



CONFERENCE PROGRAM & EXHIBITS DIRECTORY ADVERTISING INSERTION ORDER

Space Ad Reservation Due: May 2, 2014
Artwork Due: May 9, 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.

Standard Run of Book Ads	SIZE	Price
___ Full page B&W	8.5" x 10.875"	\$2,625
___ Full page 4-color*	8.5" x 10.875"	\$4,530
___ 2/3 page (v) B&W	4 5/8 x 9 5/8"	\$2,215
___ 2/3 page (v) 4-color*	4 5/8 x 9 5/8"	\$4,120
___ 1/2 page (v) B&W	3 3/8 x 9 5/8"	\$1,880
___ 1/2 page (v) 4-color*	3 3/8 x 9 5/8"	\$3,785
___ 1/2 page (h) B&W	7 x 4 3/8"	\$1,880
___ 1/2 page (h) 4-color*	7 x 4 3/8"	\$3,785
___ 1/3 page (v) B&W	2 1/8 x 9 5/8"	\$1,675
___ 1/3 page (h) B&W	7 x 3"	\$1,675
___ 1/4 page (v) B&W	3.375" x 4.8125"	\$1,365

*Color ads are positioned at the editor's discretion.

Premium Placements (8.5" x 10.875" Final Size. Prices below include space and 4-color except for page facing tab)

___ 4-color Back Cover	\$7,225
___ 4-color Inside Front Cover	\$6,725
___ 4-color Inside Back Cover	\$6,425
___ 4-color Facing Table of Contents	\$6,325
___ 4-color Page 1	\$6,725
___ 4-color Tab – front or back page	\$5,890
___ Black & White Page Facing Tab	\$3,200

Listing Enhancements (non-commissionable)

Highlighted Exhibitor Listing	\$ 150
Logo Stopper, 3/4" x 2"	\$ 250

Bleeds additional 10% on standard space rate only. You must indicate and pay for a bleed in order for your ad to bleed. If bleed is not specified, your ad will not bleed.

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.

<i>For Office Use Only</i>	
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 the *Annual Conference Final Program*. 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.

**FINAL PROGRAM
ARTWORK REQUIREMENTS & DEADLINES**

Space Ad Reservation Due: **May 2, 2014**
Artwork Due: **May 9, 2014**

Advertisers who do not supply artwork by May 9, 2014 forfeit their space and will not receive a refund. Changes to ads made after May 9, 2014, will be subject to a \$300 change fee. Changes to ads will not be accepted after May 16, 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 match print. Island space is not sold in the program.

Publication final size is: 8.5" X 10.875"

Full page ads should be:

NO BLEED ADS = 7.5" X 9.875" (allows for .5 inch border)

BLEED ADS = 8.75" X 11.125" bleed

8.5" X 10.875" trim

7.5" X 9.875" live area

Note: The trim sizes of American Libraries and Booklist are smaller than the Final Program

- All colors should be built out of CMYK process – no spot colors.
- Printed laser/hardcopy of the file itself is *required* with submission of disk or e-mail. If e-mailing a file that is not a PDF, please send the hardcopy by standard mail to the address below. If ALA Show Management does not receive a proof or hardcopy, it is not responsible for the outcome of the ad (color, fonts, text, etc.).
- Files to be created at 8.5" x 10.875" for full size ads. This must include 1/8" bleed. Type from trim must not exceed 1/4".

**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