



Cognotes: ONLINE PRE-SHOW ADVERTISING INSERTION ORDER

Issue #1 (May) Space Ad Reservation Due: April 11, 2014

Issue #1 Artwork Due: April 16, 2014

Issue #2 (June) Space Ad Reservation Due: May 27, 2014

Issue #2 Artwork Due: June 2, 2014

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

Online issues of *Cognotes Show Daily* will be e-mailed to members of the American Library Association **May 2014** (Issue #1) and **June 2014** (Issue #2) in advance of the ALA Annual Conference & Exhibits in Las Vegas. These pre-show issues will feature editorial spotlighting guest speakers; Author Forums; Exhibitor List; Interactive floor plan; Registration reminder box; Housing information; Mobile App information and more...

Drive traffic to your booth. Take advantage of both issues by reserving by April 11, 2014.

Your ad in the online pre-show issues of *Cognotes* will be seen by more than 60,000+ ALA members in **May 2014** and **June 2014** with more than **135,000+ impressions**, including Conference Registrants and allied groups just when they are planning their meeting experience. Plus, a live link may be embedded in your ad, allowing readers to click through to your company's home page. And, your booth will be highlighted on the exhibition floor plan, providing another link to your site.

Need a low-cost alternative to drive traffic to a special event, give-away or autographing session in your booth? Try an E-ActionAd in the pre-show issues of *Cognotes*. Designed to be printed and brought to the exhibit hall, these 1/8 page ads are only \$375 and are 4 color! Small enough to fit in your hand, yet big enough to incite action!

Firm Name: _____

Contact Person: _____

Phone: _____ Fax: _____

Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Please check ad size/type you wish to reserve.

ONLINE PRE-SHOW Cognotes – all ads are 4 color

AD	SIZE (Width x Depth)	Issue #1 (May)	Issue #2 (June)	Both Issues (20% discount)
Banner Ads		___ \$1,750	___ \$1,750	___ \$2,800
Full page	10" x 14"	___ \$1,350	___ \$1,350	___ \$2,160
1/2 page	10" x 7"	___ \$ 825	___ \$ 825	___ \$1,320
1/4 page	4.75" x 7"	___ \$ 500	___ \$ 500	___ \$ 800
E-ActionAd	5.5" x 3"	___ \$ 375	___ \$ 375	___ \$ 600

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@heiexpo.com
 See payment information on page 2.

For Office Use Only

Subtotal: \$ _____

TOTAL \$ _____

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 PRE-SHOW *Cognotes*
ARTWORK REQUIREMENTS & DEADLINES**

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April 11, 2014

Issue #1 Artwork Due: **April 16, 2014**

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May 27, 2014

Issue #2 Artwork Due: **June 2, 2014**

Advertisers who do not supply artwork by dates listed above 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: (width x depth)

- Banner Ads – call for details
- Full-page, 10" x 14"
- Half-page horizontal, 10" x 7"
- 1/4 page, 4.75" x 7"
- E-ActionAd 5.5" x 3"

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@heiexpo.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