*Kultur*Bewahren

Forum for Conservation, Maintenance Security and
Presentation of Arts & Culture

Media data

"Art is a big and never ending collaboration."
August Strindberg

Bundling up know-how. Promoting exchange.

Permanent preservation, properly handling and gentle presentation are very central tasks and competences of museums, archives, libraries and other institutions preserving arts and cultures. This online portal imparts knowledge concerning following segments: **Depot, Digitization, Documentation, Lighting, (Museums') Pedagogics, Presentation, Preservation, Security, Showcases, Transport** and **Visit**. The portal presents specific products and solutions by suppliers and service providers.

Furthermore it imparts knowledge concerning **Jobs, Sponsors, Events and (Further) Education / Qualification.**

Online portal *Kultur*Bewahren feels engaged to "The Principles of ICOM Code of Ethics for Museums", "Standards für Museen" (Deutscher Museumsbund) or "E.C.C.O. Professional Guidelines" for restaurators.

Stakeholder (selection)

Institutions Museums, libraries, archives, exhibition halls, galleries, palaces and castles

Users Archivists, librarians, curators, registrars, restorers, conservators, technicians, facility managers and experts for IT and security

Responsibles municipals, organisations, foundations, clubs e.g.

Industries, Trade and Services Companies for exhibition, transport, security, archiving, assurances e.g.

Science Restoration, conservation, technique for exhibition and security

Contents

Online portal *Kultur*Bewahren turns to multi-disciplined tasks of archives, libraries, museums and other institutions preserving arts and cultures. This website gathers know-how concerning following segments:

Depot Planning & Construction of archives and magazines, Equipment, Shelves, Storage and archive cupboards for slides, photographs, graphic arts, coins etc., Lifting and transport equipment, Compact systems, Transportation materials etc.

Digitization Data bases, 3D, Digital Asset Management, (long term) Storage, Software, Scanners etc.

Documentation Data bases, Inventory, Cataloging, Micro filming …

Lighting Lighting systems, Special light effects, In / Outdoor lighting, Emergency lights, Glass fibre lighting, UV protection

(Museums´) Pedagogics Animation, Apps, AV-Technology, Beacons, Gaming, Guides, QR-Codes, Examination models, Touch-screens …

Presentation Barriers, Ropes, Audio-video technology, Multimedia, Signs, Dioramas, Figurines, Hanging devices, Lighting, Models, Passe-partout, Pedestals, Frames, Walls, Scenography, Showcases, Virtual / Augmented Reality etc.

Preservation Restoration, (Preventive) Conservation), Air filters, Humidification & Dehumidification, Climate measuring and monitoring, Data loggers, IPM (Integrated Pest Management), Packaging etc.

Security Fire alarms & fire protection systems, Anti-theft protection, Movement sensors, CCTV, Security Technology, Access control, Security staff, Systems for escaping routes, Mechanical security advices, IT-Protection etc.

Showcases Equipment, Lighting, Mounting, Glass hoods, Acrylic glass, Showcases for rent; anti-reflection glasses, Special showcases

Transport Transportation material, Equipment, Staff, Carriers …

Visit Disability access, Visitors management (e.g. Ticketing, Digital signage), First aid, Catering, Furnishing, Service staff, Sanitary, Shop, Guidance systems …

Furthermore the online portal turns to following topics:

(Further) Education / Qualification
Work in museums, archives and libraries faces steadily change. Expertise and know-how needed can be acquired by (further) education.
*Kultur*Bewahren offers a list of education institutes and a selection of experts meetings.

Events
*Kultur*Bewahren offers a calendar with national and international events for experts, amongst them Fairs, Conferences, Meetings, Seminaries & Workshops.
This offer is looking mostly into German speaking countries.

Sponsors *Kultur*Bewahren offers a survey on Sponsors (public and private) and Projects that can be sponsored.

Jobs
*Kultur*Bewahren presents a number of jobs; mostly within museums, archives and libraries.
This offer is looking mostly into German speaking countries.

Additional information and notes are offered concerning **Protection at work, Finances, Building & Management, Staff & Services** and **Law**

Presentation and advertising on *Kultur*Bewahren

Companies are invited to present their products, solutions and services on this online portal. The website offers space for Yellow Pages, advertorials, online adds, videos etc.

Advertising materials

Yellow Pages

Number of entries	Months	Costs
One	12	90 €
Two	12	120 €
Three to four	12	180 €

Placement in following segments **Depot, Digitization, Documentation, Lighting, (Museums') Pedagogics, Presentation, Preservation, Security, Showcases, Transport** and **Visit**
Entries will appear in alphabetical order.

