



Cognotes: DIGITAL ADVERTISING INSERTION ORDER

Exhibit Dates: June 23 – 26, 2017 • McCormick Place • Chicago, IL

Cognotes Digital Pre-Show Issues

- Issue #1 (May) Space Ad Reservation Due: **April 14, 2017**
- Issue #1 Artwork Due: **April 18, 2017**
- Issue #2 (June) Space Ad Reservation Due: **May 24, 2017**
- Issue #2 Artwork Due: **May 26, 2017**

Drive traffic to your booth. Take advantage of both issues discount - reserve by April 14, 2017.

Cognotes Digital HIGHLIGHTS Post-Show Issue

- Space Ad Reservation Due: **June 16, 2017**
- Artwork Due: **June 21, 2017**

Exhibitor _____

Contact Name _____

Email _____

Address _____

City/State/Zip _____

Phone _____

Fax _____

Please check ad size/type you wish to reserve.

DIGITAL PRE-SHOW Cognotes – all ads are 4 color and are not agency commissionable

AD	SIZE (Width x Depth)	Issue #1 (May)	Issue #2 (June)	Both Issues (20% discount)
Banner Ads		___ \$1,840	___ \$1,840	___ \$2,940
Full page	10" x 14"	___ \$1,420	___ \$1,420	___ \$2,270
1/2 page	10" x 7"	___ \$ 870	___ \$ 870	___ \$1,390
1/4 page	4.925" x 7"	___ \$ 525	___ \$ 525	___ \$ 840

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

AD	SIZE (Width x Depth)	Price
Full page	10" x 14"	___ \$1,420
1/2 page	10" x 7"	___ \$ 870
1/4 page	4.925" x 7"	___ \$ 525

Prices, offers and opportunities subject to change.

INSERTION ORDER

Complete the Advertising Insertion Order and return to:
 Rich Widick, Hall-Erickson, Inc., ala@hejexpo.com
 phone: 800/752-6312, fax: 630/434-1216 or 630/756-5335

For Office Use Only

Date received _____

TOTAL \$ _____

See payment information on page 2. [Link for additional advertising information.](#)

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.

**DIGITAL *Cognotes*
ARTWORK REQUIREMENTS & DEADLINES**

Pre-Show Issue #1

Space Ad Reservation Due: **April 14, 2017**

Artwork Due: **April 18, 2017**

Pre-Show Issue #2

Space Ad Reservation Due: **May 24, 2017**

Artwork Due: **May 26, 2017**

Post-Show HIGHLIGHTS Issue

Space Ad Reservation Due: **June 16, 2017**

Artwork Due: **June 21, 2017**

Advertisers who do not supply artwork by dates listed above forfeit their space and will not receive a refund.

In addition, ad cancellations on/or after each artwork deadline date 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)

- Full-page, 10" x 14"
- Half-page horizontal, 10" x 7"
- 1/4 page, 4.925" x 7"

Please submit ads at actual size with no bleed or crop marks.

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
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