



Cognotes: ONLINE HIGHLIGHTS POST-SHOW ISSUE ADVERTISING INSERTION ORDER

Space Ad Reservation Due: June 6, 2014
Artwork Due: June 25, 2014

Exhibit Dates: June 27 – 30, 2014 • Las Vegas Convention Center • Las Vegas, NV

The Online HIGHLIGHTS Post-Show Issue of *Cognotes* will be e-mailed to members of the American Library Association in July 2014. This post-show HIGHLIGHTS issue will feature a wrap-up of the Annual Conference. Reinforce your exhibit message with an ad in the HIGHLIGHTS issue, which will be seen by more than 60,000+ ALA members, including Conference Registrants and allied groups with.

Firm Name: _____

Contact Person: _____

Phone: _____ Fax: _____

Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Please check ad size you wish to reserve.

ONLINE POST-SHOW *Cognotes* – all ads are 4 color and are not agency commissionable

AD	SIZE (Width x Depth)	Price
Full page	10" x 14"	___ \$1,350
1/2 page	10" x 7"	___ \$ 825
1/4 page	4.75" x 7"	___ \$ 500

Prices, offers and opportunities subject to change.

INSERTION ORDER

Complete the Advertising Insertion Order and return to:
Rich Widick or Mike Litwicki, Hall-Erickson, Inc.
phone: 877/252-5180, fax: 630/434-1216
ala@heexpo.com

<i>For Office Use Only</i>	
Subtotal:	\$ _____
TOTAL	\$ _____

See payment information on page 2.

DISPLAY ADVERTISING: All display advertising is arranged in advance through the ALA Sales Office (Hall-Erickson, Inc.) All advertising copy submitted is subject to the approval of the American Library Association (ALA), as the publishers of *Cognotes*. ALA reserves the right to reject any advertising. Advertisers who do not supply artwork by the stated deadline will forfeit their space and will not receive a refund.

**ONLINE POST-SHOW *Cognotes*
ARTWORK REQUIREMENTS & DEADLINES**

Space Ad Reservation Due:

June 6, 2014

Artwork Due: **June 25, 2014**

Advertisers who do not supply artwork by June 25, 2014 forfeit their space and will not receive a refund.

Mechanical Specifications

We can only accept .pdf files. Instructions on uploading artwork to our ftp site will be sent to you when we receive your insertion order. Artwork should be produced at 300 dpi or better.

Ad sizes:

- Full-page, 10" x 14" (width x depth)
- Half-page horizontal, 10" x 7"
- 1/4 page, 4.75" x 7"

Questions about sending artwork or need instructions for uploading art files to the ftp site? Contact:

Karen Neuharth
Hall-Erickson, Inc.
98 E. Chicago Ave., Ste. 201
Westmont, IL 60559
630/434-7779, ext. 7928, fax: 630/434-1216,
ala@heexpo.com

PAYMENT

Payment due with order.

Make checks payable to:

American Library Association.

Send to: Doris Brown
Hall-Erickson, Inc.
98 E. Chicago Ave., Ste. 201
Westmont, IL 60559

Credit Card payments:

Amex MasterCard Visa

Amount to be charged: \$ _____

Card Number

Expiration Date

Name on Card

Signature—*This line must be signed.*

Company Name