Volume (up to four lines)
Line 1: Name of company or product
Line 2: Address (street, number, place, country)
Line 3: URL; email; telephone number
Line 4: Claim (up to 150 characters; blanks included)

Advertorial

Number of entries	Months*	Costs
One	up to 36	100 €
Two	up to 36	150 €
Three	up to 36	200 €
Four	up to 36	250 €
Five	up to 36	300 €

Placement Starting page / segment "Produkte" (= products)
Volume Length of text: up to 3.500 characters max (blanks included)
Illustrations up to three
Included URL link
Note Due to German law the entry will be signed as advertisement (= "ANZEIGE").
*Months after that 25 € / year

Further Education / Qualification

Number of entries	Months*	Costs
One	up to 36	100 €
Two	up to 36	150 €
Three	up to 36	200 €
Four	up to 36	250 €
Five	up to 36	300 €

Placement Starting page / segment "Weiterbildung" (= further education / qualification)
Volume Length of text: up to 3.500 characters max (blanks included)
Illustrations up to three
IncluBed URL link
Note Due to German law the entry will be signed as advertisement (= "ANZEIGE").
*Months after that 25 € / year

Advertising materials (continuation)

Logo Link (180 x 75 pixels)

Months / Placement	3	6	12
Segments as Depot, Digitization, Documentation etc.	----	----	100 €
Segments Finance or Jobs	----	80 €	150 €
Starting page	----	120 €	200 €

Rectangle (180 x 150 pixels), Full Banner (468 x 60 pixels), Vertical Banner (120 x 240 pixels)

Months / Placement	3	6	12
Segments as Depot, Digitization, Documentation etc.	75 €	100 €	150 €
Segments Finance or Jobs	100 €	150 €	250 €
Starting page	100 €	150 €	250 €

Medium Rectangle (300 x 250 pixels) or Super Banner (728 x 90 pixels)

Months / Placement	3	6	12
Segments as Depot, Digitization, Documentation etc.	120 €	200 €	300 €
Segments Finance or Jobs	150 €	250 €	400 €
Starting page	150 €	250 €	400 €

Large Rectangle (336 x 280 pixels) or Wide Skyscraper (160 x 600 pixels)

Months / Placement	3	6	12
Starting page	200 €	400 €	600 €

Notes

Placement

Logo links, Medium rectangles, Banners and Skyscrapers can be placed on starting page and in following segments: Depot, Digitization, Documentation, Lighting, (Museums') Pedagogics, Presentation, Preservation, Security, Showcases, Transport and Visit and in and in Jobs, Sponsors, Events and (further) Education / Qualification as well.

Zufallsfunktion

On starting page and within segments Finance and Jobs as well online adds are presented with random function.

Costs

All costs plus VAT.

116,7%

Logo link
180 x 75 pixels

Rectangle
180 x 150 pixels

Vertical Banner
120 x 240 pixels

Full Banner
468 x 60 pixels

Super Banner
728 x 90 pixels

Medium Rectangle
300 x 250 pixels

Wide Skyscraper
160 x 600 pixels

Large Rectangle
336 x 280 pixels

Matters of technique and organization

- Format of data for all static adds: gif, jpg or png.
- Format of data for all dynamic adds: animated gif, flash or HTML5.
- Concerning flash-data: There is need for a graphics file (gif, jpg or png) with the same measurements as flash-data. This graphics file will be installed in case there should be no Flash PlugIn and / or JavaScript should be deactivated.

Videos
- Please supply videos in format WebM VP8 as well as MP4 (H.264-Codec).
- The length of a video is limited to maximum of 15 minutes.
- Video and / or sound are not to start automatically but after starting by user.

Supply of online advertisements
- At least three working days before campaign is to be started.
- Rich media formats (HTML5 / flash) at least five working days before campaign is to be started.

Others
- Volume of data should not exceed 100 kilobytes.
- We are allowed to refuse online adds which cause to much computing power.
- Formats of online adds due to international Universal Ad Package standard.
- Online adds can be hosted on your own server as well.
- The website is composed in responsive web design.

Further informations

Operator

SchmittART. Beratung, Konzeption, Public Relations
Wielandstraße 5, D-04177 Leipzig
Owner   Dr. Berthold Schmitt
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mail@schmitt-art.de; www.kulturbewahren.de

Further websites by SchmittART
www.kulturbetrieb-magazin.de
www.riegel-preis-kulturbewahren.de
www.aufsicht-im-museum.de and www.schmitt-art.de

Layout
SCHÖNDESIGN(t:) – Werbeagentur
info@susanne-schoen.de

Programming
Nomios, Stefan Frank (TYPO3,
Programmierung, SEO, Saarbrücken).
Website built with TYPO3.

Server-Hosting
jweiland.net

General terms
http://www.kulturbewahren.de/metamenue-kopf/mediadaten-agb/