



Cognotes (PRINT) ADVERTISING INSERTION ORDER

Space Ad Reservation Due: May 16, 2014
Artwork Due: May 23, 2014

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

Firm Name: _____

Contact Person: _____

Phone: _____ Fax: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

We use a recognized or in-house advertising agency and are entitled to a 15% discount (circle one): yes no

Agency Name: _____ Rep: _____

Please check ad size/type you wish to reserve. ALA Sales Department will email charges including discounts.

Cognotes

AD	SIZE** (Width x Depth)	1x show Price	4x show Price
Back Cover	10" x 14"	CALL	CALL
Full page B&W	10" x 14"	___ \$2,675	___ \$3,810
Full page 4-color	10" x 14"	___ \$3,200	___ \$5,870
1/2 page B&W	10" x 7"	___ \$1,850	___ \$2,625
1/2 page 4-color	10" x 7"	___ \$2,370	___ \$4,685
1/3 page B&W	7" x 7"	___ \$1,340	___ \$1,930
1/3 page 4-color	7" x 7"	___ \$1,850	___ \$3,990
1/4 page B&W	4.75" x 7"	___ \$1,185	___ \$1,700
1/4 page 4-color	4.75" x 7"	___ \$1,675	___ \$3,760
2" front page banner		CALL	CALL

* Day(s) 1x Ad should run (circle those that apply): Fri. Sat. Sun. Mon.

Additional Discounts (will be calculated by ALA Sales Department)

Advertise with 1/2 page ad or larger in **BOTH** Cognotes and the Final Program: save 5%

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

See payment information on page 2.

For Office Use Only	
Subtotal:	\$ _____
Combo Disc.	\$ _____
15% agency disc.	\$ _____
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.

Cognotes

ARTWORK REQUIREMENTS & DEADLINES

Space Ad Reservation Due: **May 16, 2014**

Artwork Due: **May 23, 2014**

Advertisers who do not supply artwork by May 23, 2014 forfeit their space and will not receive a refund. Changes to ads made after May 23, 2014 will be subject to a \$300 change fee. Changes to ads will not be accepted after May 28, 2014. This includes cancellations, adding or canceling color, and ad size changes.

Mechanical Specifications

Ads sent to our ftp site or on disk must adhere to the ALA Advertising Electronic Requirements. All electronic artwork must be sent with a proof, or publisher will not be responsible for reproduction accuracy. Charges for alterations to provided ad copy will be billed to the customer.

Full page size is: 10" x 14"

Publication trim size is: 11" x 15"

Note: There are no bleed ads in *Cognotes*.

- Paper: 50# white offset uncoated stock.
- 300 dpi images or better.
- Proof of ad REQUIRED with submission of disk or e-mail. Four-color proof for four-color ads strongly preferred. Otherwise, Publisher is not responsible for color match.
- Color reproduction is assured to generally accepted industry standards for cold-web newspaper printing.
- Ink density: Maximum combined density of 240% with only one solid. Two secondary colors should not exceed 75% each. Any single color not intended to print solid should not exceed 80%. Additional 10% undercolor removal for Cyan. Type should be surprinted in areas having tint values of 30%. Four color reverses should not be smaller than 10 points and only be reversed out of areas having at least 70% tone value in black, magenta, cyan, or yellow.
- Ad sizes: (width x depth)
 - Full-page, 10" x 14"
 - Half-page horizontal, 10" x 7"
 - 1/3 page, 7" x 7"

- 1/4 page, 4.75" x 7"

ALA ADVERTISING ELECTRONIC REQUIREMENTS

- All ads should be supplied electronically on disk or transmitted to our ftp site. Transmission protocols will be forwarded once your order is processed.
- High-Resolution Adobe PDF files *strongly preferred* with all fonts included. InDesign, Quark, Illustrator or Photoshop application files are accepted but advertiser/agency may be billed for charges to convert such files to Adobe PDF files.
- When saving EPS files, please be sure to include/embed all fonts.
- Files must include high-resolution graphics (300 dpi or better) and all fonts (screen and printer).
- Advertiser will be billed at cost for time required to prepare files to above standards.
- **Color reproduction is assured to generally-accepted industry standards.**

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