



**Cognotes (PRINT)
ADVERTISING INSERTION ORDER**

**Space Ad Reservation Due: May 12, 2017
Artwork Due: May 19, 2017**

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

Exhibitor _____

Contact Name _____

Email _____

Address _____

City/State/Zip _____

Phone _____

Fax _____

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" | N/A | ___ \$11,000 |
| Inside Front Cover | 10" x 14" | N/A | ___ \$9,500 |
| Inside Back Cover | 10" x 14" | N/A | ___ \$9,000 |
| Full page B&W | 10" x 14" | ___ \$2,920 | ___ \$4,160 |
| Full page 4-color | 10" x 14" | ___ \$3,495 | ___ \$6,410 |
| 1/2 page B&W | 10" x 7" | ___ \$2,015 | ___ \$2,870 |
| 1/2 page 4-color | 10" x 7" | ___ \$2,590 | ___ \$5,115 |
| 1/3 page B&W | 7.45" x 7" | ___ \$1,465 | ___ \$2,105 |
| 1/3 page 4-color | 7.45" x 7" | ___ \$2,020 | ___ \$4,360 |
| 1/4 page B&W | 4.925" x 7" | ___ \$1,295 | ___ \$1,860 |
| 1/4 page 4-color | 4.925" x 7" | ___ \$1,830 | ___ \$4,110 |
| 2" front page banner | 10" x 2" | N/A | ___ \$4,300 |

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

Prices, offers and opportunities subject to change.

INSERTION ORDER

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

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

| For Office Use Only | |
|---------------------|-----------------|
| Subtotal: | \$ _____ |
| 15% agency discount | \$ _____ |
| 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 12, 2017**

Artwork Due: **May 19, 2017**

Advertisers who do not supply artwork by May 19, 2017 forfeit their space and will not receive a refund. Changes to ads made after May 19, 2017 will be subject to a \$300 change fee. Changes to ads will not be accepted after May 24, 2017. This includes cancellations, adding or canceling color, and ad size changes.

In addition, ad cancellations on/or after May 26, 2017 will not receive a refund.

Mechanical Specifications

- Publication trim size is: 11" x 15"
- Ad sizes (width x depth):
 - Full-page, 10" x 14"
 - 1/2 page horizontal, 10" x 7"
 - 1/3 page, 7.45" x 7"
 - 1/4 page, 4.925" x 7"
 - Banner, 10" x 2"
- There are no bleed ads in *Cognotes*. Please submit ads at actual size and do not include bleed or crop marks.
- Image quality should be a minimum of 300 dpi.
- Please submit a print-ready PDF. (InDesign, Quark, Illustrator or Photoshop application files are accepted but advertiser/agency may be billed for charges to convert such files to PDF files. If submitting an EPS file please embed/outline fonts.)
- Please include your company name and trim size in your file name.

Printer Specs:

- Paper used: 50# white offset uncoated stock.
- Four-color proof for four-color ads strongly preferred. Otherwise, Publisher is not responsible for color match.

- 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.
- Color reproduction is assured to generally-accepted cold-web newspaper printing standards.
- Advertiser will be billed at cost for time required to prepare files to above 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
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