



Smithsonian Affiliates are invited to participate in **Smithsonian Magazine's 2009 Museum Day** taking place on **Saturday, September 26, 2009**. This high-profile, nationwide event is a great way to promote your museum/cultural institution as part of the Smithsonian community and generate press, exposure and buzz nationwide.

As a participant, your venue will receive the following benefits:

- **Qualified Leads:** Up to 5,000 *Smithsonian Magazine* subscriber names in your market for a one-time promotional use.
- **Media Promotion:** Museum Day program will receive extensive promotion through Smithsonian Media, reaching an audience of over 7 million on Smithsonian.com and direct mail.
- **Online Promotion:** Listing, images and hotlink on dedicated Museum Day web site, which yielded 3 million impressions last year.
- **Strategic Brand Affiliation:** Museum Day aligns your museum with Smithsonian magazine and is a great way to promote your institution to culture enthusiasts nationwide.
- **Public Relations:** *Smithsonian Magazine* will be working with media outlets nationwide to generate promotion and coverage of Museum Day.

We hope you participate in *Smithsonian Magazine's* 5th Annual Museum Day. For registration and details, please visit www.smithsonian.com/museumday. All other questions or concerns can be directed to Elizabeth Stoll, Promotions Coordinator via email at museumday@si.edu.

Affiliates can build on *Smithsonian Magazine's* Museum Day in the following ways:

Smithsonian Membership – earn revenue by offering your members a Smithsonian membership on Museum Day

Museum Day is an excellent opportunity to welcome new members and host a membership drive if you are offering the Smithsonian Affiliate membership to your visitors and institutional members. Affiliates can sell a Smithsonian membership to their members for only \$12.

For more information about offering a Smithsonian membership as part of your institutional membership program, contact Christina Di Meglio Lopez, dimeglioc@si.edu

Free Programming from the Smithsonian Channel

Exclusively for Affiliates on Museum Day, the Smithsonian Channel will provide Affiliates with complimentary copies of *Stories from the Vault*, a new DVD from the channel showcasing Smithsonian collections behind the scenes. Affiliates are encouraged to incorporate screenings of the DVD into the program schedule on Museum Day 2009.