-Era Veterans' Readjustment Assistance Act of 1974, and the Americans with Disabilities Act of 1990. As such, the Associations endeavor to not discriminate on the basis of age, race, color, religion, gender, sexual orientation, national origin, physical or mental disability, veteran status, marital status or the numbers and ages of dependent children in its own employment practices and will not knowingly permit its publications and website as ad media, to be used by others in support of discriminatory practices.
- Advertisers are encouraged to use gender-neutral terms in ad text because the use of certain pronouns, i.e., him or her, in ad text could under certain circumstances be taken to imply discrimination (not necessarily job discrimination) on the basis of gender.
- AAA/CASCA reserve the right to decline advertisements from companies advertising products and services that could be considered competing with the AAA/CASCA Member Benefits Program. Examples include, but are not limited to, affinity credit cards, telephone long distance services, financial programs, car rentals, hotels and magazine services.