

Museum on Main Street has developed a Marketing Toolkit to provide local hosts with resources and information to effectively market their exhibition tour and related programs. Tools are provided as printed materials or in digital formats that are available on the MoMS website at www.museumonmainstreet.org.

Printed Promotional Materials provided by MoMS

- Exhibition Poster
- Exhibition Postcards
- Exhibition Banner

*publication quantities vary by exhibition

State humanities councils hosting MoMS tours often create their own printed materials (brochures, posters, and more) to further promote the exhibition tour within the state. Samples can be requested on the MoMS listserv.

Digital Files and Images

- Exhibition graphic identity
- Selected publicity images
- Smithsonian logo

Exhibition Videos providing an overview of the exhibition.

Guidelines, Templates and Resources

- Promoting Your MoMS Exhibition: “How To” Guide & Best Practices
- Tips on Strategic Use of Printed Materials
- Credit Line